



CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
NOVEMBER 8, 2021

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, November 8, 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
Stacey Giomi
Steve Kehm
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
Debra Soule, Arts & Culture Program Manager

OTHERS PRESENT: Niki Neilon, Casey Neilon CPA
Todd Reese, Assistant District Attorney

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 11, 2021 CTA Board Meeting.

Ms. Rahder made a motion to accept the minutes.

Second – Mr. Kehm

Approved – Unanimously

6. **MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**
FOR POSSIBLE ACTION: Approval of Minutes – October 11, 2021, special joint meeting of the Carson City Culture & Tourism Authority and the Carson City Cultural Commission.

Ms. Rahder made a motion to accept the minutes of the joint meeting.

Second – Mr. Kehm Approved – Unanimously

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 September 2021. – **David Peterson**

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

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

Second – Mr. Kehm Approved - Unanimously

End of Consent Agenda

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

10. **MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**
FOR POSSIBLE ACTION: Discussion and possible action to approve the CTA fiscal year ("FY") 2021 Annual Audit Report & Financial Statement - **David Peterson**

Ms. Neilon reported that on page one, the Independent Auditor's Report. Our opinion is unmodified to the financial statement which is the highest level of assurance an auditor can find on a financial statement.

Ms. Neilon went over the report with the Board. Mr. Jones reported that Mr. Reynolds is in attendance so there is a full quorum of board members. Mr. Jones stated that Ms. Kipp does a wonderful job getting and keeping all the accounting correct. Ms. Neilon agreed, Ms. Kipp does a great job in responding to us and without her the audit would not have gone so smoothly. She also thanked the Board for the opportunity to work with them again.

Ms. Rahder made a motion to approve the Carson City Culture & Tourism Authority audit report financial statement for FY21.

Second – Mr. Giomi Approved – Unanimously

11. **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

- ✓ Submitted Three Grants to NCOT
- ✓ Creative Brand – Two Concepts, Qualitative Basis Focus Groups

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ Final Numbers for August
- ✓ September Forecast

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

- ✓ Exchanges, Marketplaces & Tradeshows
- ✓ Upcoming Events

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

- ✓ Master Plan Review & Update
- ✓ Redevelopment Special Event Grants
- ✓ Public Art Policy
- ✓ Roundabout Public Art Project
- ✓ City American Rescue Plan Funds - Allocations
- ✓ Cultural Mapping Project
- ✓ State Distributed ARP Grant Opportunities

Mr. Giomi asked if the Roundabout Group plans to be a public meeting and who will put that body together?

Mr. Peterson stated that Ms. Soule will do the call for an artist for the sculpture and then will work with the City

Manager to put together the panel. Mr. Reese stated that if there is not a quorum of one body on the panel there is no problem. Mr. Giomi stated that he just wants it to be done right since it is the gateway to Carson

City. After the Public Art Policy is in place, he would like a specific timeline and what steps are to be taken.

Ms. Soule stated that the first thing is to create a brief as a call to the artists. The briefs contain, the nature of the

work, parameters, creative expression, materials, and dimensions. Then there will be a multi-step process.

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

- ✓ Website Update
- ✓ Social Media – Top Paid Ads
- ✓ Public Relations - October
- ✓ Nevada Day
- ✓ Bandwango
- ✓ Email Marketing

Ms. Rahder thanked the team and the MOPO group for all that was done to promote Stewart Museum for the

Nevada Day events. Mr. Peterson stated that the team did a great job in October with everything going on.

F. Future Agenda Items – David Peterson

None

G. Upcoming Meetings – CTA Board of Directors: December 13, 2021 at 4:00 pm.

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

Ms. Rahder stated that last month she brought up, suggesting a land acknowledgment from the board and read the explanation of the acknowledgment. Many places already have this in place. Mr. Reese is reviewing a draft and would like to have some discussions about this at a later time.

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


None

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

Ms. Rahder made a motion to adjourn at 4:59.

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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