



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
OCTOBER 11, 2021**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, October 11, 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
Chris Kipp, Operations Manager
Linda Macauley, Administrative Assistant
Lydia Beck, Marketing Manager
James Salanoa, Special Events & Sales
Debra Soule, Arts & Culture Program Manager

OTHERS PRESENT: Todd Reese, Assistant District Attorney
Andy Walden, KPS3 VP of Marketing

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 – September 13, 2021 CTA Board Meeting.

Ms. Rahder made a motion to accept the minutes.

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 August 2021.

7. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the adjusted CTA FY22 budget report. **David Peterson**

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

Second – **Mr. Giomi**

Approved - Unanimously

End of Consent Agenda

8. Items pulled from the Consent Agenda will be heard at this time.

9. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – FOR DISCUSSION ONLY: A presentation on 2021 travel trends by KPS3. - **David Peterson**

Mr. Walden showed a presentation on:

- ✓ 2021 Travel Trends
- ✓ Current State of Privacy
- ✓ Travel Trends
- ✓ Post-COVID Trends
- ✓ Workcations
- ✓ Multi-Generational Travel
- ✓ Customer Journey-Reshaped
- ✓ Touchpoint Usage vs Usefulness
- ✓ Recommendations
- ✓ Expedia Insights
- ✓ Trip Stacking
- ✓ Brand Behavior
- ✓ Unique Experiences
- ✓ Accessibility

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

- ✓ NCOT Grant Updates & Approvals

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ Waiting on some Properties to Report
- ✓ September Projections

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

- ✓ Recap – Sports Cancellations
- ✓ Exchanges, Marketplaces & Tradeshows
- ✓ Updated One Sheet
- ✓ Upcoming Events
- ✓ In the Works, Events

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

- ✓ Master Plan Review & Update
- ✓ Cultural Mapping Project
- ✓ Redevelopment Special Event Grants
- ✓ Meeting with Cultural Organizations

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

- ✓ Website Update
- ✓ Digital Marketing
- ✓ Google Ads
- ✓ Social Media-Paid Content
- ✓ PR Report
- ✓ Top Stories
- ✓ New One Sheet
- ✓ Nevada Day-Photo Shoot, Influencers
- ✓ Bandwango
- ✓ MOPO

Ms. Rahder stated that she was impressed by MOPO and that the Museum will be open from 1:00-5:00 on Nevada Day with possibility of some vendors.

F. Future Agenda Items – David Peterson

Ms. Rahder asked the Board if they would be willing to consider doing a Land Acknowledgement at the beginning of the meeting and has a draft if the Board was willing to read it. If so, it could be put on the agenda for the next meeting. **Mr. Reese** stated that he is not sure what a Land Acknowledgement is. He will look into it and double check to see whether it is appropriate for the CTA to do and will let the Chairman know. **Ms. Rahder** stated that it is not a proclamation it is just a statement at the beginning of every meeting that this is Indigenist Land. **Mr. Reese** stated that he would like a copy of the draft.

G. Upcoming Meetings – CTA Board of Directors: November 8, 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.

None

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 5:10

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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