



**CARSON CITY CULTURE & TOURISM AUTHORITY
AUGUST 11, 2025 BOARD MEETING MINUTES**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday August 11, 2025, at the Carson City Community Center, Bob Crowell Board Room, 851 E. William Street, Carson City, Nevada beginning at 4:00pm.

PRESENT: Andrew Reno
Diana LaForge
Stacey Giomi
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
Kasie Saldaña, Administrative Assistant

OTHERS PRESENT: Carlos Perez, Bike Monkey

1. **Call to Order.** Mr. Reno 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. Reno led the Pledge of Allegiance.

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

4. **Public comment:** No Comment

Daman Baath joined the meeting via WebEx at 4:02 pm.

5. **For Possible Action:** Approval of Minutes – July 14, 2025, CTA Board Meeting.

Mr. Reno made a motion to approve.

Second – Mr. Giomi Approved – Unanimously

Mr. Reno 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 totaling \$135,163.36, and p-card charges, totaling \$31,332.27, for June 2025.

7. For Possible Action: Discussion and possible action regarding approval of the adjusted CTA fiscal year (“FY”) 2025 budget report, including a comparative statement of adjusted revenue totaling \$3,397,074.62, expenses totaling \$2,657,677.70, and fund balance for all CTA Funds totaling \$4,848,026.92.

End of the Consent Agenda

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

Mr. Reno asked if any member of the public would like to have any item from the consent agenda pulled for further discussion. There were no public comments.

Mr. Reno made a motion to approve.

Second – Mr. Giomi Approved – Unanimously

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

9. For Discussion Only: Stetina’s Paydirt Carson City 2025

Carlos Perez, owner of Bike Monkey, joined the meeting to thank the VCC team for their support of the Fourth Annual Stetina’s Paydirt bike race and recap the 2025 event.

In 2025, Stetina’s Paydirt was able to highlight women athletes and has been able to provide a purse to the top five women in the race. This has allowed the event to attract top talent to the race, as well as more riders, attention to the race, and increased press coverage. 370 competitors attended the race with participants from a total of 22 states, including 137 participants from Nevada, and 223 from California. It is estimated that there was a total of 631 individuals present for the race, generating an estimated 473 room nights. According to survey data collected, this year, more people stayed three or more nights in Carson City than in 2024. The event also introduced a new, free, junior race. The junior race was very successful and resulted in 50 participants. Carlos noted that the added junior opportunity contributes to attendance and room nights, as juniors do not travel alone, as they are often traveling with at least one parent.

Next year, Stetina’s Paydirt will return May 16, 2026. They are looking into adding some new, exciting elements to the race and changing the route.

Carlos concluded his presentation, and David Peterson asked the board if they would like to ask questions. Andrew Reno asked where the growth in the event is coming from. Carlos answered that more junior participants are attending the event, and stated that naturally, participants will age out of these events, so they have made the event free to junior racers to increase not only their participation, but also the participation of their parents.

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

A. Executive Director’s Update – David Peterson

- V&T Railway Commission Update – V&T’s new website should launch August 21st and will be followed with Polar Express tickets going on sale mid-September.
- Travel Nevada Grant Update – Eric is working to submit a grant with America’s 250 NV grant program for Travel Nevada’s consideration. There should be more information regarding this at next month’s board meeting.
- International Tourism – This area has been fortunate and has not been significantly impacted by the recent issues with international travel. The State Department has recently announced

a 12-month Visa bonding program, David does not believe we will be impacted by that. There is some concern surrounding the \$250 Visa Integrity Fee which creates a competitiveness challenge, as the US now has one of the highest fees, and the fee may play into the US being seen as an unwelcoming location and may hinder travel. VCC will continue to make effort that Carson City is welcoming to all travelers.

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- There are still a few lodging properties that have not submitted their reports, however, it appears that June will come in about a percentage point higher compared to June 2024; which will put the full 2025 fiscal year at just over 29.5 million, which is just over 9% of the budget set last year, and 5% over the 2024 fiscal year.
- David stated that he is proud of the team for their work and proud of lodging properties for maintaining rate.

C. Arts & Culture Update – Eric Brooks

- New Sculpture in Lobby – VCC has recently acquired artist Tim Guthrie’s sculpture Dirty Harry Downwinder on a semi-permanent basis. The sculpture is one of 25 sheep sculptures from a 2005 Reno Art Town project called Counting Sheep. Dirty Harry Downwinder tells the story of the complex and controversial history of the Nevada Test Site. Tim Guthrie is no longer in the Nevada area, but he is a very successful artist; the VCC team is very thankful to be able to have this piece at the Visitors Center.
- 51st Annual ITCN Convention – Eric was able to attend the ITCN Convention. This year’s theme was “Together as One” with a focus on healing, unity, strength. He was able to attend multiple lectures from keynote speaker Abigail Echo-Hawk, who he is hoping to have as a speaker at next year’s Mark Twain Days. He looks forward to collaboration with some of his connections from this convention in the future.
- Satellite Gallery Sales Update –The BAC Satellite Gallery inside the Visitors Center has accomplished milestones including quarterly art rotations with original artworks, quarterly artist receptions and artist talks, a total of 15 sales from exhibitions, and facilitated permanent placement/sales of 6 additional artworks. To date, the BAC has helped facilitate \$3,400 in sales directly benefiting local and regional artists. After Eric’s presentation, David Peterson took time to note that the Visitors Center gallery is the only gallery paying artists a stipend to display their work.
- Up Next - The Watercolor Festival will take place August 19-24, 2025. Paula Saponaro’s Retrospective reception has been pushed back to September 13, 2025.

D. Events & Sales Update – David Peterson

- Arena Wars – Arena Wars resulted in 12 fighters on the card and approximately 400 spectators. VCC and Arena wars were expecting more fighters and more attendees, however, the event took place during Celebrity Golf. Additionally, several fighters, who are also firefighters, could not attend due to wildfires. Arena Wars and VCC are working to correct the course and change the future dates to November and May.
- Battle in the Sierras Boxing – On August 16th, Tasmanian Boxing Club is hosting Battle in the Sierras Boxing at Fuji Park. They expect to have fifty fighters from California to attend.
- Carson City’s Outlaw Flat Trac – Carson City’s Outlaw Flat Trac race will take place August 22-23. They are expecting 200 registered riders and have sold 500 tickets as of August 4.
- Frauecht Hema Women’s Tournament – will take place August 30-31. They are expecting 80 women to compete this year. This is the premier HEMA event for women, the largest

women's only rapier tournament in the US, the largest women's saber tournament in the US. The only women's broadsword tournament in the world, and the only women's smallsword tournament in the US.

E. Marketing & PR Update – Lydia Beck

- Fiscal Year 2025 Recap – For fiscal year 2025 VCC made year over year growth in web visits and lodging referrals. Organic social and organic search did not see increases, however, this year the team has brought back Datafy through grant funding and should see increases in those numbers. A Winter's Charm Campaign contributed to positive numbers in the winter season and will roll into fiscal year 2026 with an earlier start. In FY25, Carson City's public relations coverage included 300 features and 452 mentions, totaling 752 stories compared to last year's 677. In addition to media coverage, VCC worked with Glocally and content creators resulting in nearly 600,000 people being reached through social media content. VCC has been using a scorecard to show value and accountability of PR outcomes, this scorecard will outline goals that include features and mentions in three types of media.
- Fiscal Year 2026 – PR strategy for VCC will shift from campaigns to broader general media outreach and focus on top of funnel awareness with national coverage.
- After Ike Documentary – Carson City is featured in an award-winning documentary about the Lincoln Highway. After completing the festival circuit, it will be released to the public.

F. Future Agenda Items – David Peterson: None

G. Upcoming Meetings – The next CTA Board meeting is tentatively scheduled for Monday, September 8th at 4:00pm.

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

11. CTA Board Comments or Announcements and Requests for Information:

Stacey Giomi mentioned that Carson City is working with Carson Tahoe to place a large flag on the North End of Carson for America 250. Additionally, the C Hill flag needs refurbishment, and they are working to put forth that effort as well. There will be information released soon, as they will be looking for volunteers.

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

12. Public Comment: None.

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

13. For Possible Action: To Adjourn.

Mr. Reno made a motion to adjourn.

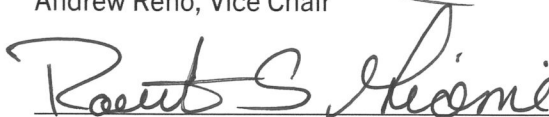
Minutes Approved – Unanimously

Approved:



Andrew Reno, Vice Chair

Attest:



Stacey Giomi