



CARSON CITY CULTURE & TOURISM AUTHORITY FEBRUARY 10, 2025 BOARD MEETING MINUTES

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, February 10, 2025, 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
Kitty McKay
Stacey Giomi (via WebEx)
Daman Baath (via WebEx)

STAFF PRESENT: David Peterson, Executive Director
Chris Kipp, Operations & Finance Manager
Eric Brooks, Arts & Culture Program Manager
Lydia Beck, Marketing & PR Manager

OTHERS PRESENT: Todd Reese, Supervising Deputy District Attorney

1. **Call to Order.** Mr. Jones called the meeting to order at 4:00 p.m.
2. **Roll Call and Determination of Quorum.** A roll call was taken and a quorum was present.
3. **Pledge of Allegiance.** Mr. Jones led the Pledge of Allegiance.

Mr. Jones brought the next item to the Board's attention.

4. **Public comment:** None.

Mr. Jones brought the next item to the Board's attention.

5. **For Possible Action:** Approval of Minutes – January 13, 2025 CTA Board Meeting.

Ms. McKay made a motion to approve.

Second – Mr. Reno

Approved - Unanimously

Mr. Jones brought the next item to the Board's attention

Consent Agenda

6. **For Possible Action:** Discussion and possible action regarding approval of the CTA Statement of Accounts Payable checks and p-card charges for December 2024.
7. **For Possible Action:** Discussion and possible action regarding approval of the adjusted CTA fiscal year ("FY") 2025 budget report.

End of the Consent Agenda

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

Mr. Jones introduced the item. He asked if any member of the public would like to have any item from the consent agenda pulled for further discussion. With none, he asked if any member of the board would like to pull an item for further discussion. With none, he asked for a motion.

Mr. Reno made a motion to approve.

Second – Ms. McKay

Approved - Unanimously

Mr. Jones brought the next item to the Board's attention

9. Monthly Non-Action Items for Presentation and Discussion Only:

A. Executive Director's Update – David Peterson

- Booth & video spot at Tahoe Knight Monsters game at the Tahoe Events Center
- V&T Railway Commission Retreat/workshop – 2025 Operating Season best yet, website, new rack card, full paid social media calendar, integrated newsletter calendar, new family friendly events, may have railbikes this year

B. Transient Occupancy Tax Actual vs Forecast – David Peterson November 2024 is 15% ahead of budget, 14% ahead of November 2023, December 2024 is 7% ahead of budget, just under 6% ahead of prior year with 3 properties under renovation, for FY25 projections we are a little under 4.4% ahead of our budget. FY25 projected compared to FY24 Actuals we are a little over 1.2%.

C. Arts & Culture Update – Eric Brooks

Cultural Corridor Update

- 2nd RFP for Executive Director was released on 12/31/24, still waiting to find an Executive Director.
- Herman Global – Creating a global market analysis of domestic/international arts/culture visitors to the corridor.
- Estipona Group – Contract to develop a Corridor name, brand position & brand package.
- Estipona Group – Contract to develop a Corridor website & an in-web app.
- Jed Block from State Agent & Transfer Syndicate, Inc. - Beginning process of forming a new non-profit alliance.

Arts & Culture Events 2025 update

- Eric reviewed upcoming Arts & Culture Events

D. Events & Sales Update – Stu Wexler

- ABA Philadelphia 2025 – 34 appointments, ABA will be in Reno 2026
- Senior Softball – 2 tournaments in 2025, 4 tournaments in 2026
- 2025 Event schedule updates
- IPW 2025 – Chicago
- Teams 25 – Columbus

E. Marketing & PR Update – Lydia Beck

- Marketing update - 61 % increase in lodging interest
- PR Update – Reno Gazette Journal, Group Tour Magazine
- Influencers Justin Walter & Roamaroo visited Carson City
- Newsletters – engaging & inspiring visitors
- Fall Expedia Co-op – 850 room nights booked between September & November
- Carson City to Canada Quest – top two hikers have secured their permits

F. Future Agenda Items – David Peterson: None.

During this item, Member Baath discussed being aware of brown water throughout the hotel & wanted to put it on everyone’s radar. Todd Reese stated he has seen several flushing notices over the past several weeks warning that the water may be brown yet will clear again and suggested contacting the water department. Member Jones stated that the city usually sends notice in plenty of time before flushing and that notices could be put in the rooms and most guests are understanding. David Peterson will have staff contact other properties to find out if they are also having issues with brown water.

G. Upcoming Meetings – The next CTA Board meeting is tentatively scheduled for Monday, March 10, 2025, at 4:00 pm.

Mr. Jones brought the next item to the Board’s attention.

10. CTA Board Comments or Announcements and Requests for Information: None.

Mr. Jones brought the next item to the Board’s attention.

11. Public Comment: None.

Mr. Jones brought the next item to the Board’s attention.

12. For Possible Action: To Adjourn.

Ms. McKay made a motion to adjourn.

Second – Mr. Reno

Approved – Unanimously

Minutes Approved – Unanimously

Approved:


Chair Mike Jones

Attest:


Vice Chair Andrew Reno