



CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
NOVEMBER 15, 2024

The regular meeting of the Carson City Culture & Tourism Authority was held Friday, November 15, 2024, at the Carson City Community Center, Bob Crowell Board Room, 851 E. William Street, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Andrew Reno
Stacey Giomi
Daman Baath

STAFF PRESENT: David Peterson, Executive Director
Chris Kipp, Operations & Finance Manager
Linda Macauley, Administrative Assistant
Eric Brooks, Art & Culture Program Manager
Stu Wexler, Events & Sales Manager
Lydia Beck, Marketing & PR Manager

OTHERS PRESENT: Todd Reese, Assistant District Attorney
Kyle Shulz, Research Director for NV Dept of Tourism & Cultural Affairs
Niki Neilon, CPA Casey Neilon Accounting
Adele Oaks, Manager Casey Neilon Accounting
Denny French, Carson City

1. Call to Order.
2. Roll call was taken and a quorum was present.
3. Mr. Reno led the Pledge of Allegiance. After, stay standing for a moment of silence. The community lost a good partner. Mr. Giomi stated that Mr. Charlie Abowd passed away unexpectedly on Sunday morning. His wife, Karen, who was on the Board of Supervisors, they were a duo. Charlie was embedded in this community and he and Karen were embedded in the arts community. The community, Karen and family lost a great guy.
4. MR. RENO BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – Public Comment.

None

5. MR. RENO BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: Approval of Minutes – October 14, 2024, CTA Board Meeting.

Mr. Giomi made a motion to approve the meeting minutes of the CCCTA for October 14th as presented.

Second – Mr. Reno

Approved – Unanimously

Consent Agenda

Mr. Reno introduced the Consent Agenda and entertained requests to hear items separately. No requests were forthcoming.

6. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the CTA Statement of Accounts Payable checks and p-card charges for September 2024. – Chris Kipp
7. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the adjusted CTA fiscal year ("FY") 2025 budget report. – Chris Kipp

Mr. Giomi made a motion to approve the consent agenda consisting of item numbers 6 and 7 as presented.

Second – Mr. Reno

Approved – Unanimously

8. Item(s) pulled from the Consent Agenda will be heard at this time.

None

End of Consent Agenda

9. MR. RENO BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION -
For Possible Action: Discussion and possible action regarding approval of the CTA fiscal year ("FY") 2024 Annual Audit Report & Financial Statement. – Chris Kipp

Ms. Neilon introduced Adele Oaks, who was the Audit Manager on the audit for the past three years. Ms. Neilon thanked Ms. Kipp and Mr. Peterson for the fantastic job they do and are very responsive with any information needed. Ms. Neilon went over with the Board the three CTA Governmental funds, Audit Opinion and all financial statements. The Audit Opinion was Clean. Mr. Peterson thanked Ms. Kipp for all her work so the CTA has a clean audit.

Mr. Reno made a motion to approve.

Second – Mr. Giomi

Approved – Unanimously

10. MR. RENO BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION-
FOR DISCUSSION ONLY: Presentation and discussion regarding the Carson City economic impact of tourism for 2023.

Mr. Shulz reported that this presentation is a broad overview that they collect on a state level.

- ✓ Economic Impacts- Visitation Statistics
 - Carson City Direct Impacts
- ✓ Spending Comparisons
 - Direct Spending- Lodging-Food & Beverage
 - Retail-Recreation-Gaming-Transportation
- ✓ Visitation Statistics
 - Room Nights Occupied-Room Inventory
 - Occupancy Rate- Average Daily Rate
- ✓ Key Drivers for Interest
 - Beautiful Landscape-Quality Lodging Options
 - Outdoor Recreation Opportunities-Family Friendly
 - Safe-Affordable-Entertainment Options
- ✓ Visitor Profile Comparison
 - Day/Overnight Trip-Age Range
 - Education-Household Income
 - Accommodation Type-Children in Household
 - Travel Party Size-Purpose for NV Trip
 - Activities/Locations Experienced-Other Cities Visited
- ✓ Geolocation Data
 - Top Visitor Markets-Top Accommodations
 - Points of Interest
- ✓ Economic Update
 - Positive Indicators-Negative Indicators
 - To Be Aware Of-Tourism Economics Forecast

Mr. Giomi stated he thinks this information should be on the CTA website so the public and lodging properties can view it.

11. MR. RENO BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – Monthly Non-Action items for Presentation and Discussion Only:

A. Executive Director Update – David Peterson

- ✓ V&T Media Night
- ✓ Polar Express Upgrades
- ✓ CTA New Website
- ✓ 3D Cultural Corridor-RFP Executive Director

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ July & August Up
- ✓ September Down
- ✓ Three Hotels Down Rooms for Remodel
- ✓ Forecast Stays the Same

C. Hotel/Motel & RV Park Transient Lodging Report

- ✓ Report-July, August, September FY2024 vs FY2023
- ✓ 3 RV Parks-Numbers Vary

D. Arts & Culture Update – Eric Brooks

- ✓ Carson City Arts & Culture Strategic Plan 2022-2026
Implementation Monitoring FY2024
Overall Strategic Objectives-Recommended Activities
Schedule 22/23-24/25/26-Lead-Other Relevant Partners
2024 Output Evaluation of Activities-Overall Strategic
Objective Out Comes

E. Events & Sales Update – Stu Wexler

- ✓ Team 24 Show Results
- ✓ No Limits Tournament Dates
- ✓ Ford Bronco Celebration Results
- ✓ Nevada Day Powwow Results

F. Marketing & PR Update – Lydia Beck

- ✓ October Digital & Website
- ✓ October PR
- ✓ Visitor Profile Q4 FY24

G. Future Agenda Items – David Peterson

None

H. Upcoming Meeting – The next CTA Board meeting is tentatively scheduled for Monday, December 9, 2024, at 4:00 pm.

12. MR. RENO BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION-
CTA Board Comments or Announcements and Requests for Information:

Mr. Giomi stated that the Board of Supervisors passed a series of agenda items at the last meeting to have the pickle ball courts done at Mills Park. The goal is to bring tournaments in. Also, the City received a large grant for the Mills Park Master Plan. Also, there was feedback from the Governor's staff and someone from Legislature Leadership regarding the BDR the City pushed forward for funding of the V&T Commission, to have the State take it over and run it with an executive director. The feedback was that this probably would not happen. The BOS gave it to an interim committee to do a study in between the sessions.

Ms. Beck wanted the Board to save the date for December 10th from 6:00-8:00 pm at the BAC for the premiere of our winter mini movie campaign which is a spoof of a Hallmark movie.

13. MR. RENO BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
Public Comment.

Mr. French stated that he is sorry about the V&T situation and thinks other attractions could be used that are in that vicinity like a small air show and the disk golf so people can get familiar with the area. He was confused about finding the CTA site, Mr. Rasor helped. Also, the City Calander has everything scattered and hard to find and would like to see it all combined into one.

14. MR. RENO BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
For Possible Action: To Adjourn.

Mr. Giomi made a motion to adjourn at 5:34

Approved – Unanimously

Approved: _____
Andrew Reno

Attest: _____
Stacey Giomi

Recordings of this meeting are available at <https://www.carson.org/transparency/meeting-agendas-minutes-and-recordings>
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