



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

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

PRESENT: Andrew Reno
Diana LaForge
Stacey Giomi
Garrett Lepire

STAFF PRESENT: David Peterson, Executive Director
Chris Kipp, Operations & Finance Manager
Kasie Saldaña, Administrative Assistant

OTHERS PRESENT: Matthew Dodd, General Manager, Gold Dust West
Valerie Moore, Deputy Director, Brewery Arts Center

1. **Call to Order.** Mr. Reno called the meeting to order at 4:00 p.m.
2. **Roll Call and Determination of Quorum.** A roll call was taken, and a quorum was present.
3. **Pledge of Allegiance.** Mr. Reno led the Pledge of Allegiance.

Mr. Reno brought the next item to the Board's attention.

4. **Public comment:** None

Mr. Reno brought the next item to the Board's attention.

5. **For Possible Action:** Approval of Minutes – September 8, 2025, CTA Board Meeting.

Mr. Lepire made a motion to approve.

Second – Mr. Reno

Approved – Unanimously

Mr. Reno brought the next item to the Board's attention

Consent Agenda

6. **For Possible Action:** Discussion and possible action regarding approval of the CTA Statement of Accounts Payable checks, totaling \$44,489.27, and p-card charges, totaling \$23,052.25, for August 2025.

7. **For Possible Action:** Discussion and possible action regarding approval of the adjusted CTA fiscal year (“FY”) 2026 budget report, including a comparative statement of adjusted revenue totaling \$575,396.00, expenses totaling \$282,434.59, and fund balance for all CTA Funds totaling \$5,017,759.32.

End of the Consent Agenda

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

Mr. Reno asked if any member of the public would like to have any item from the consent agenda pulled for further discussion. There were no public comments.

Mr. Giomi made a motion to approve.

Second – Mr. Lepire

Approved – Unanimously

Mr. Reno brought the next item to the Board’s attention

9. **For Discussion Only:** Presentation and discussion regarding the 3rd Annual Murals & Music Festival event report by Brewery Arts Center Deputy Director Valerie Moore.

Valerie Moore provided a recap of Carson City’s 3rd Annual Murals and Music Festival, explaining that 17 artists created 17 murals during the event, deepening our city’s cultural identity. Some of the highlights of the festival were a mural painted by Autumn Harry from the Paiute Tribe, a 28-foot portrait painted by international artist Rafael Blanco, a mural painted on the assisted living lodge, and twelve live music performances during the event. Mrs. Moore shared that the Brewery Arts Center was the busiest she has ever seen it, leading up to, and during the festival. Murals are expected to increase foot traffic in downtown Carson City, as there are now 75 murals, totaling \$609,000 in public art created over the last three festivals. Mrs. Moore stated that there are increased opportunities for Murals and Music moving forward and expressed that an increase in the budget would allow for higher artists’ stipends and maximized music opportunities during the festival.

After Mrs. Moore’s presentation, she opened the room up to questions or comments from the board. Garrett Lepire stated that Murals and Music has been a great asset to our community and every year the murals get better. Andrew Reno added that he has received roughly 30 requests for digital maps from people in the Reno area. David Peterson stated that since Murals and Music, he has seen people visiting and photographing Autumn Harry’s mural nearly every day. Stacey Giomi asked if there are plans to expand on the current murals map. Chris Kipp responded that Eric Brooks has been working to expand on the map. Mr. Giomi shared that he thought it would be good to have a website with a list of murals, where an individual could click on a mural name and it would bring up a picture, the address, and information on the artist. Mr. Peterson stated that he does believe something similar to Mr. Giomi’s idea is in progress.

10. **Monthly Non-Action Items for Presentation and Discussion Only:**

A. Executive Director’s Update – David Peterson

- Northern Nevada Adventure Center: Mr. Peterson shared that tomorrow, Thursday, October 14 will be the groundbreaking for the Nevada Adventure Center in Carson City, followed by lunch, and tour operators.
- Travel Nevada 250 Grant: Visit Carson City received \$18,000 from the Travel Nevada 250 Grant. The grant money will go towards 9 railroad spike sculptures for the Dust and Wonder Trail. Work cannot begin until January 1, 2026.

- V&T Update – Only 33 seats are left for the Twain Train, Mr. Peterson stated that he believes they will sell out this week. The Polar Express has also been selling quickly since going live, totally roughly \$600,000 in sales so far.

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- In August 2025 room tax numbers came in \$85,000 dollars over the budget projection, totaling 3.71 million in occupancy taxes. David Peterson shared that Carson City is somewhat insulated from the issues on an international level with tourism, the economy, and the government shutdown.

C. Hotel/Motel& RV Park Transient Lodging Report – David Peterson

- There is a delay in reporting, as Chris Kipp is waiting on a new report for year over year, however, room nights have been up in occupation year over year despite hotels being down rooms for reservations over the past year.
- Andrew Reno asked when most rooms were out of order. Mr. Peterson explained that that time was likely November 2024 and moving forward from that point. Diana LaForge stated that The Federal will have more rooms out of order soon, and Mr. Peterson shared that we are not out of the woods yet, but we are in a better place than we have been.

D. Arts & Culture Update – David Peterson

- Silver State Art Festival – The Silver State Art Festival hosted a total of 40 artists, 9 more artists than in 2024. The festival resulted in good sales and good traffic. There will be more information to come on the 2026 festival.
- Sassabration – Nevada's Pride Event is planning to complete outreach to southern Nevada for next year's event. A statewide event will be beneficial to Carson City.
- 3rd Annual Murals and Music – While there were less murals painted at the 3rd Annual Murals and Music Festival, the murals were larger. The event included 17 artists painting murals and resulted in a great turnout with lots of traffic to the murals and the Brewery Arts Center.
- CODA Summit – David Peterson did not want to speak on Eric's experience attending the CODA Summit, so Eric Brooks will share more information regarding his attendance at next month's board meeting. Mr. Peterson emphasized that his attendance will come in handy with work that Mr. Brooks has planned for next year.
- BAC Satellite Gallery – Elaine Parks' Unfolding Gallery Reception will take place on November 7th.
- Mark Twain Days – Mark Twain Days will take place on October 17th and 18th. The festival is shifting towards a literary direction with several literary based workshops. The Low Brow, Come as You Are Social, will take place on October 18th.

E. Events & Sales Update – David Peterson

- TEAMS 25 – Stuart Wexler is currently attending TEAMS 25 in Columbus, Ohio. He has 40 appointments and will be discussing events for the new turf fields in Centennial Park. He is currently in contact with an individual in Reno to host a disc golf tournament in Carson City. At the conference he will also be working on indoor activities and focusing on outdoor trails.
- Bronco Super Celebration – Carson City's and Colorado's Bronco Super Celebration events are the only Bronco events in the country that saw an increase participation this year. Overall, other locations' events saw a decrease in participation or remained flat. This year, Dick Campagni's Capital Ford hosted an event for the community. Carson City is likely to see this event grow, but it may take five years for growth. David Peterson emphasized that the Bronco

group loves the trails available in Carson City and took time to thank Mitch and his father for keeping participants on trail.

- NICA – The NICA event coordinators anticipated 400 riders. Roughly 1,500 spectators attended the event. The weather was not good; however, it did come back around nicely.
- K9 Challenge – The Carson City Sheriff's Office K9 Challenge hosted K9 units from across Nevada and one K9 unit from Northern California. The event had a good turnout, even towards the end of the day when the wind had picked up.
- Bonanza Kennel Club Dog Show – The Bonanza Kennel Club Dog Show included participants from over 25 states, Canada, and Japan. CCCTA is still waiting to hear final turnout numbers from Candy and her team.
- Kaboom Con – Kaboom Con did not result in the attendance that they had anticipated. There were 400 to 500 attendees. The event host was not able to anticipate two other comic con style events in Tahoe and Reno that competed for attendees despite their efforts to schedule at a different time.
- SPARROWS Lock Picks – SPARROWS Lock Picks had an excellent turnout for their event at the Historic Nevada State Prison. Next year the event coordinator is looking to expand the event to 200 plus participants. Overall, the event generated 200 room nights and hosted attendees at the prison and the Carson City Gun Range. Attendees were ecstatic about the Carson City Gun Range and expressed that it is one of the nicest they have attended. Garrett Lepire asked for clarification on the event. David Peteson explained that the attendees, largely locksmith professionals, attend to learn lockpicking techniques, complete breeching activities, and partake in several other activities. There are big plans to grow the event with potential to put \$100,000 into the local economy.

F. Marketing & PR Update – David Peterson

- Digital Growth Update – Carson City was featured in an article titled "Escape to this Charming Mountain Town Before Fall Ends." Additionally, the Carson to Canada Quest was featured in news segments as the second hiker completed the quest. Carson City was also featured in the Bay Area and LA's weekend sherpas and hosted paranormal influencers. The team is working on new story ideas with KPS3 and Travel Nevada.
- Datafy – We have updated the program's geo data filters to exclude information from major highways to refine spending data for Carson City. They have also excluded the Trader Joe's, Walmart, and Costco zip code. Data shows an estimated 4 million visitor days, a slight increase in 2 – 5-day stays, a mix of visitors making quick trips and extended stays, as well as visitation having built up in the spring, peaking in June, and having trailed off. The team is working on trying to mitigate the drop in events. Shopping, food and beverage led visitor spending data. David Peterson shared that military individuals and families from Fallon are being encouraged to visit Carson City. Additionally, next month, Mr. Peterson will be discussing the Carson City visitor profile. Garrett Lepire asked if average spend per trip includes hotel room, and Stacey Giomi asked if pre-paid hotels were being captured. Mr. Peterson emphasized that the data gained through Datafy is being collected from credit cards at point-of-sale locations and unverified data pulled from mobile devices. He further clarified that this data is another method of tracking to see spending from a device standpoint. Mr. Giomi stated this is non-verified data, and Andrew Reno stated that day trippers would offset the numbers. Mr. Giomi explained that there are a lot of nuances. Throughout the discussion, Mr. Peterson explained the data shared is to share another data point with the board, and does not result in a visitor profile, as it is only directional data.

- A Winter's Charm – There will be a small refresh of digital ads for A Winter's Charm, which will bring back the actresses Daniel and Melody, to create evergreen ads to begin in January and potentially push through April.
- Film Nevada Day Tour – Film Nevada Day Tour hosted 80 film makers as a part of the Cordillera Film Festival. Participation in the event allowed Visit Carson City to strengthen our role in Nevada Creativity. David Peterson extended a huge thanks to Tom Gray with his assistance in the event. The attendees rode the train, where cutouts of movie characters from movies filmed on the trains were placed in train cars, and horseback riders rode next to the train. Mr. Peterson shared that instead of shipping trains, with more filming taking place in Nevada, film makers could come here. Attendees loved the event and enjoyed being able to reconnect here. Several people are looking to make films here. Mr. Peterson also extended thanks to Laurie Baxter of Bela Vita, who was able to provide lunch, engage with attendees, and offer catering to anyone planning to film in the area.
- After Mr. Peterson asked if there were any questions, Mr. Giomi shared that he is amazed by how many people from Southern Nevada haven't been to Northern Nevada. Mr. Peterson stated that there is marketing and a focus on events to bring visitors to Northern Nevada, including a boxing event and pride specific advertising. Mr. Giomi stated that the state should be producing advertising encouraging travel across Nevada. Mr. Peterson shared that Travel Nevada does advertise road trips to drive people to rural Nevada with instate campaign efforts. Mr. Giomi stated that high school marching bands used to travel to participate in the Nevada Day Parade, which also brought parents along, but the bands no longer travel, so a scholarship for said travel may be something to consider providing with marketing dollars. Garret Lepire added that the Fremont Cannon, UNLV mascot, and UNR mascots could also attend the Nevada Day Parade. Mr. Lepire also added that Northern Nevada could host a golf championship like the PGA Tour but specific to Nevada. Mr. Peterson asked if Las Vegas offers the same golf elements as Northern Nevada, and Mr. Lepire explained that there is no golf through the summers in Southern Nevada. Overall, the board and Mr. Peterson agreed that there are plenty of opportunities to bring Northern and Southern Nevada together, and Mr. Peterson emphasized that plans for this are being discussed and created.

G. Future Agenda Items – David Peterson: None

H. Upcoming Meetings – The next CTA Board meeting is tentatively scheduled for Monday, November 10, 2025, at 4:00pm.

Mr. Reno brought the next item to the Board's attention.

11. CTA Board Comments or Announcements and Requests for Information:

Mr. Giomi shared that the Historic Preservation Office declared Carson City a certified historic resource commission related to structures and residences. He also shared that the capitol Christmas tree will be at Carson City Toyota after the Nevada Day Parade. It is the first time Capital Christmas tree has come from Nevada, and each county has a wedge in a tree skirt for the tree, has provided ornaments, and several additional small trees for buildings around the Capital are being provided by Nevada. Additionally, Mr. Giomi shared that the Centennial Park Master Plan was approved with a focus on the lower fields, to go to the board of supervisors. Lastly, he shared that NAC, which is expecting a 250-person attendance, may overflow into Carson City next year, in September 2026.

Mr. Reno brought the next item to the Board's attention.

12. Public Comment: None.

Mr. Reno brought the next item to the Board’s attention.

13. For Possible Action: To Adjourn.

Mr. Reno made a motion to adjourn.

Minutes Approved – Unanimously

Approved: _____
Andrew Reno

Attest: _____
Diana LaForge