



**CARSON CITY CULTURE & TOURISM AUTHORITY  
BOARD MEETING MINUTES  
July 13, 2020**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, July 13, 2020 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

**PRESENT:** Mike Jones, Chairman  
Stacey Giomi  
Mike Riggs  
Mike Santos

**STAFF PRESENT:** David Peterson, Executive Director  
Chris Kipp, Operations Manager  
Lydia Bruegge, Marketing Manager  
James Salanoa, Events Manager

**OTHERS PRESENT:** Vincent Ficchi, Freedom Railbikes  
Todd Lozo Sr. – Freedom Railbikes  
Pierron Tackes, Carson City Deputy District Attorney

**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 – June 8, 2020 CTA Board Meeting.

**Mr. Santos** made a motion to approve the minutes as presented.

Second – **Mr. Giomi**

Approved – Unanimously

**6. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** Adoption of Agenda.

As Presented

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

**7. DISCUSSION AND POSSIBLE ACTION:** regarding approval of the CTA Statement of Accounts Payable Checks and P-card charges for June 2020.

**8. DISCUSSION AND POSSIBLE ACTION** regarding approval of the adjusted CTA FY20 budget report.

**Mr. Giomi** made a motion to approve the consent agendas.

Second – **Mr. Santos**

Approved - Unanimously

### **End of Consent Agenda**

### **9. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**

**FOR POSSIBLE ACTION:** Discussion and possible action to appoint one member from among the members of the Carson City Culture and Tourism Board, or who is a designee of the CTA Board, to the Nevada Commission for the Reconstruction of the V&T Railway, pursuant to Section 3 of the Nevada Commission for the Reconstruction of the V&T Railway Act of 1993, as amended by Senate Bill 57 from the 2017 Nevada State Legislative Session. (Term 08/01/2020 through 07/31/2024).

**Mr. Santos** stated that he has served on the V&T Commission for the last two years, Mr. Santos reported that he spoke to Elaine Barkdull-Spencer who is the General Manger, that he feels Mr. Peterson would be a good fit for this position. And would like to nominate him for this position on the Commission Board for the CTA. **Mr. Jones** thanked Mr. Santos for his help with the V&T Commission and supports Mr. Peterson as the replacement on the Board.

**Mr. Riggs** made a motion to appoint David to the Nevada Commission for the Reconstruction of the V&T Railway. Pursuant to Section 3 of the Nevada Commission for the Reconstruction of the V&T Railway Act of 1993, as amended by Senate Bill 57 from the 2017 Nevada State Legislative Session.

Second – **Mr. Giomi**

Approved – Unanimously

### **10. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**

**FOR PRESENTATION ONLY:** Railbike Presentation by Mike Santos, Commission Member of the Nevada Commission for the Reconstruction of the V&T Railway.

**Mr. Santos** reported that this idea was brought to him a year ago. After discussions with three vendors the Commission choose Freedom Railbikes out of Unica, New York. The rides will start at Eastgate Depot. The ride is 4.3-mile round trip to the Carson River Canyon on the V&T Railway Canyon track. This will include water, snacks and history. Marketing will be done for Lake Tahoe, Reno, locals along with the CTA marketing efforts. This will be a way to experience the outdoors in a unique way.

**Mr. Ficchi** stated that this is a beautiful area and they are happy to be part of it. He went over the specifics of the motor assist railbikes and plans to be out here the first part of August. They will be selling merchandise.

**Mr. Peterson** showed a video from the Railbikes demo day done by the CTA marketing team.

**Mr. Ficchi** reported that they did have a briefing on Covid 19 regarding sanitizing the railbikes between rides and the staff has had a safety meeting. They are planning on having four rides a day, five days week through October and starting in April of next year, but anything can be expanded.

**Mr. Peterson** reported that on August 3<sup>rd</sup> there will be a huge media day with an afternoon ribbon cutting. The rides will start August 4<sup>th</sup>. The price per person will be about \$48 and a family of 4 for \$150. The ride will be about one and a quarter hour with history and snacks. Along with going over the V&T bridge. Mr. Santos reported that Ms. Elaine Barkdull-Spencer, who is General Manager, stated the cost will be \$45 a person with \$150 for a family of four.

## **11. 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**

- ✓ Presentation of Carriage Stone Markers to Historic Resources Commission
- ✓ KCT Markers in before Nevada Day
- ✓ Multimedia Content Position Recruitment Closed Last Wednesday
- ✓ Sports Leisure Vacations, Motor Coach-Mark Hoffman Here Tomorrow-Tour
- ✓ Arts & Culture Meetings for New Direction

**Mr. Peterson** reported that there are four positions open on this Board. There are 11 applicants so far which could go as high as 13 or 14 this week. The Board of Supervisors will interview the applicants in August.

### **B. Transient Occupancy Tax Actual vs Forecast – David Peterson**

**Mr. Peterson** reported that the Board has the actual verses forecast report. April came in a little better than expected at down 69%. All of Mays collections are not in yet but estimates are 50% down.

### **C. Transient Occupancy Report – For April - David Peterson**

**Mr. Peterson** reported that there are some properties that were closed from the middle of March and did not open again until June. Tonight, there will not be a report but as the months go by with more data there will be a report.

### **D. Events & Sales Update – James Salanoa**

- ✓ Recap Events & Sales
- ✓ Cancelled, Pending, Active Events through July
- ✓ Go West Summit August 31 – September 4, 2020 Virtual Event
- ✓ National Tour Association November 17-19, 2020 Virtual Event
- ✓ Fees & Registration Cost

**Mr. Riggs** reported that the Downtown Business Association will have the Downtown Throwdown event October 10<sup>th</sup>.

**E. Marketing and PR Update – Lydia Bruegge**

- ✓ Public Relations Report for June
- ✓ Marketing Update
- ✓ #getVirtual Live Show with Getaway
- ✓ Visit Carson City Safely Landing Page
- ✓ Messaging
- ✓ Media Day at Railbikes

**F. Future Agenda Items – David Peterson**

None.

**G. Upcoming Meetings – August 10, 2020 at 4:00 pm CTA Board of Directors**

**12. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –**

Board Comments or Announcements and Requests for Information.

None.

**13 MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –**

Public Comments.

None.

**14. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –  
FOR POSSIBLE ACTION: To Adjourn.**

**Mr. Santos** made a motion to adjourn at 5:02.

Approved – Unanimously

Approved: \_\_\_\_\_  
**Mike Jones**

Attest: \_\_\_\_\_  
**Mike Riggs**

Recordings of this meeting are available at the office of the Carson City Culture & Tourism Authority,  
716 N. Carson St., Carson City, Nevada 89701.

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