



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
SEPTEMBER 13, 2021**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, September 13, 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
Bobbi Rahder
Steve Reynolds
Stacey Giomi
Steve Kehm

STAFF PRESENT: David Peterson, Executive Director
Linda Macauley, Administrative Assistant
Lydia Beck, Marketing Manager
James Salanoa, Special Events & Sales
Debra Soule, Arts & Culture Program Manager

OTHERS PRESENT:

- 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 – August 9, 2021, CTA Board Meeting.

Ms. Rahder made a motion to accept the minutes as presented.

Second – **Mr. Giomi**

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 July 2021.

7. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the adjusted CTA FY21 budget report.

Mr. Giomi made a motion to approve the Consent Agenda as presented.

Second – **Mr. Reynolds** Approved - Unanimously

8. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the adjusted CTA FY22 budget report.

Mr. Giomi made a motion to approve the consent agenda as presented.

Second - **Ms. Rahder** Approved – Unanimously

End of Consent Agenda

9. FOR POSSIBLE ACTION: Items pulled from the Consent Agenda will be heard at this time.

None

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

- ✓ Creative Brand – Overview Document
- ✓ NCOT Grant Updates
- ✓ Thank you to Lodging Properties/Caldor Fire Evacuees

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ July Revenues
- ✓ August Projections
- ✓ FY22 Actuals Forecast vs FY19
- ✓ Projections Changed with New Property

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

- ✓ Recap – Sports Cancellations
- ✓ August/September Events & Cancellations
- ✓ Exchanges, Marketplaces & Tradeshow
- ✓ New Products & Events

D. Arts & Culture Update – Debra Soule, showed a presentation on:

- ✓ Master Plan
- ✓ Cultural Mapping
- ✓ Art Exhibition Reno Tahoe
- ✓ Grant Opportunities
- ✓ Meetings & Attending Events

E. Marketing & PR Update – Lydia Beck showed a presentation on:

- ✓ Digital Marketing
- ✓ Website Top Content
- ✓ Social Media-Paid Content
- ✓ August PR Report
- ✓ August Top Stories
- ✓ Caldor Fire Communications
- ✓ Expedia
- ✓ Diversity, Equity & Inclusion

F. Future Agenda Items – David Peterson

None

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

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

Mr. Peterson reported that they are working on having a joint meeting with the Cultural Commission on October 11th in the auditorium.

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

None

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

Ms. Rahder made a motion to adjourn at 4:51

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