



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

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, December 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
Andrew Reno
Stacey Giomi
Kitty Mckay
Daman Baath

STAFF PRESENT: David Peterson, Executive Director
Chris Kipp, Operations & Finance Manager
Linda Macauley, Administrative Assistant
Eric Brooks, Arts & Culture Program Manager

OTHERS PRESENT: Todd Reese, Assistant District Attorney
Mike Larragueta, President & CEO RSCVA
John McGinnes, Vice President of Sales RSCVA
Art Jimenez, Executive Director of Tourism RSCVA
Edward Estipona, President & CEO Estipona Group
Denny French, Carson City Nevada

- 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 thanked the Board for showing here, it is very important all your duties. The information that the board receives from their advisors, it would be helpful for all the city to know. Thank you for efforts to have that information available. The staff at the library handled the earthquake smoothly and looks forward to hearing the presentation.

Mr. Jones reported that there are some changes in the agenda. Item #9 has late material with some additions and corrections. The late material has been posted on the website and is available at the back of the room. Item #10 late material, some added content. Item #11 is being pulled, there is still some work to be done on it and will be moved to the January meeting.

5. **MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**
FOR POSSIBLE ACTION: Approval of Minutes – November 15, 2024, CTA Board Meeting.

Mr. Reno made a motion to approve.

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 October 2024. – **Chris Kipp**
7. **FOR POSSIBLE ACTION:** Discussion and possible action regarding approval of the adjusted CTA fiscal year (“FY”) 2025 budget report. – **Chris Kipp**

Mr. Reno made a motion to approve.

Second – **Mr. Jones**

Approved – Unanimously

8. Item(s) pulled from the Consent Agenda will be heard at this time.

None

End of Consent Agenda

9. **MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**
For Discussion Only: Presentation and discussion regarding the Reno-Sparks Convention & Visitors Authority DMO Update. – **David Peterson**

Mr. Peterson stated that these 3 gentlemen are amazing and one of our peers with the Reno Tahoe Territory.

Mr. Larragueta stated that as part of our community outreach and collaboration we are excited to be here today and provide some information and updates to work performing in Washoe County. A lot of the information will be data that will be looked at here daily. Mr. Peterson also came and presented to our team.

Mr. Larragueta gave a presentation on:

The Board
History-Vision-Mission
Production
Estimated Visitor
Taxable Toom Revenue
Average Daily Rate
Room Inventory

Mr. McGinnes gave a presentation on:

- Convention Sales
 - Local Team Members
 - Regional Sales Directors
 - Meeting & Conventions
 - Mondo Track Provider
 - Indoor Track-Mondo Study
 - 2023 USBC Open Championships Economic Impact
 - 2024 USBC Women's Championships Economic Impact
 - USBC US Bowling Congress
- Venue Management
 - Four Facilities in Reno
- Community Engagement
 - Community Partnerships
 - Special Event Marketing Sponsorship
 - Public Bowling Days-8 Events

Mr. Jimenez gave a presentation on:

- Tourism Sales
 - Overview
- Marketing & Research
 - Visitor Origination
 - National Travel Indicators
 - No Limits-New Brand Platform
 - Brand Initiatives
 - New Website Launch
 - AI Trip Planner
 - Brand Partnership Overview
 - Leave No Trace Partnership
- Earned Media
 - Building National Awareness
 - Economic Impact Highlights

Mr. Jones thanked the team for a great presentation and supporting Carson City and the area and thinks the track is a great idea. **Mr. Reno** thanked the team for the co-op and working together and it is great having you here today. **Mr. Larragueta** stated that they believe in selling the entire region and that because we must work together and bring all Northern Nevada together not just Washoe County.

10. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION-

For Possible Action: Discussion and possible action regarding Contract No. 2425-002 with Estipona Group for Web Development-In-Web App for the 3D Culture Corridor, for a total not to exceed amount of \$125,000.00, from December 9, 2024 to October 8, 2026, utilizing joinder contract no. 99SWC-S2340 between the State of Nevada and the Estipona Group. – **David Peterson**

Mr. Peterson reported on the late material regarding changes to the contract. At the October Board meeting it was discussed about authorization to expend the 3D Cultural Corridor grant for \$631,000 that the CTA was awarded. This contract is one element of that overall grant that was received. This is a specific amount that was put in to create and develop a website and in-web app with the Estipona team. In terms of the changes in the contract it was regarding the Federal funding and an error in amount.

Mr. Giomi made a motion to approve the contract changes read into the record.

Second – **Mr. Reno**

Approved – Unanimously

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

For Possible Action: Discussion and possible action regarding the Carson City Culture & Tourism Authority (“CTA”) Room Tax Policies and Procedures. – **David Peterson**

Tabled

12. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION -

For Discussion Only: Presentation and discussion regarding the 2nd Annual Mark Twain Days Festival held May 10-12, 2024. – **Eric Brooks**

Mr. Brooks showed a presentation on the Economic Impact.

- ✓ Direct Spending
- ✓ Brand Ambitions
- ✓ Key Activities
- ✓ Community Highlights
- ✓ Marketing & Research
- ✓ Local Attractions Engagement
- ✓ Local Business Impact
- ✓ Attendance Data
- ✓ Marketing & PR Efforts
- ✓ Visitor Engagement at Local Attractions
- ✓ Partnership & Stakeholder Contributions
- ✓ Opportunities for Growth
- ✓ Datafy Reporting
 - Event Attendee Origin Markets – Top 10
 - CC Region vs Origin Markets – Top 5
 - Overall Visitation
 - Event Location Points of Interest Map
 - Attendee Demographics
 - Event Correlation

13. 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

- ✓ New Gateway Public Art
- ✓ Marketing Movie Premier

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ Final Numbers for September
- ✓ July, August & September Numbers
- ✓ Three Hotels Down Rooms for Remodel
- ✓ Average Daily Rate and Projections

C. Future Agenda Items – David Peterson - None

D. Upcoming Meetings – The next CTA Board Meeting is tentatively scheduled for Monday, January 13, 2024, at 4:00 pm.

14. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION- CTA Board Comments or Announcements and Requests for Information: None

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

Mr. French stated he would like to hear from the South to support with their ideas and considerations they might have. Thank you.

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

Mr. Jones made a motion to adjourn at 4:55

Approved – Unanimously

Approved: _____
Mr. Jones

Attest: _____
Andrew Reno

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