



**CARSON CITY CULTURE & TOURISM AUTHORITY  
BOARD MEETING MINUTES  
JUNE 14, 2021**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, June 14, 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  
Steve Kehm  
Bobbi Rahder  
Steve Reynolds

**STAFF PRESENT:** David Peterson, Executive Director  
Chris Kipp, Operations Manager  
Linda Macauley, Administrative Assistant  
Lydia Beck, Marketing Manager  
James Salanoa, Special Events & Sales

**OTHERS PRESENT:** Todd Reese, Carson City Deputy District Attorney  
Chrisie Yabu, KPS3  
Andy Walden, KPS3  
Nicole Shearer, KPS3  
Ken Farley, E720  
Gina Lopez, E720  
Brian London, London Tourism Publications – (Remotely)

- 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 – a. May 10, 2021 CTA Board Meeting. b. May 24, 2021 CTA FY22 Budget Hearing.

**Mr. Reynolds** made a motion to accept the minutes.

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 and p-card charges for April 2021.
7. **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**

8. **FOR POSSIBLE ACTION:** Items 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 a proposed Resolution to Augment the 2020-2021 Budget in the amount of \$973,680. – **Chris Kipp**

Ms. Kipp reported that three funds will be augmented: The General Fund in the amount of \$898,599, the Capital Projects Fund in the amount of \$48,197 and the V&T Capital Project Fund in the amount of \$26,884.

Ms. Rahder made a motion to approve the Resolution to Augment the 2020-2021 Budget as presented.

Second – Mr. Giomi                      Approved – Unanimously

10. **MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**  
**FOR DISCUSSION ONLY:** Presentation of the FY 2022 Communications Plan – **David Peterson**

Ms. Yabu reported that they were awarded the PRSA Silver Spike for the Railbikes media day. Ms. Yabu showed a presentation on:

- ✓ Overview
- ✓ Aim/Goals
- ✓ Primary Target/Niche Audience
- ✓ Public Relations-Objectives, Strategies, Target Media
- ✓ Content Strategy/Creation
- ✓ Social Media Content Strategy

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

**FOR DISCUSSION ONLY:** Presentation of the new Data-Driven Cultural and Tourism Special Events Strategy – **David Peterson**

**Mr. Peterson** reported that he and Mr. Salanoa have been working with Mr. London on this for months. **Mr. London** showed a presentation on:

- Background
- Values & Brand Promise
- Strategy Outcomes
- Strategy Priority
- Experiential Tourism Background
- Strategy Implementation
- Data-Informed Approach
- Conclusions

**Mr. Reynolds** asked what activity is done to help the event manager improve their event? **Mr. Salanoa** replied that he looks at what is needed to make the event successful, what Carson City has to offer the Participants and memorabilia. **Mr. Kehm** asked regarding the visitor surveys what the response rate is. **Mr. London** reported about 100 per event. When the surveys are done online there will be specific answers.

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

**FOR POSSIBLE ACTION:** Discussion and possible action regarding a three-year sponsorship agreement between the CTA and E720 for the Battle, Axe & Tracks event for a total not to exceed amount of \$30,000 paid over three years, \$12,000 in FY 2022, \$10,000 in FY 2023, and \$8,000 in FY 2024.- **David Peterson**

**Mr. Peterson** stated this new event will touch on all of our brand pillars and is an appropriate use of the 1% funding for the arts and culture program. As Mr. London talked about It will take partnerships to do these events moving forward.

**Ms. Lopez** agreed that capturing data will be crucial moving forward. This is a tourism driven event, on our website we have listed, the sponsors and all the attractions around Carson City. **Mr. Farley** showed a presentation on: Battle, Axe & Tracks. October 2-3, 2021.

- ✓ Information on E720
- ✓ The Goals of the Festival
- ✓ Coordination with Business Leaders
- ✓ The Line Up of Musicians
- ✓ Artists Social Media Reach
- ✓ Projected Economic Impact
- ✓ Update on Ticket Sales
- ✓ Other Activities Included

**Mr. Giomi** asked if Virginia City has contributed funds for the event. **Mr. Farley** stated no but will strengthen the event up there next year. **Ms. Lopez** reported that Virginia City has the Outhouses Races that weekend so next year the event will change to the following weekend so as not to compete for visitors and attractions. **Mr. Giomi** asked how they plan on handling the parking. **Mr. Farley** reported they are working with the RC airfield for parking and with the City and BLM on another parking lot for the East Gate Depot.

**Mr. Peterson** reported that the sponsorship agreement will be contingent on all issues and permits necessary are in place. **Ms. Lopez** reported that they are not planning to grow this event above 3,500 tickets.

**Ms. Rahder** made a motion to approve the sponsorship agreement #CTA-SA-22-01 as presented.

Second – **Mr. Kehm**

Approved – Unanimously

**13. 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**

- ✓ Travel Nevada FY22 Marketing Grant Program
- ✓ Update on MOPO App

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

- ✓ Fiscal Year Projections

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

- ✓ Recap American Bus Association
- ✓ Upcoming Tours/Tournaments
- ✓ Upcoming Events
- ✓ 2021 RFQs for Rooms
- ✓ Governor Directives on Events & Sports

**D. Arts & Culture Update – Mr. Peterson** reported that after a lengthy recruitment process there is a new Arts & Culture Program Manager. There were 27 applicants. Debra Soule from Colorado has been selected with 20 years' experience and will start Friday remotely. Regarding the outside mural, welcome to Carson City, Mr. Rivera did complete it last Friday. Then the mural will be installed and then an unveiling. Regarding the inside visitor center mural, this will have the concept of "Where History Lives and Adventure Awaits". Designed by Nevada Artist Ann O'Lear. The goal to have it finished at the end of June or beginning of July.

**E. Marketing & PR Update – Lydia Beck**

- ✓ FY22 Media Plan
- ✓ FY22 Arts & Culture Media Plan
- ✓ PR Report
- ✓ Streaming Update
- ✓ Expedia Update
- ✓ Digital Marketing - Paid Social Media
- ✓ Nevada State Prison Video
- ✓ National Trail Day Video

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

**Mr. Peterson** stated that he will introduce Ms. Soule to the Board before the next board meeting.

**G. Upcoming Meetings – CTA Board of Directors: July 12, 2021 at 4:00 pm.**

**14. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION:**

Board Comments or Announcements and Request for Information.

**Ms. Rahder** stated they enjoyed having the Reno Tahoe Territory meeting at the Stewart facility.

**15. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION:**

Public Comment.

None

**16. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION:**

For Possible Action: To Adjourn.

**Ms. Rahder** made a motion to adjourn at 6:09.

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>  
/lm