VISIT CARSON CITY NV

CARSON CITY CULTURE & TOURISM AUTHORITY
MAY 18, 2026 BOARD MEETING AND FY27 BUDGET HEARING MINUTES

The regular meeting of the Carson City Culture & Tourism Authority was held Monday May 18, 2026 at the Carson City Community Center, Bob Crowell Board Room, 851 E. William Street, Carson City, Nevada beginning at 4:00pm.

PRESENT: Andrew Reno
Garrett Lepire
Matt Dodd
Stacey Giomi – via WebEx

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

OTHERS PRESENT: Todd Reese, Supervising Deputy District Attorney
Oscar Guerra, Guerra Productions
Rafael Blanco, Muralist

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 – April 13, 2026 CTA Board Meeting

Mr. Lepire made a motion to approve.

Second – Mr. Dodd **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 $ 201,959.54, and p-card charges, totaling $27,029.63, for March 2026.

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 $2,072,774.32, expenses totaling $2,037,103.80, and fund balance for all CTA Funds totaling $4,940,358.52.

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. Dodd **Approved** – Unanimously

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

9. **For Possible Action:** Discussion, possible action or direction to staff regarding the proposed CTA Fiscal Year ("FY") 2027 Final Budget.

Andrew Reno explained the budget hearing process and asked if there were any questions from the CTA Staff and questions or input from the public. There were no staff nor public input or questions. Mr. Reno closed the hearing and opened the budget hearing to the board. He then turned the item over to Chris Kipp so she could explain any changes.

Chris Kipp explained that the final budget is nearly the same as the tentative budget, aside from one change that the CTA lease had to be separated out because in the 2025 fiscal year, in the audit, the lease was separated out. She further explained that all dollar amounts remained the same and offered to explain in further detail.

Mr. Reno asked the board if they had any questions. There were none.

Mr. Giomi made a motion to approve.

Second – Mr. Lepire **Approved** – Unanimously

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

10. **For Possible Action:** Discussion and possible action regarding Contract No. CTA 2627-002, with Sorren CPAs P.C. formerly Casey Neilon, Inc., for the designation of Suzanne Olsen, CPA, of Sorren CPAs P.C. for the audit of all financial statements for Fiscal Year 2026 – Fiscal Year 2028, for a total not to exceed amount of $59,080.00.

Andrew Reno invited Chris Kipp to speak on the item. Chris Kipp explained Sorren CPA was formerly Casey Neilon, the CPA CTA used in the past. The contract discussed in the item is to bring the contract forward to get pricing for three years. CTA did get pricing from another CPA that the city uses, which came in close to the price of Sorren, so the team decided to stay with Sorren. Ms. Kipp explained that this contract allows CTA to have the contract in place for the next three years.

Mr. Reno asked the board if there were any questions. There were none.

Mr. Lepire made a motion to approve.

Second – Mr. Giomi **Approved** – Unanimously

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

11. **For Possible Action:** Discussion and possible action regarding Contract No. CTA 2627-004, with Guerra Production, LLC, for the creation of a public mural and the production of a documentary capturing the process and community surrounding the project in Carson Valley, NV as part of the Dust & Wonder Trail, for a total not to exceed amount of $68,000.

    Mr. Reno introduced the item and turned the item over to David Peterson. Mr. Peterson explained that this project is one of the public infrastructure projects that is a part of Dust & Wonder Trail. He explained that Dust & Wonder is funded through the large grant that CTA received from Travel Nevada. He reminded the board that there are a lot of moving pieces to the Dust & Wonder Trail, further explaining that the Dust & Wonder Trail encompasses Douglas County, Carson City, Storey County, Silver City, and Lyon County. He further explained that the specific contract at hand is for Douglas County and that the board is approving the money for the project and the docuseries that will accompany it. He explained that Carson Valley is one of six places that are a part of this docuseries project taking place around the world. Mr. Peterson introduced muralist, Rafael Blanco, and Oscar Guerra, who runs Guerra Productions, who are working on the docuseries mural project. Mr. Peterson invited Eric Brooks to speak on the contract and item.

    Eric Brooks briefly explained the grant for the Dust & Wonder Trail and the line item dedicated to public art infrastructure. Mr. Brooks shared that he has worked with Rafael and has done so on previous murals in Carson City. He explained that the docuseries will focus on the mural painting process and what a mural can do for the community. Mr. Brooks said that they are asking for the funds to be released so that Visit Carson City can hire Rafael Blanco and Oscar Guerra, who will then work with Douglas County in tandem with the Dust & Wonder Trail. Mr. Brook explained that like a fiscal agent, Visit Carson City is providing the funds. Eric Brooks then said that he, Rafael, and Oscar can answer any questions from the board.

    Mr. Lepire said that he saw in the contract that the 5-minute short form documentary will be completed by October of this year and asked how long the long form documentary will be. Oscar Guerra explained that the overall documentary will be short form and will be from 28 to 30 minutes.

    Mr. Lepire asked David Peterson if these funds come from any room tax monies. Mr. Peterson explained that these funds are EDA funds, and that the entity distributing the funds is Travel Nevada. He further explained that this is a part of the 3D Cultural Grant and explained that the total award from the grant was a little over $631,000. Mr. Peterson explained that no TOT is being used for this.

    Mr. Lepire made a motion to approve.

    Second – Mr. Giomi **Approved** – Unanimously

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

12. **For Possible Action:** Discussion and possible action regarding a proposed amendment to the Interlocal Agreement for Administrative Services and Facility Use and Management between Carson City ("City"), the

Carson City District Attorney's Office ("CCDA") and the Carson City Culture and Tourism Authority ("CTA") to extend the term until June 30, 2028, adjust the term to permit renewal every four years and make other amendments to account for all parties and for changes in personnel.

Andrew Reno introduced the item. David Peterson explained the agreement between the CTA and Carson City. Mr. Peterson thanked the city staff for looking at the agreement that expires in June. He shared that there were no changes noted by the department directors. Mr. Peterson explained that DA Pruitte requested a two-year agreement extension to align with the cadence for the DA. He asked Todd Reece to confirm. Mr. Reece explained that he wanted to sync the contract with the election cycles for the DA and the city officials, giving officials the opportunity to address any questions regarding the contract soon into their tenure. Additionally, Mr. Reece highlighted that the amendment does contain a clause allowing the executive director of CTA, the Da, and the city manager to extend the agreement if there are not any changes to the agreement.

Mr. Giomi made a motion to approve.

Second – Mr. Lepire **Approved** – Unanimously

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

- Awards – David Peterson shared that VCC was awarded the 2026 Silver Anvil Award from the Public Relations Society of America because of the Winters Charm Campaign. He thanked KPS3 and the marketing team. He also thanked Eric Brooks who traveled on behalf of the team to accept the award. Mr. Peterson also shared that the V&T Railroad was awarded the "Best Experience" award at the Polar Express Camp in Colorado. He took time to congratulate and compliment all teams involved.
- Bailador Event CA – David Peterson shared that he attended a horse dancing event in American Canyon, California. He shared that it was a great event and that Stu Wexler will share more information regarding the horse event coming to Fuji Park in June.

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- March 2026 – David Peterson stated that March tax came in a bit less than the team had forecasted.
- April, May, June 2026 – David Peterson stated that based off conversations with lodging properties, he does believe that moving forward, taxes will come in above numbers.

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

- Through December 2025 – David Peterson explained why these numbers are being discussed now. He explained that the goal was and is to try to get the numbers out at the end of the quarter, but there were some things that needed to be fixed, and he wanted to bring complete number to the board.

D. Events & Sales Update – Stu Wexler

- Parkinsons Warriors Never Give Up – Stu Wexler explained that the Tazmanian Boxing Club hosted Parkinson Warriors Never Give Up at the MAC. There was a total of 24 fights with a total of 49 fighters. 21 gyms participated with 13 gyms participating from out of state. There

were 350 spectators in attendance throughout the day and more attendees considering coaches, trainers, and fighters. Mr. Wexler complimented Marybell and Cisco.

- Nevada Association of Student Council State – Mr. Wexler shared that Carson City and Carson High School hosted 1,500 students from across the state for NASC. For the general opening session, Kasie represented VCC with a table. On Friday, Lydia tabled for VCC at the Capitol Grounds. Students and their chaperones supported local businesses shopping and attending restaurants throughout Carson City.
- Visit Reno Tahoe Elevated Fam Experience – Stu Wexler explained that he attended… Mary Bennett attended the tour as a step on guide. He shared that Mary dressed up as Madam Curry, looked the part, and acted the part. Mr. Wexler shared that the tour attended Stewart Indian School and spent the entire day there with Melanie Smokey, Dale Bennett, Josh …, and dancer Michelle Bobadilla. He stated that the experience was incredible featuring information about geology from Josh, stories of native history and personal experiences from Melanie Smokey, who also sang a welcome song to the tour. Dale Bennett made Indian tacos and shared stories as an alumnus of the school. Justin Martin, Melanie Smokey's son, taught the tour about basket making. Stu emphasized that it was an amazing experience. There were 15 operators, 4 staff, and Mary Bennett on the tour. Stu encouraged everyone to attend a tour of the Stewart Indian School. Mr. Peterson added that he wanted to thank Visit Reno Tahoe. He shared that this was a unique, customized, curated experience and shared that he was very thankful that Reno Tahoe sees the benefits of having these folks attend experiences in other cities. He stated that he is thankful that Carson City can be considered for a curated experience in Carson City. Mr. Wexler emphasized that we are in a unique situation where we can partner with adjacent DMOs.
- Stetina's Paydirt Race – Stetina's Paydirt took place this past weekend. Carlos will have further information. Expected registered rider count was 400.
- Nevada State Prison Rumble – Nevada State Prison Rumble, hosted by Tazmanian Boxing Club will take place on June 6, 2026. Their goal is to have 25… More Information to come. Mr. Wexler said he will be able to report on this more at the next meeting.
- Caballo Bailador – Stu Wexler shared that the goal for Caballo Bailador in Carson City is to have 30 to 40 horses in attendance for this event at the Fuji Arena. There will be participants from California. Matt Dodd commented that the event is going to be awesome and he is looking forward to it. Mr. Wexler explained that Billy Rodriguez has been traveling and spending time in Reno with marketing partners. David Peterson commented that this past Saturday night he spoke with Billy about having a festival in Carson City, however, they are facing a challenge of finding a venue that can host thousands of people. Billy is open to growing the event. Mr. Wexler explained that Billy is used to working in Southern California and there will be a huge draw from surrounding areas. Mr. Peterson stated he appreciates Irma Salazar, who does Caballo Bailador with her daughters, for supporting in this event. He said that he thinks there is potential for Saturday room nights with people coming to Carson City from out of town. Garrett Lepire commented that he thinks an additional Caballo Bailador will be a great event for Nevada Day Weekend. He emphasized that an event like this may be capable of pushing the city to help grow Fuji Park. Matt Dodd commented that it feels like Carson City is growing in a very fast way and shared that his hotel has over 300 room nights coming in from this event. Mr. Wexler emphasized that this event has potential to fill all the rooms and that an event like this and Carson City getting an event like this is huge. Andrew Reno shared that there are a lot of options for this, and that we never want to count events with big attendance numbers out.

- Tournament Event Dates – This past weekend Carson City hosted Wild West Soccer, Battle Born Blades, and CYSSA Tournament. While the weather was bad on Sunday, Saturday resulted in great tournaments. Upcoming events include the NV State Sporting Clay Championship, Rock N Reno Challenge Cup, 775 Offroad and Recovery, and CYSSA State Jr. Association. Mr. Wexler shared that he attended the Battle Born Blades event this past weekend and that they had about 50 participants and many spectators.
- Questions and Comments - Mr. Reno asked if the Tazmanian Prison Boxing Tickets were being sold online. Mr. Peterson explained that individuals could also connect to tickets through the VCC website.

E. Arts & Culture Update – Eric Brooks

- BAC Artist Reception: Candace Garlock – Eric Brooks shared that Candace Garlock, a multiple disciplinary artist, who works and lives in the Truckee Meadows area, will be having her artist reception and a short talk at the BAC on May 23rd. The gallery will be on display through June 28th. Mr. Brooks also shared that this event will be the BAC's final solo exhibition before it becomes more of an after-hours entertainment space with a rotating gallery of artists.
- Thunder Mountain Indian Monument – Eric Brooks explained that the Thunder Mountain Indian Monument is open to the public to explore the property.
- Public Art Update: Fernley – The Fernley ACES just hosted their annual Music, Murals, and Margaritas event. The event had over 1000 people in attendance and resulted in Fernley now having over 100 murals.
- Lovelock Murals – Lovelock will be joining Nevada's Mural Highway. The event will take place from June 18 – 21.
- Winnemucca Murals & Music II – Winnemucca will be adding several murals to the town. Mr. Brooks shared that Winnemucca is planning on having another blow out year and making this an essential event in Winnemucca.
- Carson City, The Cultural Anchor of Northern Nevada – Mr. Brook said that he is now viewing Carson City as a Cultural Anchor of northern Nevada. He stated that Carson City has a high concentration of museums, historic sites, and cultural assets. Carson City is also the gateway to Virginia City, Carson Valley, Lake Tahoe and Northern Nevada Heritage Sites. Mr. Brooks shared that by supporting arts and cultural events in nearby rural communities, Carson City is expanding its influence. Mr. Reno commented that the collaboration happening is a joy to see and that we keep hearing it more often. Mr. Peterson asked Mr. Brooks to remind everyone of the number of murals on Nevada's Mural Highway. Mr. Brooks explained the locations and that there are over 600 murals along the route. Mr. Peterson said that there is nothing but opportunity. Mr. Brooks shared that instead of having to beg for businesses to take on murals, business owners are asking for murals and asking how to become a part of this. Mr. Brooks stated that he is happy that we are on the leading edge of this movement.

F. Marketing & PR Update – David Peterson

- Digital Growth – Mr. Peterson shared that overall website traffic decreased due to the conclusion of Stack Adapt display and online video ads. Lodging referrals increased by an impressive 170% month over month and 671% year over year.
- PR Update – Mr. Peterson shared that Carson City was featured in many publications including Reno Gazette Journal, The Record Courier, and Reno News & Review.
- CASA Grande Premier – Mr. Peterson thanked everyone in attendance on behalf of Lydia. Mr. Peterson reminded everyone that the film was shot across Carson City, Carson Valley, and

Washoe Valley. He stated that the casting crew stayed in Carson City resulting in hundreds of room nights. Mr. Peterson shared that Lydia was in Nice, France this past week at the Cannes Film Festival representing the Reno Tahoe Territory, which includes Carson City. He thanked everyone in Carson City that aided in permitting and allowed for filming their businesses. He stressed that quick turnarounds help Carson City to get room nights and gain these films.

- Nevada Golf Magazine – Nevada Golf and Leisure featured Silver Oak on the cover of their recent magazine, in addition to a full-page ad for Visit Carson City.
- Questions and Comments - Mr. Lepire commented that he is happy to see golf mentioned.

G. Future Agenda Items – David Peterson

- None.

H. Upcoming Meetings – The next CTA Board meeting is tentatively scheduled for Monday, June 8th, 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:

Stacey Giomi commented that this upcoming Thursday at the board meeting they will be discussing short term rentals towards the end of the meeting. Mr. Lepire asked if there will be room tax paid on short term leases. Mr. Giomi stated that is one of the items they will be finalizing.

Andrew Reno congratulated Mr. David Peterson on receiving the Larry J Freedman award.

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

15. Public Comment:

None.

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, Board Chair

Attest: _____
Garrett Lepire

Recordings of this meeting are available at https://www.carsoncity.gov/government/city-meetings/ks