



CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
MAY 10, 2021

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, May 10, 2021 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, Chairman
Stacey Giomi
Bobbi Rahder
Steve Reynolds

STAFF PRESENT: David Peterson, Executive Director
Chris Kipp, Operations Manager
Linda Macauley, Administrative Assistant
Lydia Beck, Marketing Manager

OTHERS PRESENT: Todd Reese, Carson City Deputy District Attorney
Gina Lopez, Brewery Arts Center, CTA Arts & Culture Vendor

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. Mr. Jones welcomed Mr. Reynolds to the Board.
5. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: Approval of Minutes –a. March 8, 2021 CTA Board Meeting and b. April 2, 2021 Special CTA Board Meeting.

Mr. Giomi made a motion to approve both March 8, 2021 and April 2, 2021 meeting minutes as presented.

Second – Ms. Rahder

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 March 2021 and p-card charges for February and March 2021. - David Peterson
7. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the adjusted CTA FY21 budget report. - David Peterson

Ms. Rahder made a motion to accept the Consent Agenda as presented.

Second – Mr. Giomi Approved – Unanimously

End of Consent Agenda

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

None

9. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the proposed CTA FY 2022 Tentative Budget. – Chris Kipp

Ms. Kipp reported that the Nevada Taxation Tentative budget was submitted on April 15th. If the Board has any changes, they will have to be made prior to the budget hearing on May 24th. Ms. Kipp went over with the Board the three Governmental Funds: General Fund, V&T Capital Projects Fund and Capital Projects Fund. The expected expenditure of \$2,562,898.

Ms. Rahder made a motion to approve the proposed CTA FY 2022 Tentative Budget and direct staff to implement the changes discussed today. Mr. Peterson stated that the only thing we would like to be able to do on the 24th is to adjust the revenue side equations based on actual collections through April. This will change the FY22 projections as well. Ms. Rahder continued with; a final budget for adoption at a public hearing scheduled for May 24, 2021.

Second – Mr. Giomi Approved – Unanimously

10. 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 3 Grants from the NCOT for April, May & June
- ✓ KCT Markers
- ✓ Street Banners
- ✓ V&T Strategic Plan Approval
- ✓ Contract with A Typical Events

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ March 1.68% Ahead of FY19
- ✓ April Returns

C. Events & Sales Update: James Salanoa, showed a presentation on:

- ✓ FUTSAL Tournament
- ✓ American Bus Association
- ✓ April Virtual Appointments
- ✓ FAM Tours April & May
- ✓ Upcoming Events May & June
- ✓ Fall Events
- ✓ Governor Directives

D. Arts & Culture Update – Gina Lopez, showed a presentation on:

- ✓ Governor's Mansion Art Project
- ✓ Carson City Redevelopment Funding
- ✓ Taking Flight II
- ✓ Mural on CTA Building
- ✓ Mural on Entryway of CTA Visitor Center
- ✓ Meetings with Stake Holders

E. Marketing & PR Update – Lydia Beck

- ✓ Digital Marketing
- ✓ Social Ads
- ✓ Google Ads
- ✓ PR Report
- ✓ PBS Outdoor Nevada
- ✓ Hulu Streaming
- ✓ Mailchimp Newsletter
- ✓ Spring Commercials
- ✓ Upcoming

Ms. Rahder reported that they were contacted by the New York Times, they are doing articles on outdoor activities.

Is there an update on the company who was going to do the App. Ms. Beck reported that the company is MOPO and they should be launching very soon and will keep the Board updated.

F. Future Agenda Items – David Peterson

None

G. Upcoming Meetings – CTA FY2022 Budget Hearing: May 24, 2021, at 4:00 pm.

CTA Board of Directors: June 14, 2021, at 4:00 pm.

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

None. Mr. Reese asked that the image of the mural be put on the website as late material.

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

None

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

Mr. Giomi made a motion to adjourn at 5:13.

Second – Mr. Reynolds

Approved – Unanimously

Approved: _____


Mike Jones

Attest: _____


Bobbi Rahder

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