



**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 & Tradeshow
- ✓ 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>

/lm