



CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
AUGUST 14, 2023

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, August 14, 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 Kehm
Kitty McKay

STAFF PRESENT: David Peterson, Executive Director
Chris Kipp, Operations & Finance Manager
Linda Macauley, Administrative Assistant
Stu Wexler, Events & Sales Manager
Lydia Beck, Marketing & PR Manager

OTHERS PRESENT: Todd Reese, Assistant District Attorney
Carlos Perez, Bike Monkey
John Peterson, JNA Consulting Group
Ryan Henry, JNA Consulting Group
Brian London, Travel Industry Indicators

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
Mr. Jones welcomed new board member Kitty McKay and believes she will be a valuable member to the board and looks forward to her input and contributions.
5. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: Approval of Minutes – July 10, 2023, CTA Board Meeting.
Ms. Rahder made a motion to approve 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 June 2023. – Chris Kipp
7. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the adjusted CTA FY23 budget report. – Chris Kipp

Ms. Rahder made a motion to approve the consent agenda.

Second – Mr. Giomi

Approved - Unanimously

End of Consent Agenda

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

Mr. Jones reported that agenda item #9 will be heard after agenda item #10.

10. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
For Discussion Only: Presentation and discussion regarding the 2023 Stetina's Paydirt Carson City Ride held in May 2023. – David Peterson

Mr. Perez reported that this year was an incredible ride with people coming from all over the nation to participate. The Carson City ride is unique having Peter Stetina who is a professional gravel athlete and races for Canyon. The gravel rides in the United States have been growing rapidly. Bike Monkey has been doing these events for a long time and is looking forward to growing this event into the future with Carson City and having access to the Pine Nut Area makes it a special experience. The ride starts and ends in Fuji Park which is a beautiful venue. Mr. Perez showed the thank you letter he sent to Carson City along with a photo presentation of the 2023 ride. There were about 400 participants. There was a lot more press this year and have been putting a focus on celebrating professional women's cycling. Everyone who goes to the podium gets a silver bars. Mr. Perez showed the Board the advertisements, sponsors and different statistics the ride did. He also puts out a survey after the ride including where their money was spent. They are also coordinating with competitor event schedules so there are no conflicts on same dates which could bring up to 700 riders to the Carson City event and looking at different formats in the Pine Nuts, two weekend event and different times of the year.

9. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION -
For Possible Action: Discussion and possible action regarding a proposed Interlocal Agreement ("Agreement") between Carson City and the Carson City Culture and Tourism Authority ("CTA") providing for a pledge of room tax proceeds to the City for the repayment of general obligation park bonds additionally secured by pledged revenues, in the aggregate principal amount not to exceed \$5,000,000, and a proposed resolution authorizing and ratifying the execution and delivery of the Agreement. – David Peterson

Mr. John Peterson showed a presentation on Summary of Interlocal Agreement:

- ✓ Functions
- ✓ Financial Analysis Proposed Bonds
- ✓ Prior CTA Action on Project
- ✓ Remaining Steps Before Bonds May Be Issued

Mr. Giomi made a motion to approve the Interlocal Agreement and to adopt Resolution#2024-01.

Second – Mr. Kehm

Approved Unanimously

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

For Discussion Only: Presentation and discussion regarding the Inaugural Mark Twain Days Event held April 21-23, 2023.

Mr. London showed a presentation on:

- ✓ Visit Carson City Strategic Visitor Experience
- ✓ Experiential Questions for Discussion
- ✓ Economic Considerations
- ✓ Media Value
- ✓ Selected Media
- ✓ Summary Findings

Ms. McKay asked if the age of the visitors was tracked. Mr. Peterson stated no, the survey that the CTA puts out is a very short survey. Ms. Beck stated that there is profile data from Datafy which is visitor information that she can get for over that weekend age range. The newsletter Mail Chimp also will have an age range as well. Ms. McKay asked about the results of the question what was memorable or unique about the event. Mr. London reported that costumes, trains to Virginia City, Twain Walk, Passport, Treasure Hunt and the bands were great. Mr. Wexler stated that people really liked McAvoy Lane as Mark Twain. Mr. Peterson went over the Profit & Loss statement. Mr. Giomi asked are the advertising costs directly related for just the event. Mr. Peterson stated these are specific to the Mark Twain event. Mr. Giomi asked about the salary and benefits that were included. Mr. Peterson stated that DMO's do not put events on but in this case, Ms. Soule became part of putting this event on. Having an event planner and promoter would have cost more than her income. Ms. Rahder commented that the event was an amazing coming together of the community partners working together to benefit the city. Also, will the date change for next year? Mr. Peterson stated that the event will be Mother's Day weekend next year. The train will already be running that weekend.

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

- ✓ Finalize Job Posting for Arts & Culture Program Manager
- ✓ Contracts for Production and Design Vendor for Polar Express
- ✓ Contract with New Executive Assistant for the V&T

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ FY23 Above Budgeted
- ✓ Corrections Made for a Lodging Property on 4 Months

C. Events & Sales Update – Stu Wexler

- ✓ Outlaw Flat Trac Race
- ✓ Bronco Celebration
- ✓ Silver State Art Festival
- ✓ Bonanza Kennel Club Dog Show
- ✓ Historical European Woman’s Martial Arts Tournament

D. Marketing & PR Update – Lydia Beck

- ✓ FY23 Annual Recap
- ✓ Digital Marketing
- ✓ Newsletters
- ✓ Public Relations
- ✓ Influencers
- ✓ Full Digital Audit
- ✓ New Campaign Assets Collected

E. Future Agenda Items – David Peterson

None

F. Upcoming Meeting – The next CTA Board of Directors meeting is tentatively scheduled for Monday, September 11, 2023, 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 Stewart hosted the third and final remembrance run. The Stewart Traveling event is showing at the Truckee Carson Recreation Center. The reception will September 8th from 6:00 to 8:00 pm.

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

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

Ms. Rahder made a motion to adjourn at 5:57

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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