Carson City Culture & Tourism Authority
Agenda Report

Date Submitted: 01/08/20
Agenda Date Requested: 01/13/20
Time Requested: 15 Minutes

To: Carson City Culture & Tourism Authority - Board of Directors
From: Chris Kipp, Operations Manager (ckipp@visitcarsoncity.com)

Subject Title: Discussion and possible action regarding the annual performance review of David Peterson, Culture & Tourism Authority (CTA) Executive Director, to review past and future objectives as Executive Director, and to approve an overall rating of his performance over the past year which may make him eligible for a merit-based raise.

Staff Summary: On December 17, 2018, CTA appointed David Peterson to serve as the Executive Director for CTA. Pursuant to NRS 244A.619, CTA is authorized to hire and retain officers, and as such, any annual performance review of such officers must be done by the Board during a public meeting. David Peterson was provided notice of the annual performance review on December 12, 2019. As per the Carson City Culture & Tourism Authority Employee Policies and Procedures, employees may receive an annual merit increase for work performance upon the recommendation of the appointing authority. The Board will consider David's performance as the Executive Director from the period of December 17, 2018 to December 16, 2019, and will adopt the performance objectives for the 2020 calendar year.

Type of Action Requested:

(____) Resolution
(_xx_) Formal Action/Motion
(____) Ordinance
(___) Other (Specify) Presentation Only

Recommended Board Action: **I move to approve a salary adjustment of ___% for the Executive Director of the Carson City Culture & Tourism Authority as a result of the performance evaluation for the period of December 17, 2018 to December 16, 2019. The compensation adjustment will be retroactive to the performance review date of 12/16/19.**

Applicable Statute, Code, Policy, Rule or Regulation: NRS 244A.619

Fiscal Impact: Yes

Explanation of Impact:
The fiscal impact will depend on the overall job performance rating. The executive director's current annual salary is $135,000.00. The salary range for the Executive Director is $106,000.00 - $170,000.00. Merit increase percentages are as follows: Below Expectations = 0% increase, Meets Expectations = 2% increase, Above Expectations = 3.5% increase, Outstanding = 5% increase.

Funding Source: 7407200-500101

Supporting Material/Attachments: Notice of performance evaluation
Executive Director Accomplishments & Objectives

Prepared By: Chris Kipp, Operations Manager

WWW.VISITCARSONCITY.COM

December 12, 2019

David Peterson, Executive Director
Carson City Culture & Tourism Authority
716 N. Carson Street
Carson City, NV 89701

Re: Notice Pursuant to NRS 241.033 and NRS 241.034;
Carson City Culture & Tourism Authority Board Meeting, January 13th, 2020, 4:00 p.m.
Review of the Executive Director's performance for the period of December 17, 2018 to December 16, 2019, and discussion and possible administrative action relating to the employment of David Peterson as Executive Director for Carson City Culture & Tourism Authority.

Dear Mr. Peterson:

Pursuant to Nevada Revised Statutes (NRS) 241.033 and 241.034, you are being provided notice that at the January 13th, 2020 Board meeting which begins at 4:00 p.m., the Carson City Culture & Tourism Authority Board will conduct your performance evaluation and consider your professional competence and performance as the Executive Director in an open public meeting. The Board will consider your performance as Executive Director from the period of December 17, 2018 to December 16, 2019.

The Board may also discuss and take administrative action that in a worst case may be adverse to your compensation or continuing employment, without further notice, if the public body determines that such administrative action is warranted after considering your professional competence and performance as the Executive Director.

Sincerely,

Mikes Jones, Chairman

Received: _____ Date: 12/12/19
David Peterson, Executive Director

cc: Carson City Culture & Tourism Authority Board

VISIT CARSON CITY NV

PROOF OF SERVICE

I, Christine Kipp, hereby swear or affirm under penalty of perjury that in accordance with NRS 241.033 and NRS 241.034, I served the foregoing Notice of Meeting of the Carson City Culture & Tourism Authority Board to consider professional competence and performance as the Executive Director in an open public meeting.

By personally serving and sending via email, the fully executed Notice, to David Peterson, on Friday, December 13th, 2019.

Christine Kipp
Signature of person making service

State of Nevada)
) ss:
Carson City)

Signed and sworn to (or affirmed) before me by Christine Kipp
on January 6, 2020

R Evanson
Notary Public

R. EVANSON
Notary Public-State of Nevada
APPT. NO. 14-13331-5
My Appt. Expires 03-14-2022

Commission Expires 3/14/2022

CCCTA Executive Director

Accomplishments by Program (12/17/18 through 12/16/19)

Finance/Administration

Received marketing grant funding for **9** grants totaling **$57,000**.

Generated **$3,905.70** in printing revenue to off-set click overages.

Established fiscal year CTA partner support tier guidelines.

Elimination of the 2% allowance for early reporting of TOT.

Identified and secured a refund in the amount of **$17,416.18**, for mischarges relating to the Konica Minolta lease.

Co-created a Carson City arts organizations/assets one-sheet with the Arts/Culture Department.

Co-drafted, with the City, a two-year interlocal agreement for CTA access to City services as well as the funding for the Arts/Culture Department.

Restructured the CTA team, allowing for the addition of a new position within marketing, aka, a multimedia content coordinator.

Marketing

Developed guiding principles, which include brand promise, positioning and pillars, along with audiences.

Created the CTA first media plan for paid advertising, including an influencer marketing strategy that resulted in awareness of Carson City, in addition to stunning photo and video assets.

Launched a new consumer version of VisitCarsonCity.com to include full Google Analytics integration for tracking purposes.

Brought all media buying in-house with a fully integrated search, digital and paid social media strategy put in place.

Hosted **20** media writers/influencers from Houston, LA, Montana, Indiana, Tahoe, Reno, Kansas City, and the Bay Area.

Generated an earned media publicity value of $306,600 from December 17, 2018 to December 16, 2019.

Created a Dining Guide and a new pocket Visitor Guide.

Created a virtual Kit Carson Trail experience that can be utilized on mobile and through virtual reality.

Events and Sales

Added a sales component to the pre-existing events program.

Collaborated with new event promoter to bring a new gravel grinder bike event to Carson City for three years with the first event to be held in September 2020.

Collaborated with two new event promoters to bring two new softball tournaments to Carson City, tentatively set for June and August/September 2020.

Secured a new basketball tournament at the MAC for May 2020.

In partnership with the Capital City Gun Club, two new shooting events have been secured for 2020.

Expanded the August Flat Trac Racing event from one day to two days in 2019.

Created a single page intercept interview questionnaire that was used to collect data from approximately **2,000** visitors at **17** April through December 2019 events.

Created a group tour travel one-sheet.

Hosted **3** FAMs representing **19** tour operators from China, Mexico, Canada and Australia.

Hosted one Nagel bus tour group of **50** Albertans.

Hosted the RSCVA's Biggest Little City FAM/Event at the Stewart Indian School, which included over **30** domestic and international tour operators, travel agents and local property representatives from Washoe County.

CCCTA Objectives (12/17/19 through 12/16/20)

Build and launch a tourism industry oriented website (VisitCarsonCity.biz). (March 2020 completion)

Write and submit CTA policies and procedures for board approval. (December 2020 completion)

Write and submit a five-year strategic plan for FY21-25 for board approval. (September 2020 completion)

Bring digital data collection in play for 2020 events. (March 2020 completion)

Develop a Visit Carson City media kit. (February 2020 completion)

Engage the lodging properties regarding the 1% TOT for the arts and culture department funding. (April 2020 completion)

Reimagined Kit Carson Trail experience with sandstone/medallion markers and new digital experience. (December 2020 completion)

Create a strong and effective digital strategy built around the new site that is actively collecting visitor data. (Data collection/testing January through June 2020 with a 7/1/20 full implementation date.)