



**CARSON CITY CULTURE & TOURISM AUTHORITY
DECEMBER 8, 2025 BOARD MEETING MINUTES**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday December 8, 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
Stacey Giomi
Garrett Lepire
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
Stu Wexler, Events & Sales Manager
Kasie Saldaña, Administrative Assistant

OTHERS PRESENT: Todd Reese, Supervising Deputy District Attorney
Mike Hykamp, Owner, Sparrows Lock Pick– via WebEx
Zack Clark, Technical Director, Dark Corner Creative
Guinivere Clark, VP of Operations, Dark Corner Creative
Lucia Maloney, General Manager, Nevada State Prison Preservation Society
Maurice White, President, Nevada State Prison Preservation Society Board of Directors
Spike McGuire, Executive Director, Brewery Arts Center
Matthew Dodd, General Manager, Gold Dust West

- 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:** None

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

- 5. **For Possible Action:** Approval of Minutes – November 10, 2025, CTA Board Meeting.

Mr. Lepire made a motion to approve.

Second – Mr. Reno

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 \$136,318.81, and p-card charges, totaling \$26,147.32, for October 2025.
7. **For Possible Action:** Discussion and possible action regarding approval of the adjusted CTA fiscal year ("FY") 2026 budget report, including a comparative statement of adjusted revenue totaling \$995,664.57, expenses totaling \$698,018.70, and fund balance for all CTA Funds totaling \$5,022,443.78.

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. Lepire 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:** Presentation and discussion regarding the 2025 Rock'a Lock'a Bang! Bang! event, held September 4 - 9, 2025, report by Mike Hykamp.

David Peterson introduced Mike Hykamp, owner of Sparrows Lock Pick and the event Rock'a Lock'a Bang! Bang!, which was held in Carson City at the Historic Nevada State Prison September 4th through September 9th. Mr. Hykamp explained that the event is a multi-day training convention and stated that Carson City and the Visit Carson City team were able to provide the event with a one-of-a-kind venue – the Nevada State Prison, the highly organized outdoor shooting range, quality food, artists in the form of tattoo artists from Rice St Tattoo, a fantastic landscape, lodging, and many good people.

Mr. Hykamp shared that the attendees flew in from 26 states and from around the world. Participants supported many local businesses, producing 250 room nights and 750 meals, infusing over \$100,000 into the community.

Regarding PR, Mr. Hykamp shared that the event created social media posts with over 1 million impressions, will be featured in a full-length article in RECOIL Magazine, two posts to the industry website Soldier Systems Daily, and an article with an event location and tradeshow scouting magazine.

Stacey Giomi asked about the registration process for the event, asking if there is an all for one price. Mr. Hykamp explained that the price is all for one, people buy the ticket and are covered from there, shuttle buses took individuals from the airport to the Plaza Hotel where they were given their room keys and then taken to dinner. The package he provides covers the shuttle, room, food, and drinks. Mr. Hykamp stressed that including dinners and encouraging attendees to get together is purposeful to engage the group and allow them to bond and get to know each other at the convention. Mr. Giomi added that maintaining the

right size for the number of attendees allows for unity to be created amongst the convention and complimented Mr. Hykamp for this approach.

Mr. Peterson asked Mr. Hykamp to explain where he sees the event moving forward next year and beyond. Mr. Hykamp shared that he rented a storage unit for the upcoming year and is already planning to return to Carson City. However, he has reached an obstacle in finding enough rooms for the attendees due to updates the Plaza Hotel is making, but the Federal should also be able to provide rooms. Mr. Hykamp shared that he would like to maintain the event as a premier event that requires effort to get into and keep the number of attendees at the lower end, but the overall number of attendees will depend on how many hotel rooms he is able to get. Additionally, Mr. Hykamp shared that while he would like to increase the attendees in the future, he still wants to maintain the quality of the event. He shared that he is looking forward to returning to Carson City for the event next year, and he is planning for September 17, 2026, through September 20, 2026.

Zack Clark, the technical director for Dark Corner Creative, added to Mr. Hykamp's presentation, sharing that they partnered with Sparrows, allowing them to use some of their facilities and that Dark Corner Creative provided some atmospherics such as fog and lights to run different scenarios to lend a unique training opportunity. Mr. Clark shared that he thought the crossover was unique and that they are looking forward to working together again to provide unique experiences.

Mike thanked Carson City, Visit Carson City, and the board, and let everyone know if they have any questions, they are welcome to reach out to him via email.

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

10. For Discussion Only: Presentation and discussion regarding the 3rd Annual Mark Twain Days Festival event, held October 16 - 19, 2025 report by Brewery Arts Center.

Eric Brooks introduced Spike McGuire, the Executive Director for Brewery Arts Center. Mr. McGuire began by sharing that Mark Twain Days had several major changes compared to previous years, to focus the event down and keep a tighter footprint. Initially, the BAC had planned to host Mark Twain Days in the downtown corridor on Carson Street, the capitol grounds, and McFadden Plaza, but due to a last-minute permitting issue, they had to pivot and move most events to the Brewery Arts Center. Virginia City was involved in the festival hosting most of their events on Friday, as it coincided with the Twain Train put on by the V&T Railway, which drew in just over 200 people.

Events in Carson City ran from Thursday through Saturday, with a total of 30 events. Events began with the Gold Hill News opening Reception at the BAC with roughly 100 people in attendance, followed with literary workshop events on Saturday totaling 945 people, and finishing up Mark Twain Days with the Low Brow Social at the Nevada State Museum. The Low Brow Social featured musicians and poets throughout the museum, Nashville Social Club catered the event with southern food, and Minden Mill created a huckleberry cocktail served at the event.

Mr. McGuire shared that previously Mark Twain Days occurred on Mother's Day Weekend, but they changed the event to October to not interfere with any of the events happening in Carson City. Mr. McGuire shared that one of the greatest faux pas of the event was that the company that puts the banners up for events in downtown Carson City put up a banner for this year's event that showed it would occur on Mother's Day Weekend instead of the new October dates. Despite Mr. McGuire's efforts to have the banner removed, he could not reach the company, he does believe that this affected attendance at the

event because he himself had run into people who were confused when he was passing out accurate banners.

Visitors and attendees enjoyed historic walking tours, donkey driven wagon rides, free Mark Twain Books, the Downtown Business Association Treasure & Scavenger Hunt, live music events, and several literary focused events.

The BAC, Lydia Beck with Visit Carson City, and KPS3 focused on public relations and marketing for the event, partnered with KOLO, KUNR, KNVC, Carson Now, The Sierra Nevada Ally, and The Nevada Business Magazine. Additionally, the event was featured on the front page of the Nevada Appeal and the Virginia City Tourism Authority and V&T Railway had independent ad buys and social media strategies, with live coverage of the event on Friday in Virginia City.

Mr. McGuire shared that he believes having events so close together on the BAC campus allowed an increase in event attendance, he also stated that he believes that maintaining a literary focus will continue to help draw visitors in.

Mr. McGuire said that the survey sent out for the event resulted in only eight responses, but all of them were positive.

Andrew Reno asked if the banner issue had a negative effect on the event attendance. Mr. McGuire reiterated that he did believe the issue had a negative effect on the attendance, as when he was handing out event materials, he received feedback from people that they thought the event would be on Mother's Day weekend, and that people do see the banners and the banners are effective.

Stacey Giomi asked about the additional reporting on the event, to which David Peterson replied that the additional reporting was not accurate and would not need to be included in today's board meeting, as there were some issues in data reporting with Datafy. Mr. Giomi also stated that he thinks the literary focus of the event is a good idea because there is nothing like it around Carson City; he went on to explain that rural Nevada is known for cowboy poetry and he wonders if there is a way to connect the two events by having a Cowboy Poetry poet attend Mark Twain Days. Mr. McGuire shared that the overall vision is to try to grow the event to a similar status, and that the Nevada State Folklorist who was involved with Cowboy Poetry has committed to being one of the primary organizers of the event next year, offering the BAC the opportunity to potentially make connections with Cowboy Poetry contacts. Mr. Giomi also complimented Mr. McGuire on the Christmas tree lighting event, Silver and Snowflake, that the Brewery Arts Center recently put on.

Garrett Lepire commented that he would like to see a Mark Twain inspired theater production at the Mark Twain Days event, emphasizing that there are many theater troops in Carson City, and that he believes a production such as The Adventures of Tom Sawyer and Huckleberry Finn would draw more people to the event. Mr. Lepire also complimented this year's event, stating that the layout of the event was much easier to understand and navigate. Mr. McGuire shared that PPI is one of BAC's resident theater companies and that over the weekend of the event, the group performed Arsenic and Old Lace in honor of their 60th anniversary, but he thinks that a play with a Twain focus would be a great idea.

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

11. For Discussion Only: Presentation and discussion regarding the Dark Prison: Haunted House event, held September 26 - November 1, 2025, report by Dark Corner Creative, LLC.

Guinivere Clark introduced herself as the VP of Operations for Dark Corner Creative, the company that puts on the Dark Corner Haunted House and offered to share printed copies of the economic impact snapshot presented on the board room screen. Ms. Clark shared that Dark Prison, the Haunted House hosted inside of the Historic Nevada State Prison, operated for 17 nights from September 26 to November 1, for their first full year in Carson City. Ms. Clark shared that Dark Corner had an incredible year with 15,460 people in attendance, 15,285 paid attendants, and 81.6% of the attendees coming from out of town. Attendees came to the haunted attraction from over 45 states and the United Kingdom. Dark Corner Creative estimated that the average visitor spent \$39.42 in ticket sales and an estimated \$42 in food and beverage, lodging, and fuel, resulting in an estimated total direct visitor spend of \$1,020,541. Vendors and contractors were paid \$162,679.63 in salaries, with 96 paid temporary jobs and 5 volunteer positions created. Ms. Clark shared that Dark Corner Creative collaborated with 5 local food trucks and 7 local restaurants in Carson City and promoted them to guests by featuring coupons and gift cards as midway prizes for carnival style games that took place on site of the haunted house. Additionally, Dark Corner Creative collaborated with local businesses to provide discounted tickets and private events.

Regarding Public Relations, Ms. Clark stated that Dark Corner was featured in roughly ten articles and news features, and that they also partnered with Red Run Virginia City through cross promotion to encourage marathon runners in Virginia City to attend the event.

Ms. Clark shared that Dark Corner Creative saw a 63% increase in their ticket volume compared to previous years when their haunted attraction was in downtown Reno. She emphasized that it was incredibly successful for their business to be in Carson City and at the Historic Nevada State Prison, highlighting that the prison is an incredible venue for them to be.

Stating that it is not on the report, but something she wanted to be sure to share, Ms. Clark explained that there is an organization called The Haunted House Association that oversees and assists haunted houses across the United States of America. Each year, The Haunted House Association releases an annual report of top haunted houses across the country, for the first time ever, Dark Corner Creative's Dark Prison: Haunted House made the list as a "Platinum Haunted House", the highest level a haunted house can receive. Dark Prison was featured next to other famous haunted houses such as 13th Door and Netherworld. Additionally, Ms. Clark emphasized that Dark Prison is now one of a handful of haunted houses on the west coast to make the list and is the only haunted house in Nevada to be on the list. Ms. Clark stated that it is very cool to see that Carson City is on that list, as the list states "Dark Prison: Haunted House, in the Nevada State Prison, in Carson City, Nevada."

Ms. Clark shared that Dark Corner Creative faced two main challenges to their overall revenue, being the parking lot capacity and the maximum capacity of attendance due to the fire code occupancy restrictions of the prison. She explained that they were able to create additional parking through a dirt lot as an overflow parking lot, adding 200 additional space, in turn adding significant revenue, but she stressed that she knows they can attract more attendance, as 13 of the 17 nights the haunted house was open, they sold out, and sold out constantly during the event. Ms. Clark stated that they could raise the capacity if they were able to expand parking lots in a safe and well-lit manner. Additionally, Dark Corner faced challenges due to the fire code restriction despite working closely with fire marshal to follow fire codes. Ms. Clark stated that this was a huge restriction resulting in them being forced to turn away potential revenue and that if they were able to add a sprinkler system or suppression method, they would be able to increase revenue.

Finally, Ms. Clark shared that they would like to stay at the Nevada State Prison, plan on doing so, are very excited for the 2026 season, and have plans to add to the haunted attraction if they are able to add to the parking and fire suppression system to expand the amount of people who can be indoors at the prison. She also shared that Dark Corner is also open to take any questions at info@darkcornerhaunt.com.

Andrew Reno asked what the current capacity for the haunted house is. Ms. Clark explained that the current capacity is 125 people per 30 minutes. Maurice White further explained that the capacity works off a direct count of how many people are inside of the building. Ms. Clark stated that the process is very complicated due to people only being inside of the building for up to three minutes at a time and that each section of the building allows for 50 people at a time. Mr. Reno asked if expanding the sections will allow for increased capacity, Ms. Clark confirmed that expansion will increase capacity, but they would like to increase capacity even more. Mr. Reno also asked if they are planning on hosting the Halfway to Halloween Event. Ms. Clark responded that Dark Corner Creative is planning on hosting the Halfway to Halloween Event and is working with the prison to potentially add more events.

Stacey Giomi asked Maurice White if there are plans to increase the fire suppression system. Mr. White explained that with the right amount of money, this is something that can be done but stressed that it is a logistical nightmare. Mr. White further explained that there is paperwork that needs to be done correctly and that adding to the system is a matter of money. Mr. Giomi asked if there is an estimate of cost for the system, and Mr. White explained that they will have an employee who will be working on researching and putting together an estimate. Mr. White went on to say thank you for the partnership between Visit Carson City and the Historic Nevada State Prison, explained that the prison is in talks for long term partnerships with Sparrows Lock Pick and Dark Corner creative, and further emphasized the prison team's gratitude for Visit Carson City and the board, stating "working with you guys is what's put us in the position to do that (have long term partnerships), we just want to show our gratitude for the effort that you guys are making for us in particular, as that filters out through Carson City." Mr. White continued to explain that it is the end of the prison's season, and they have put over 20,000 people through the prison in the past year. Mr. White also went on to explain that as of right now, there is a film crew working on a film at the prison. Mr. Giomi stated that the next step to work on this is to know the monetary number needed to make the improvements needed; he also added that he thinks the prison has opportunity to open the prison up as a wedding venue. Mr. Giomi also asked if room nights were tracked for the haunted house at the prison. David Peterson explained that Visit Carson City did not track room night and turned the question over to Guinivere Clark asking if they did their own tracking. Ms. Clark explained that they did not exactly track room nights. Mr. Giomi asked if next year, the board would be able to get a zip code tracking breakdown. Mr. Giomi went on to ask if there was anything that could be done about the parking hurdle being faced by Dark Corner Creative. Mr. White explained that if the event gets much bigger there are a lot of other organizations that need to be involved in adding parking. Andrew Reno added to the discussion, stating that partnering with the local hotels would assist in tracking room nights and could add shuttle systems to aid transportation to the haunted house. Mr. White added that the prison team is having trouble tracking where attendees are coming to visit from because they cannot get completely accurate information through zip codes of purchased tickets alone, as many out-of-town visitors have family members who live in Carson City who are purchasing the tickets, which skews numbers. Mr. Peterson stated that he is happy to help by drafting a survey to get more accurate data capture. Mr. Reno shared that everyone could utilize the Halfway to Halloween event to experiment with things and try to figure things out. Mr. White shared that he is concerned about implementing surveys, as people do not want to answer questions as much as they want to get started on their tour; Ms. Clark emphasized Mr. White's statement, sharing that the haunted house attendees are much more of a rowdy crowd and they have to put effort into getting attendees to sign the waiver for the attraction.

Garrett Lepire asked if having a fire truck on site might help with some of the issues the prison is having with capacity, Mr. White and Mr. Giomi explained that an on-site fire truck would not help with this. Mr. Lepire also added that he has an eleven-year-old daughter who would love to attend the event and asked Dark Corner to figure out a kid friendly option to attract more attendees. Guinivere Clark said that they have experimented with more family friendly events in the past and would like to do so in the future.

Mr. Reno stated that he knows the Dark Corner team is well thought out, as he read an article in the paper about one of their actors being attacked and their team having a safe word to keep employees safe. Ms. Clark stated that safety is their number one concern with everything and that even with medical events they experienced this past season, they were able to respond quickly, which is important to them.

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

12. For Discussion Only: Presentation and discussion regarding the 2023-2024 Carson City Visitor Profile.

David Peterson explained the 2023-2024 Carson City Visitor Profile highlights, stating that visitor spend per trip was up over the previous report at \$1,670 versus \$1,315, travel party size was up incrementally at 3.51, and length of stay ticked up from 2.0 to 2.1 nights. The five primary purposes of travel stayed the same, with visiting friends and family being the top reason for travel. There was a small shift in the designated marketing areas of origin with an increase in percentage of people visiting from the Sacramento-Stockton-Modesto area, being followed by Los Angeles, San Francisco, Reno, and added to the list, Denver, which was previously Pheonix.

Stacey Giomi asked to explain the time period for the profile data. Mr. Peterson explained that the data is collected over two calendar years, 2023 and 2024, as smaller destinations can take a couple of years of sample data to produce numbers. Mr. Peterson further explained that there are not large shifts in the data, only small percentages, and that there was a small drop in younger visitors from ages 22 to 44.

Mr. Peterson thanked Mr. Kyle Shulz at the Department of Tourism and Cultural Affairs for running the report for Carson City.

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

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

A. Executive Director's Update – David Peterson

- Carson City Culture & Tourism Authority Board - Matthew Dodd from the Gold Dust West was appointed to the board as the second hotel motel spot, effective on December 21. Mr. Peterson congratulated Mr. Dodd and thanked him for stepping up.
- Exhibit A – Mr. Peterson shared that he and Stuart Wexler have been working on Exhibit A for calendar year 2026, explaining that Exhibit A is the piece of the puzzle that ties together with interlocal agreements for events that CTA sponsors that take place on or at Carson City Parks & Rec facilities. He stated that there is a lot of new stuff coming. He is hoping that by the end of January or February, they will be able to get the full list of events out to all lodging properties so they can work on capacity and needs to prepare for events; and that they are hoping to share the events with the board at the February meeting. Mr. Peterson also shared that the biggest challenge they are facing is dates for events, and events overlapping each other. Mr. Wexler added that scheduling will depend on weather.
Stacey Giomi asked if the kennel club is listed with the events, as he wanted to be sure to avoid any issues with the kennel club event. Mr. Peterson shared that the kennel club event is listed and the only issue he sees is that there are three other events scheduled for that weekend.

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- September 2025 – David Peterson stated that he believes that September was directly affected by fields being down, which led to no sporting events in the month of September.

- October 2025 – Mr. Peterson stated that he did take October estimated down, and he does believe that the numbers will come in a 5 and half percent down, but he does believe they will bounce back from September.
- November 2025 – Mr. Peterson shared that Chris helped him with November projections, and they left the growth flat. He stated that they will see where things take them and they are working with Jesse from Home 2 Suites to see when they will open. In terms of full year projection, numbers are projected to come in by over 1 percent over the previous year.

C. Events & Sales Update – Stuart Wexler

- Ford Bronco Super Celebration – Stuart Wexler shared that 120 registered participants from across the country and 20 last-minute walk-on participants attended the 3-day Ford Bronco Super Celebration from October 9 to October 11. 65% of the vehicles were from outside of Nevada, with participants from states as far away as Virginia, Minnesota, Montana, and Tennessee. This is the third year the event has occurred in Carson City, and the attendees look forward to visiting Carson City. The event has also been partnering with the local Capital Ford Dealership.
- Capital City Crusher (NICA) – This was the third year that NICA hosted the Capital City Crusher in Carson City. This year NICA had 474 registered riders, totaling 19% growth over last year, and a 40% increase over their first year. Teams came to the race from Ely, Mammoth, and Bishop with roughly 75 riders, as well as family from out of town. The race had approximately 1,200 spectators throughout the day.
- TEAMS Show, Columbus, Ohio – Mr. Wexler attended the TEAMS show in Columbus, OH. He had 36 scheduled appointments with only 4 no shows. He has been following up with 10 organizations that are interested in bringing tournaments to Carson City, including World Trail Races, Boulder Creek International, and Made for Hoops.
- Reno Tahoe RSCVA Mexican Fam Tour – In October, RSCVA invited Carson City to partner on the Mexican Fam Tour to Carson City for a day. The group of 13 tour operators from Monterrey, Mexico spent a three-day tour visiting Reno, North Lake Tahoe, and Carson City. The Carson City itinerary included breakfast at the new 7 Grille Restaurant inside of The Federal, a 2-hour tour of the Nevada State Prison, and a 2-hour leisure stop at the Carson Hot Springs. Mr. Wexler shared that the group was very intrigued by what they saw at the prison and were fascinated by the prison itself, as they had never seen a similar facility. Mr. Wexler emphasized that the tour guide at the prison did an amazing job and that the group of tour operators expressed a strong desire to return to the prison.
- National Tour Association, Ottawa – Mr. Wexler attended the NTA in Ottawa, Canada to connect with tour operators, travel advisors, and suppliers from around the world. He had 22 appointments with 2 cancellations; he also met with 5 companies during free networking time at the conference. Visit Carson City, Reno, and Virginia City presented 8-minute Sales Missions to tour companies, each representing their own destinations, resulting in three companies interested in tours to Reno, Carson City, and Virginia City. Many attendees that Mr. Wexler encountered expressed excitement regarding their upcoming trip to Reno for the ABA show in January.
- The Road to Reno, ABA Sightseeing Tour – The ABA Road to Reno Tour will take place January 10 – 13. There will be a sightseeing tour to Carson City with about 50 people on the bus, they will be going to the Nevada State Museum, the Nevada State Railroad Museum, and the Carson Hot Springs. Mr. Wexler has also scheduled 45 appointments with tour operators.
- Upcoming Events – Mr. Wexler shared that the Capital City Gun Club and range will be hosting the California Youth Shooting Association in April and May, and then on May 20th to

the 24th, the Nevada State Clay Championship will be held at the Capital City Gun Club Range. Both events will bring a lot of heads in beds.

- David Peterson added to Mr. Wexler's presentation that youth sporting events are going to be huge, and that the ABA tour is going to be huge, as they have never been past Salt Lake City in their hundred year history, and Carson City will have a massive presence thanks to Travel Nevada, which puts Carson City on the map in front of thousands of buyers and suppliers.

D. Arts & Culture Update – Eric Brooks

- Silver State Art Festival Recap – The Silver State Art Festival took place September 5-7. Over 40 painters, photographers, gourd works, ceramicists, jewelry, wood, and metal workers participated, with attendance between 1,500 to 2,000 individuals from across the region. Nonprofits, food trucks, and musicians also attended the event. The raffle and silent auction raised \$11,000 for local art agencies.
- Dust & Wonder Trail – Eric Brooks shared the new Dust & Wonder Trail logo that was created over the past two months, sharing that the project has made positive progress over the past quarter. A 501-c3 nonprofit has been established with a board representing the three destinations, and Estipona Group continues to work on the Dust & Wonder website. Town hall meetings were held in Carson City, Virginia City and Minden for input from the communities for how the trail will relate to the everyday person living in the region. Mr. Brooks brought along a scaled down model of the 4-foot railroad spikes, public art element, that will honor the railway culture that connects the region and will have more information regarding the spikes next month.
- Silver and Snowflake – Brewery Arts Center hosted the annual tree lighting ceremony on the Capitol Grounds with caroling 5th graders, vendors, sleigh rides, Santa, the Grinch, and hot chocolate to kick off the holidays in Carson City. Mr. Brooks stated that the BAC staff, Valerie Moore and Spike McGuire, did an excellent job and the event had an excellent turnout.
- Public Art – Mr. Brooks shared photos of public art in the Yucatan, picturing a wave pattern in the sidewalks and an artistic bench. He shared that seeing the art in person made him think about how Carson City does not have to continue putting together huge projects but instead can focus on elevating and creating small areas in everyday life to add a touch of serenity and joy.
- Collaboration with Potentialist Workshop – Visit Carson City will be collaborating with the BAC and the Potentialist Workshop to “make nights a little brighter in February.” Mr. Brooks will have an update on this event at next month's board meeting.

E. Marketing & PR Update – Lydia Brooks

- Digital Growth – November lodging referrals declined month over month, with decreases in organic, direct, and paid search. Despite the November decline, lodging referrals do remain up year over year. Winter Campaign assets are performing well across Meta, display, and online video, and are still driving strong referral volume.
- Public Relations Update – Carson City was featured in Via Magazine in their “8 Unexpected Places to Go for the Holidays” article. Carson City was also featured on Wild Nevada, in a national PBS special that featured Stewart Indian School, in USA Today's 10 Best which included the Stewart Indian School in its list of “Must-Visit Native American Museums”, in Pride Journeys – an online LGBTQ magazine, in Reno Gazette Journal, on KOLO 8 News, in Reno News & Review, Sierra-Nevada Ally, and others.

- Nevada Day Content – Lydia Beck shared photos captured during this past Nevada day and extended condolences to Bobby Dean’s family, as he served on the Nevada Day board for several years and recently passed away.
 - Winter’s Charm Winter Campaign – Mrs. Beck shared behind the scenes photos from early November when she shot new footage to refresh the Winter’s Charm campaign. Photos included the Park Ranger from Winter’s Charm at the Carson City Hot Springs and pictures of the Nevada State Museum.
 - Film Carson City – Mrs. Beck shared information about the Cordillera International Film Festival (CIFF) which takes place in the fall and the CIFF driven, The Film Northern Nevada Initiative. The Film Northern Nevada Initiative’s connects film makers with Northern Nevada resources, educates the region about film production, builds Northern Nevada’s film reputation, hosts the annual Film Nevada Day Tour, and supports regional readiness so the region is ready when opportunities for filming arise. The initiative provides free location scouting services to help attract productions to Nevada including Carson City. Mrs. Beck stated that Visit Carson City’s role is to provide on the ground support with scouting, location connections, and permitting guidance to help position Carson City as a film ready community. Visit Carson City also participates in the Film Nevada Day Tour. Mrs. Beck stated that this participation is important because it gives the city opportunities like those that occurred during the filming of Casa Grande, which generated over 1,400 room nights, \$115K spent on local catering, and an estimated \$475K injected into the local economy. The greater impact of film in Carson City includes elevating the region’s long-term value, drives tourism, reshapes the perception of Northern Nevada, and positions Carson City as a place worth showcasing. Expedia recently shared that 68% of travelers say film and tv influence their travel plans, with Gen Z and Millennials leading this trend referred to as “Set Jetting” with 81% focusing their travel plans around locations seen on screen. Mrs. Beck shared that during the scouting day, producers and scouts saw all parts of Carson City and were very interested in Carson City, specifically Silver Saddle Ranch. A film called Dustlands is currently being produced at the historic Nevada State Prison, Mrs. Beck stated, “This Dustlands Tour is a direct result of someone coming on the Film Nevada Day Tour, so my involvement in helping plan that has been really valuable.” Mrs. Beck shared a video featuring footage from Film Nevada Day Tour and stated that it is Visit Carson City’s responsibility to ensure Carson City stays ready to maximize film opportunities that come this way. Visit Carson City’s plans to continue to prepare for film are to continue to build the Film CC web page, enhance location photography and scouting assets, strengthen on the ground support for productions, continue participating in the Film Northern Nevada Initiative and Film Nevada Day Tour, develop set jetting content and itineraries tied to productions in Carson City, and prepare Carson City for future film opportunities and if the Nevada film bill comes back around.
- Stacey Giomi asked Mrs. Beck if there have been any discussions regarding the potential negative impacts of film in Carson City. Mrs. Beck stated that there has not been a lot of conversations regarding the negative impacts, but she believes Carson City does not have the infrastructure to support the crew and staff for filming. She stated there are a lot of things that could be negative and a lot of things that can be monumentally positive. Mr. Giomi shared that he is concerned that if Carson City becomes a hot spot and becomes overdeveloped it may lose the charm that may draw in producers in the beginning.
- Garrett Lepire shared that he would like to see Visit Carson City produce a documentary film for Nevada Day for America 250. Mrs. Beck shared that PBS has produced a film about the Capitol Christmas tree that recently came from Nevada and that she will complete research to see what it takes to make a documentary about Nevada Day. Mr. Lepire stated that a

documentary about Nevada Day could produce a lot of different assets that could be used in different ways.

Mr. Peterson shared that Tom Gray was very helpful during the Film Nevada Day Tour, and shared that the tour was a very cool opportunity.

Mrs. Beck shared that all films that have happened in the regions have produced room nights in Carson City. Andrew Reno complimented Mrs. Beck for assisting a recent film professional that he spoke with who stated she helped. Mr. Peterson added to the conversation regarding film, stating that the opportunities with film are boundless. Mr. Giomi, Mr. Reno, Mr. Peterson, and Mrs. Beck all emphasized that ease of access to resources needed during the filming process is very valuable and important in bringing professionals back to the area. Mr. Peterson said that Carson City is in a good position and Visit Carson City will continue to work to build that position.

F. Future Agenda Items – David Peterson

- Garrett Lepire requested that discussion on a documentary for Nevada Day be added to an upcoming agenda.

G. Upcoming Meetings – The next CTA Board meeting is tentatively scheduled for Monday, January 12, 2026, at 4:00pm.

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

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

Andrew Reno stated that this is Daman Baath's final meeting as a board member and thanked Mr. Baath for his time spent on the Board. Mr. Baath stated that it has been an honor to serve, to get insights into the industry, that it has been very helpful and it has been a pleasure working with everyone.

Stacey Giomi stated that the Board of Supervisors approved the Centennial Park master plan. He said the next area to focus on is the lower area. Stuart Wexler added that with the addition of new fields, he has been receiving inquiries on the fields, and that we are becoming known for the upcoming improved fields. Mr. Giomi shared that the Board of Supervisors and city is also looking at drainage plans and means to protect the fields.

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

15. Public Comment:

David Peterson thanked Daman Baath for his time spent on the board on behalf of himself and the Visit Carson City team.


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

16. For Possible Action: To Adjourn.

Mr. Reno made a motion to adjourn.

Minutes Approved – Unanimously

Approved: 
Andrew Reno

Attest: 
Diana LaForge

Recordings of this meeting are available at <https://www.carson.org/government/city-meetings>