



CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
DECEMBER 14, 2020

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, December 14, 2020 at the Carson City Community Center, Bob Boldrick Theater, 851 E. William Street, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Mike Jones, Chairman
Stacey Giomi
Steve Kehm
Bobbi Rahder

STAFF PRESENT: David Peterson, Executive Director
Chris Kipp, Operations Manager
Linda Macauley, Administrative Assistant
Lydia Bruegge, Marketing Manager
James Salanoa, Events and Sales Manager

OTHERS PRESENT: Martin Hall, MOPO CEO
Nicola Neilon, CPA with Casey Neilon, Inc.

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 – October 12, 2020 CTA Board Meeting and
November 19, 2020, CCCC & CTA Special Joint Meeting.

Ms. Rahder made a motion to approve the minutes of the October 12, 2020 meeting.

Second – Mr. Giomi Approved – Unanimously

Mr. Giomi made a motion to approve the November 19, 2020 Joint meeting minutes as presented.

Second – Mr. Kehm 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. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the CTA Statement of Accounts Payable Checks and P-card charges for October and November 2020.
8. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the adjusted CTA FY21 budget report.

MS. Rahder made a motion to approve the Consent Agenda as presented.

Second – Mr. Kehm Approved - Unanimously

End of Consent Agenda

9. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR DISCUSSION ONLY: Presentation by MOPO and possible discussion regarding a mobile platform for matching consumers with recreational activities in Carson City. – David Peterson

Mr. Peterson introduced Mr. Hall along with his roles in his business background.

Mr. Hall thanked Mr. Peterson and Ms. Bruegge to be able to present tonight. He also thanked his team. They founded the Company in February and has just under 30 people. They plan to launch in the first quarter of next year. Mr. Hall showed a presentation on:

- ✓ What is MOPO, New Mobile AI-Driven Platform for Recreational Activities
- ✓ Matches Consumers with Experiences and Information
- ✓ Connects and Creates Opportunity for Community Constituents
- ✓ Working with Visit Carson City
- ✓ No Fee Partnership
- ✓ Economic Impact/Brand Visibility
- ✓ Mobile Solutions

Mr. Hall showed a presentation on the use of the mobile app.

Mr. Jones stated that the presentation was interesting and allows the visitor to customize their experience. It also enables the visitor to interact with the operators and drives more visitors to the CTA website. This is technology the CTA needs to look at.

Mr. Giomi asked how this will reach the DMO's, (Destination Marketing Organizations). Mr. Hall reported there will be a three-phase launch plan. Drive Markets, California, Nationally and then Global. This will be done over a two-year period and achieved through social platforms.

Mr. Peterson reported that initially there will be a letter of intent to get started. This will be a great cross promotion with the Reno Tahoe Territory and other DMO's. Mr. Giomi asked about the revenue. Mr. Hall reported that they don't anticipate ever charging the consumer or DMO's. They plan to take a small fraction of any transaction that goes through the platform operations such as bookings, payments and advertising streams. Mr. Peterson reported that we are not looking for a letter of approval or intent tonight.

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

POSSIBLE ACTION: Discussion and possible action to approve the FY 2020 Annual Audit Report & Financial Statement. – David Peterson

Ms. Neilon reported on the FY2020 CTA audit report and financial statements as of June 30, 2020. Mr. Peterson thanked Ms. Kipp for her work on the audit along with working in a new accounting system. Ms. Neilon also thanked Ms. Kipp and reported that the auditor's report shows a clean opinion, the highest level of assurance that can be given on a financial statement. Ms. Neilon went over the highpoints.

Mr. Giomi made a motion to approve the CTA audit report and financial statement for 2020.

Second – Ms. Rahder

Approved – Unanimously

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

FOR POSSIBLE ACTION: Discussion and possible action regarding a proposed amendment to the Interlocal Agreement for Administrative Services and Facility Use and Management between Carson City ("City"), the Carson City District Attorney's Office ("CCDA") and the Carson City Culture and Tourism Authority ("CTA") to amend and delete provision related to the administration of the 1% Transient Lodging Tax dedicated to the Implementation of the City's Arts & Culture Master Plan and the development of a Cultural Tourism Campaign (the "1% Tax"), and authorization for the CTA Executive Director to take any action necessary to implement the amended agreement. – David Peterson.

Mr. Peterson reported that the Board has the amendment form that Mr. Todd Reese with the District Attorney's office has put together. At the joint Cultural Commission and CTA meeting in November both agreed to move the administration of the 1% tax through May 31st back to the CTA. The document tonight will allow all parties to do that. This will be step one and then will move forward to this Thursday's Board of Supervisors meeting to be approved.

Ms. Rahder made a motion to approve the amendment and authorize the CTA Executive Director to take any action necessary to implement the amended agreement.

Second – Mr. Giomi

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

- ✓ Received Funding from NCOT for an allocation of Cares Relief Funds for three Grants to be completed by 12/30/20
- ✓ Commercial Business Interest on CTA Board-Application on Carson.org
- ✓ KCT Markers Update
- ✓ V&T Railbikes August to NV Day Weekend Update
- ✓ V&T Depot Santa Drive Through Event

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ October up 3.7% from 2019
- ✓ Revised November and December to down 30% Forecast

Mr. Giomi asked if the trend continues, March is forecast for increasing to FY19 actuals, what if they go negative. Mr. Peterson stated at the January meeting there will be some revised numbers forecasted and the expenditures are being watched.

C. Events & Sales Update – James Salanoa

- ✓ NV Day Weekend Events
- ✓ NTA V Trex Virtual Conference November 17-19, 2020
- ✓ MICE (Meetings, Incentives, Conferences, Exhibitions) Compiling CC Meeting Spaces
- ✓ American Bus Association Market Place-Jan. 29 – Feb. 2, 2021 Baltimore-Postpone to June 2021

Ms. Rahder commended the staff on the creative way Nevada Day events were done. The Stewart Indian School Cultural Center Museum had a great event with 199 people coming through.

D. Marketing & PR Update – Lydia Bruegge

- ✓ Marketing Update
- ✓ Public Relations Report October
- ✓ Public Relations Report November
- ✓ Google Ads
- ✓ Paid Social Media
- ✓ Website Traffic
- ✓ CRF Grant Update
- ✓ Content Update-Safely

E. Future Agenda Items – David Peterson

Mr. Peterson reported that the past two Thursdays he has conducted two lodging property meetings regarding continued funding for Arts & Culture. All the properties who were able to do the Webex are in support of continuing the 1% funding. There will be an agenda item in January to make a recommendation to the BOS for a new 1% tax for June 1, 2021 moving forward.

Mr. Peterson reported that the RFP for the new Arts & Culture Coordinator should be released Monday. The questions back will be due on January 4th. Respond to questions and then do the evaluations. Hopefully there will be a contract in place the last week of January and starting to work that Monday February 1st. Ms. Rahder offered her services regarding this.

Mr. Kehm asked if there is a date for next year to start excepting events. Mr. Salanoa reported that it will vary on what kind of event. Some need more resources. Mr. Peterson reported that with talking with other DMO's and the vaccine schedules we may be looking at Fall.

Mr. Giomi asked Mr. Peterson if he has heard of anyone being interested in the position. Mr. Peterson stated that two individuals have reached out and a company out of San Francisco has inquired. After talking with the City Manager and the DA's office he can approve up to \$49,999 contract so the CTA Board meeting timelines will not have to be considered.

F. Upcoming Meetings – CTA Board of Directors: January 11, 2021, at 4:00 pm.

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

None.

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

None.

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

Ms. Rahder made a motion to adjourn at 5:47

Approved – Unanimously

Approved: _____
Mike Jones

Attest: _____
Bobbi Rahder

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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