



CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
JANUARY 13, 2025

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, January 13, 2025, at the Carson City Community Center, Bob Crowell Board Room, 851 E. William Street, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Mike Jones
Andrew Reno
Stacey Giomi
Kitty Mckay
Daman Baath

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

OTHERS PRESENT: Todd Reese, Assistant District Attorney
Denny French, Carson City

1. Call to Order.
2. Roll call was taken and a quorum was present.
3. Mr. Jones led the Pledge of Allegiance.
4. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
Public Comment.

None
5. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: Approval of Minutes – December 9, 2024, CTA Board Meeting.

Ms. Mckay made a motion to approve.

Second – Mr. Reno

Approved – Unanimously

Consent Agenda

Mr. Jones 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 November 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

Ms. McKay made a motion to approve.

Second – Mr. Giomi

Approved – Unanimously

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

None

End of Consent Agenda

9. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
For Possible Action: Discussion and possible action regarding the election of a Chairperson, Vice Chairperson, Secretary and Treasurer for the Carson City Culture & Tourism Authority Board of Directors. – David Peterson

Mr. Jones asked Ms. McKay and Mr. Baath if they had interest in any of the positions. Both replied no interest. Mr. Jones asked Mr. Reno if he had interest in continuing as Vice Chairperson, he replied yes. Mr. Jones asked Ms. Kipp if she would have interest in continuing as Secretary/Treasurer, she replied yes. Mr. Jones reported that he will continue as Chairperson.

Mr. Jones made a motion to appoint himself as Chairperson, Andrew Reno as Vice Chair and Chris Kipp as Secretary and Treasurer as the Carson City Culture and tourism Board of Directors as January 2027 board meeting.

Second – Mr. Giomi

Approved - Unanimously

10. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION-
For Possible Action: Discussion and possible action regarding the Carson City Culture & Tourism Authority (“CTA”) Room Tax Policies and Procedure. - David Peterson

Ms. Kipp reported that these are the room tax policies that were brought to the March 2024 Board meeting. Directions were given by the board to staff to work with the District Attorney’s office to bring back a refined version. The May 2005 CCVB Room Tax Policies are attached for comparison. They did not attach a redline at this time due to it being impractical because there are quite a few revisions. Some of the revisions include rearranging the order of some of the items, removal of some incorrect information, redundant information like the Carson City Business License information was not correct and the CTA does not have control over that so there are directions to their office. Also, clarification of exemptions along with examples, updated tax rates and breakdown of where the money goes.

The allowance for early reporting was taken out after the District Attorney's office said it was not allowed, removed June 17, 2019. Included is a governmental claim form for exceptions and sample letters that show what can be accepted or not accepted. Record-keeping updates, sample tax return and informal audits to give the Executive Director to talk with lodging properties in case there is a problem and fix it before there could be penalties. The tax return form will be finalized to match the policies and then put on our website when they are finished.

Included in the Carson City Municipal Code, some items highlighted in blue will need to be changed by the City. Also, the State of Nevada NRS are included just for reference for the properties. Included are 28 day exemptions examples, Governmental exemptions examples, an exemption form and an exemption letter. Once the Board approves this and is updated with any adjustments requested, she and Mr. Peterson will go to all the lodging properties and deliver the updated copies and put them on the lodging property page website and work with them to show what the changes are.

Mr. Reese regarding the Governmental Exemption Section, the District Attorney's Office is looking at a few exemptions to determine whether it should be an exemption or not. Generally, if the Government itself is directly paying then the entity is exempt. However, if an individual employee is paying then it is not exempt even if they are on official business. The GSA for the Federal Government has clear explanations on that and are trying to incorporate it in appendix D for clarity to the lodging properties. The exemption 5.25 for the State of Nevada, the policies currently exempt the State of Nevada for the lodging tax. However, it is not entirely clear whether the State of Nevada is exempt from the lodging tax. The DA's office is currently looking into this. However, pending final conclusion we are preserving the status quo.

Mr. Baath asked if as a hotel, if they have a Government account or a Legislator is staying at the hotel are they exempt from paying the 11% tax. Mr. Reese replied correct and any particular case with questions, reach out to Mr. Peterson. Mr. Peterson stated that with the Legislature it would depend on if they are paying for the full 120 days up front, that would fall under the 28-day exemption. Mr. Peterson stated that he does not know if Legislators are exempt when paying for just a day or two at a time. Mr. Reese stated he did not find an exemption for Legislators. They are individual people renting rooms. It also depends on how it is being paid. Whether the State is paying for the room or not. Mr. Baath asked if the lodging property must pay 11% even if the stay is exempt. Mr. Peterson stated no. Mr. Giomi asked how frequent delinquencies are. Ms. Kipp answered that mostly no, there are some delays currently in postmarks at the end of the month and our reporting date. Sometime the properties that have people living there they are not always current on their reporting. Ms. Kipp stated that the CTA can go after a property if they are late with a \$75 penalty. Mr. Giomi asked if the \$75 is enough of a disincentive for it to matter. Mr. Reese stated that the Board of Supervisors would need to change the amount. Mr. Peterson reported that the RSCVA has a delinquency assessment of \$100.

Mr. Jones made a motion to approve the Room Tax Policies and Procedures, as discussed on the record, and to authorize the Executive Director, in conjunction with the District Attorney's Office, to make any necessary technical and clerical edits.

Second – Mr. Reno

Approved – Unanimously

11. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION-

For Possible Action: Discussion and possible action regarding the annual performance review of David Peterson, Culture & Tourism Authority ("CTA") Executive Director, the review of past objectives and adoption of future objectives for the Executive Director and approval of an overall rating of his performance over the past year. – Chris Kipp

Ms. Kipp read the Staff Summary. Mr. Peterson went over his objectives from 2024 that the Board established for him with completion dates. Mr. Peterson thanked Ms. Kipp with help with the budget plan on the 3D Cultural Corridor Project.

Mr. Peterson went over the 9 objectives with completions date for 12/17/24-12/16/25 for the Board's consideration. There were no comments from the board.

Mr. Jones stated that now there will be time for the ratings of Mr. Peterson. Mr. Jones stated that Mr. Peterson never loses his passion for his job, is community centered and an advocate for his team with the successes he has. He is results driven and made a successful move to save more money, the budget and finances look great. Mr. Jones gave Mr. Peterson an outstanding rating. Ms. McKay asked about the salary range for outstanding at 5% goes over the top of the salary range. Mr. Reese reported that yes Mr. Peterson would be capped at the top of the salary range. Ms. McKay asked if the salary ranges are ever examined. Mr. Reese reported that salary ranges are set by the Board and can be re-examined usually during the budget hearing.

Mr. Reno stated that Mr. Peterson is not only a leader with tourism with Carson City but within the whole region. Between the leadership and his team, I will give him an outstanding. Ms. McKay concurred with all the statements and his attitude is consistently so excited which translates into everything. Ms. McKay asked that the salary cap be examined. Mr. Jones stated that it could be looked at a budget hearing. Mr. Giomi concurred with the comments and his rating and agrees with looking at the salary cap. Mr. Jones stated that the salary cap be examined with the budget. Mr. Giomi thanked David for having communication with the City and synergy is at an all-time high along with the staff working together.

Mr. Jones made a motion to approve the performance evaluation and objectives for David Peterson and set his rating at outstanding and set his salary at the maximum for the Executive Director's salary range as discussed on the record.

Second – Ms. McKay

Approved – Unanimously

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

A. Executive Director Update – David Peterson

- ✓ 3D Cultural Corridor-Released 2nd RFP Executive Director
- ✓ Polar Express-Record Sales
- ✓ V&T New Website
- ✓ V&T Workshop-February 7th
- ✓ Tahoe Knight Monsters Hockey Night-CC Take Over February 7th

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ November Record Numbers
- ✓ 3 Properties Down Rooms-Remodel

C. Arts & Culture Update – Eric Brooks

- ✓ BAC Satellite Gallery-Remembering the Gold Hill News
- ✓ New Sculpture in Mills Park
- ✓ Inaugural Tamale Festival Recap 2024
- ✓ Americans for the Arts Report 2024

D. Events & Sales Update – David Peterson

- ✓ ABA 2025 Philadelphia
- ✓ Futsal 2025
- ✓ 2025 Tournament Updates
- ✓ Upcoming 2025 Tourism Shows-IPW, Teams 25
- ✓ Making Memories Tours Update

E. Marketing & PR Update – Lydia Beck

- ✓ A Winter's Charm Premiere & Campaign
 - Accolades and Support
 - Feedback
 - Public Relations Overview
 - Web & Paid Digital Ads
 - What's in the Works

F. Future Agenda Items – David Person

None

G. Upcoming Meetings – The next CTA Board Meeting is tentatively scheduled for Monday, February 10, 2025, at 4:00 pm.

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

None

14. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
Public Comment.

Mr. French stated that with all the meetings he goes to this meeting shows such teamwork and enthusiasm and liked hearing about the amazing year. Thank you very much.

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

Mr. Jones made a motion to adjourn at 5:42

Approved – Unanimously

Approved: _____
Mr. Jones

Attest: _____
Andrew Reno

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