



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
AUGUST 8, 2022**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, August 8, 2022 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
Stacey Giomi
Steve Reynolds
Bobbi Rahder

STAFF PRESENT: David Peterson, Executive Director
Chris Kipp, Operations Manager
Linda Macauley, Administrative Assistant
Stuart Wexler, Events & Sales Manager
Debra Soule, Arts & Culture Manager

OTHERS PRESENT: Carlos Perez, Bike Money
Nicole Shearer, KPS3 Director of Public Relation
Ryan Sullivan, KPS3 Account Manager
Julie Ardito, KPS3 VP of Public Relations
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 – July 11, 2022 CTA Board Meeting.

Mr. Giomi made a motion to approve the minutes as presented.

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 June 2022. – **David Peterson**
7. **FOR POSSIBLE ACTION:** Discussion and possible action regarding approval of the adjusted CTA FY22 budget report. - **David Peterson**

Ms. Rahder made a motion for approval of 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:** Presentation and discussion regarding the 2022 Stetina's Paydirt Carson City ride held in May 2022. – **David Peterson**.

Mr. Perez thanked the Board for this opportunity and showed a presentation on the event held in May of 2022.

- ✓ Event Sold Out
- ✓ Photos of the Race
- ✓ Route
- ✓ Partners
- ✓ Registered Participant number
- ✓ Room Nights
- ✓ Participant Demographics
- ✓ Impact Summary
- ✓ Survey Results
- ✓ Uniqueness of Event
- ✓ Post-Race Events
- ✓ Awards
- ✓ Future Improvements
- ✓ Event Returns in 2023

Mr. Reynolds asked what other events the CTA makes this kind of investment in and what was the investment in the Carson City Off Road Bike Event. **Mr. Peterson** stated the Off Road Event was about \$70,000 a year from the CTA and the City put in another \$70,000. The City did not investment directly in the Paydirt event, **Mr. Perez** paid for any City services that were required. The CTA cost for the Carson City Paydirt event was \$23,000. Most other events are paid for through the Inter Local Agreement. Nevada Day does receive \$5,000 annually from the CTA. **Mr. Giomi** stated that as a Board Member of the Board of Supervisors he does not believe the City will be spending the \$70,000 again.

10. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –

POSSIBLE ACTION: Discussion and possible action regarding a proposed sponsorship agreement with Bike Monkey, Inc., for the 2023 through 2027 Stetina’s Paydirt Carson City rides, for a total amount of \$125,000.00 and to authorize the CTA Executive Director to execute the Agreement. – **David Peterson.**

Mr. Peterson reported that Mr. Reese put the agreement together. This will be the format that is used for large scale events. **Mr. Giomi** asked about sponsorships, attendance of the event and signatures on the contract.

Mr. Peterson asked Mr. Reese if on the larger contracts could we have the CTA Board Chair added for signature. Yes.

Mr. Giomi made a motion to approve the destination sponsorship agreement CTA-SA-23-05 as presented with the exception of changes to section 4, subsection H, that will read now; event owner will not accept marijuana based companies as a sponsor. And with the addition of the CTA’s Chair as signature on page nine.

Second – **Ms. Rahder**

Approved – Unanimously

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

FOR DISCUSSION ONLY: Presentation and discussion regarding the Visit Carson City 2022-2023 Communication Plan – **David Peterson**

Ms. Shearer showed a presentation on the Visit Carson City 2022-2023 Communication Plan:

- ✓ Overview
- ✓ Our Aim
- ✓ Older Weekday Travelers
- ✓ Millennial Families
- ✓ Niche Audiences
- ✓ Public Relations
- ✓ Content Strategy
- ✓ Evaluation

Mr. Sullivan stated the Ms. Beck and Mr. Bragdon work on the social media for visitcarsoncity along with working with them on content strategy and quality of posts. **Ms. Rahder** asked that that under niche audiences the Stewart Indian School Father’s Day Powwow should be included. **Mr. Reynolds** asked if there was tracking for how far in advance the visitor plans to come to Carson City. **Mr. Sullivan** reported that it can vary when looking at events but for planning it can be six to eight months. **Mr. Peterson** stated that with the strategic research started a year ago, cutting that timeline down to three or four months is what we are looking at. **Ms. Ardito** added that with the new Nostalgia campaign it is going to build over time and will be tracked, marketed and reported which will show the results quicker. **Mr. Giomi** stated that we could add on to the marketing strategy by adding on to Reno and Tahoe events to visit down here. **Ms. Shearer** reported that KPS3 is looking at those partnerships.

12. 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

No report

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ Final Numbers for FY22

C. Events & Sales Update – Stu Wexler showed a presentation on:

- ✓ Outlaw Flat Trac
- ✓ Sheriff’s Motor Officer Training Challenge
- ✓ Battle Born Blades
- ✓ Disc Golf Tournament
- ✓ California Rugby League

D. Arts & Culture Update – Debra Soule

- ✓ Public Art Policy
- ✓ Mark Twain Mural
- ✓ Art on the Trail
- ✓ Regional Arts Projects
- ✓ Open Studio Tour

Mr. Reynolds asked if the CTA could invest in a billboard for a few months in Truckee. **Mr. Peterson** stated that they are extremely expensive.

E. Future Agenda Items – David Peterson

None

F. Upcoming Meetings - The next CTA Board of Directors meeting is tentatively scheduled for Monday, September 12, 2022, at 4:00 pm

13. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –

Board Comments or Announcements and Request for Information.

Ms. Rahder reported that the second remembrance run will be Sunday, August 14th from 1:00-500 at Stewart Indian School with around 100 runners from Yerington to Stewart. There will be honored speakers and food available at Stewart in the afternoon. A videographer will be documenting the run.

14. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –

Public Comment.

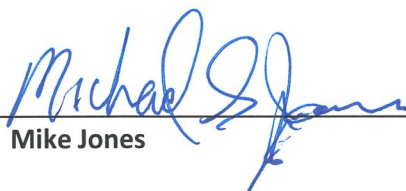
None


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

For Possible Action: To Adjourn.

Mr. Giomi made a motion to adjourn at 5:42

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

