



CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
SEPTEMBER 11, 2023

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, September 11, 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
Lydia Beck, Marketing & PR Manager

OTHERS PRESENT: Todd Reese, Assistant District Attorney
Sarah Paleto, Client Marketing Executive KPS3
Ryan Sullivan, Account Manager KPS3
Jenna Hubert, Creative Director KPS3
Sara Robbins, Associate VP of Social Media KPS3
Nicole Shearer, Director of Public Relations KPS3
Julia Jones, Director of SEO & Digital Media KPS3

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 – August 14, 2023, CTA Board Meeting.

Ms. Rahder made a motion to approve the minutes.

Second – Ms. McKay

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 July 2023. – Chris Kipp
7. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the adjusted CTA fiscal year (“FY”) 2023 budget report. – Chris Kipp
budget report. – Chris Kipp
8. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the adjusted CTA fiscal year (“FY”) 2024 budget report. - Chris Kipp

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

Second – Ms. Mckay

Approved - Unanimously

End of Consent Agenda

9. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION -
Item(s) pulled from the Consent Agenda will be heard at this time.

None

10. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
FOR POSSIBLE ACTION: Discussion and possible action regarding a proposed amendment to the Interlocal Agreement for Administrative Services and Facility Use and Management between Carson City (“City”), the Carson City District Attorney Office (“CCDA”) and the Carson City Culture and Tourism Authority (“CTA”) to provide that CTA will host its website and register its domains, and authorization for the CTA Executive Director to take any action necessary to implement the amended agreement. – David Peterson

Mr. Peterson reported that Carson City currently hosts the CTA websites and has all the domain registrations underneath them. This Interlocal Agreement the hosting responsibilities will be with the CTA and the ownership of the domains. The rough costs should be around a couple of hundred dollars. Mr. Giomi stated that he has some concerns about the security aspects and how the CTA is going to handle losing the City’s cyber security functions. Mr. Peterson stated the CTA does not have a choice and have been working with the City IT department and the Web team at KPS3 to look for alternate solutions. The CTA does have a Word Press site, move to Cloud Ways and all of the SSL certificates will be in place. The CTA is just moving the website not the data or network parts. Ms. Paletto stated that KPS3 has a consultant team that monitors the sites with 24/7 if there are any security issues. Mr. Peterson stated that this is good for the CTA to allow international traffic to come into the websites.

Ms. Rahder made a motion to approve the Interlocal Agreement Amendment No. 1.

Second – Mr. Giomi

Approved – Unanimously

11. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
For Discussion Only: Presentation and discussion regarding the FY 2024 Marketing/Public Relations Plan. – Lydia Beck

Ms. Beck stated that this a been a collaborated effort with KPS3. This plan will be the foundation for the remainder of this year and years to come and will be able to be changed or updated throughout the years. Ms. Beck and the KPS3 team showed a presentation on the key parts of the plan.

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| 1. Dream Team | 6. Pop-Up Campaign-Jenna Hubert & Ryan |
| 2. Our Manifesto | 7. Media Plan-Julia Jones |
| 3. Target Audiences-Ryan Sullivan | 8. Reporting-Lydia Beck |
| 4. Positioning & Website-Ryan Sullivan | 9. FY 2024 Budget-Ryan Sullivan |
| 5. Strategic Framework-Sarah Paleto | 10. Let's Do This-Sarah Paleto |
- Creative-Jenna Hubert
Organic Social Media-Sara Robbins
Influencer Relations & E-Mail-Lydia Beck
Public Relations & Content Creation-Nicole Shearer

Mr. Giomi stated he would like to see that this plan is approved by this Board since it is spending of public funds. Also, since it is already October, three months into the fiscal year will the plan need to be modified after a fiscal year. Ms. Paleto stated that we intended this plan to be the foundational base for the next four years and then each year modifications could be made when new trends or different platforms come out. Mr. Giomi stated that this could be a multiyear plan and become a four-year strategic marketing plan with annual edits. This way we know what the plan is years out. Mr. Peterson agreed with both ideas.

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

- ✓ Arts & Program Manager Position Listed
- ✓ V&T Polar Express Tickets on Sale
- ✓ Stewart Traveling Exhibit – Truckee Community Recreation Center

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ November Meeting – July, August & September Numbers

C. Events & Sales Update – David Peterson

- ✓ Outlaw Flat Trac Race Results
- ✓ Bronco Celebration
- ✓ Silver State Art Festival
- ✓ Bonanza Kennel Club
- ✓ Nevada NICA Bike Race

D. Future Agenda Items – David Peterson

None

E. Upcoming Meeting – The next CTA Board of Directors meeting is tentatively scheduled for Monday, November 13, 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 thanked Mr. Peterson for attending the reception at the Truckee Community Center. It was very nice that the center offered to host it. And all of the comments were amazing. The Stewart exhibit will be up through the end of October. The exhibit will then go to UNR to the Lilley Museum for the month of November for Native American month. She also thanked the sponsors because they have never had an opportunity to get the story of Stewart out to different areas.

Mr. Giomi stated that tonight at 6:00 at Mills Park at the Twin Towers Memorial there will be a 9/11 remembrance. At a couple of Board of Supervisors meetings ago the board approved the Mills Park master plan. At the last BOS meeting the board approved a \$15M Southern Nevada Public Lands Management Act grant application, to carry out that plan. It may be a year before the board hears back about if the grant was approved and then another year before getting any funds.

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.

Ms. Rahder made a motion to adjourn at 5:53

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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