



CARSON CITY CULTURE & TOURISM AUTHORITY  
BOARD MEETING MINUTES  
SEPTEMBER 9, 2024

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, September 9, 2024, 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  
Kitty Mckay  
Andrew Reno

STAFF PRESENT: David Peterson, Executive Director  
Chris Kipp, Operation & Finance Manager  
Linda Macauley, Administrative Assistant  
Eric Brooks, Art & Culture Program Manager  
Stu Wexler, Events & Sales Manager

OTHERS PRESENT: Todd Reese, Assistant District Attorney  
Valerie Moore, Deputy Director Brewery Arts Center  
Denny French, Carson City

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.

Mr. French stated that he went to the KABOOM CON put on by 97 to Now Productions. The range of ages and the presentation was great. He would like to encourage this Board to have them come back.

5. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: Approval of Minutes – August 12, 2024, CTA Board Meeting.

Ms. Mckay made a motion to approve.

Second – Mr. Reno

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

Mr. Jones made a motion to approve the consent agenda consisting as presented.

Second – Mr. Reno

Approved – Unanimously

8. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the adjusted CTA fiscal year (“FY”) 2025 budget report.

## 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 DISCUSSION ONLY: Presentation and discussion regarding the 2024 Mark Twain Days Festival held May 10-12, 2024 – Eric Brooks

Mr. Brooks stated that Ms. Moore did a great job on the event which was just after her taking her position.

Ms. Moore showed a presentation on:

- ✓ Carson City/Virginia City Partnership
- ✓ Events Over 3 Days
- ✓ Literary Arts Focus
- ✓ Free Admission Museums
- ✓ Bow Tie Ball
- ✓ Workshops
- ✓ History and Music
- ✓ Virginia City Twain Train
- ✓ St Mary’s Art Center Activities
- ✓ Fourth Ward School Demonstrations
- ✓ Territorial Enterprise Museum Tours
- ✓ Marketing
- ✓ Opportunities/Changes

Mr. Giomi ask how many people from out of town attended. Mr. Brooks stated that they think it was better than last year. Datafy is checking their numbers.

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

- ✓ V&T Railway/Toast of the Canyon
- ✓ Polar Express Tickets
- ✓ Centennial Park Turf Funding
- ✓ 3D Cultural Corridor Grant Application

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ Small Percentage of July Numbers In

C. Hotel/Motel & RV Park Transient Lodging Report – David Peterson

- ✓ FY24 Data
- ✓ FY23 Occupancy/REV PAR/ADR
- ✓ Data Into Datafy
- ✓ State Overlay Sales Tax into Datafy

D. Arts & Culture Update – Eric Brooks

- ✓ Carson City Watercolor
- ✓ Arts & Culture Media Plan
- ✓ Murals & Music 2024
- ✓ Artist Reception

E. Events & Sales Update – Stu Wexler

- ✓ Outlaw Flat Trac Race Results
- ✓ Fraufecht Women's Tournament
- ✓ NICA Bike Race – Capital City Crusher
- ✓ Teams 24 Show
- ✓ Bonanza Kennel Club
- ✓ Ford Bronco Super Celebration

F. Marketing & PR Update – Lydia Beck

- ✓ August Digital & Website
- ✓ PR Update
- ✓ HotelBeds
- ✓ Travel Zoo
- ✓ New Videos Produced

G. Future Agenda Items – David Peterson

None

H. Upcoming Meeting – The next CTA Board meeting is tentatively scheduled for Monday,  
October 14, 2024, at 4:00 pm.

12. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION-  
CTA Board Comments or Announcements and Requests for Information:

None

13. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
Public Comment.

Mr. French stated that he is displeased with the situation of artificial turf but is pleased that the crumb rubber is out as an option. And is sorry they did not opt out on the micro plastics that will be left by the material. There is no reason to put artificial turf. With proper care of the current fields, there can be a lot of tournament use. The artificial turf will need maintenance to keep the warranty.

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 5:12

Approved – Unanimously

Approved:   
Mike Jones

Attest:   
Andrew Reno

Recordings of this meeting are available at <https://www.carson.org/transparency/meeting-agendas-minutes-and-recordings>  
/lm