



CARSON CITY CULTURE & TOURISM AUTHORITY  
BOARD MEETING MINUTES  
MARCH 13, 2023

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, March 13, 2023, 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 Reynolds

STAFF PRESENT: David Peterson, Executive Director  
Chris Kipp, Operations & Finance Manager  
Linda Macauley, Administrative Assistant  
Lydia Beck, Marketing & PR Manager  
Debra Soule, Arts & Culture Program Manager

OTHERS PRESENT: Todd Reese, Assistant District Attorney  
Grace Thompson, Student

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 – February 13, 2023 CTA Board Meeting.

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

Second – Mr. Reynolds      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 January 2023. – David Peterson
7. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the adjusted CTA FY23 budget report. – David Peterson

Ms. Rahder made a motion to accept the consent agenda as is.

Second – Mr. Reynolds

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 –  
Monthly Non-Action items for Presentation and Discussion Only: David Peterson
  - A. Executive Director Update – David Peterson
    - ✓ FY24 Grant Application with Travel Nevada/NCOT
  - B. Transient Occupancy Tax Actual vs Forecast – David Peterson
    - ✓ January Forecast
    - ✓ Adjustment to Projections
  - C. Events & Sales Update – David Peterson
    - ✓ ABA Motorcoach Appointments
    - ✓ Go West Appointments
    - ✓ Bronco Celebration in October
    - ✓ Setness Tours Tentative October
    - ✓ Statina's Paydirt in May
    - ✓ IPW Appointments in May

Mr. Reynolds asked about any impact with the Reno Air Races being cancelled. Mr. Peterson stated since Carson City is an overflow for the event there will be an impact for that weekend and there can be a possibility of getting another event for that time in Carson City. Mr. Peterson reported that the Nevada Travel Tourism Conference is coming to Stewart March 21-22, put on by American Indian, Alaska Native, Tourism Association, "AIANTA".

D. Arts & Culture Update – Debra Soule

- ✓ Mark Twain Mural
- ✓ Mark Twain Festival-Program, Tickets & Events
- ✓ Mural & Music Festival

E. Marketing & PR Update – Lydia Beck

- ✓ PR Report February
- ✓ Newsletter Stats
- ✓ Getaway Places/Travel Channel
- ✓ Bandwango Passes
- ✓ KOLO Interview

F. Future Agenda Items – David Peterson

None

G. Upcoming Meeting – The next CTA Board of Directors meeting is tentatively scheduled for Monday, April 10, 2023 at 4:00 pm.

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

Mr. Jones stated that this is Board Member Reynolds last meeting as his two-year commitment is up. Mr. Jones thanked Mr. Reynolds and has appreciated his time and commitment the last couple of years. Mr. Reynolds thanked Mr. Jones and stated that it has been a pleasure serving with everyone on the Board and learning the operations and the amount of information and planning the CTA has and follows through with is night and day from the past. Congratulations to Mr. Peterson and Staff. Mr. Peterson thanked Mr. Reynolds for his work. There will be a new application period for the position of other business interests on this board.

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

Ms. Thompson stated that she is a Carson City resident and is here for Social Work 725 class. She found the meeting interesting and will be looking at the Mark Twain Festival and is friends with Mary Bennett who will be doing the walking tours.

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

Ms. Rahder made a motion to adjourn at 5:40.

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