VISIT CARSON CITY NV

CARSON CITY CULTURE & TOURISM AUTHORITY
JUNE 8, 2026 BOARD MEETING MINUTES

The regular meeting of the Carson City Culture & Tourism Authority was held Monday June 8, 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
Matt Dodd
Stacey Giomi – via WebEx

STAFF PRESENT: David Peterson, Executive Director
Chris Kipp, Operations & Finance Manager
Eric Brooks, Arts & Culture Program Manager
Lydia Beck, Marketing & PR Program Manager
Stu Wexler, Events & Sales Program Manager
Kasie Saldaña, CTA Visitor Experience Coordinator

OTHERS PRESENT: Todd Reese, Supervising Deputy District Attorney

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 – May 18, 2026 CTA Board Meeting and FY27 Budget Hearing

Mr. Giomi made a motion to approve.

Second – Mr. Dodd **Approved** – Unanimously

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

<u>Consent Agenda</u>

6. **For Possible Action:** Discussion and possible action regarding approval of the CTA Statement of Accounts Payable checks, totaling $41,391.65, and p-card charges, totaling $23,507.41, for April 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 $2,439,714.85, expenses totaling $2,178,497.12, and fund balance for all CTA Funds totaling $5,165,905.73.

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. Dodd made a motion to approve.

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

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

9. **For Possible Action:** Discussion and possible action regarding resolutions to augment the CTA Fiscal Year ("FY") 2025-2026.

Andrew Reno turned the item over to Chris Kipp. She explained the augmentation. Ms. Kipp discussed the augmentation of the General Fund in the amount of $65,827, with revisions resulting from additional unanticipated resources from a year end budget difference, an America 250 grant for $25,000, fam tour reimbursements, donations from the Kaplans, and treasurer's office investment revenue. She explained changes in expenses including additional salaries and wages due to the CTA Board approved change in the salary for the executive director and two non-salary positions that choose if they pay their PERS or if CTA does – Ms. Kipp further explained that she budgeted for CTA to pay the PERS for those positions. Additionally, Ms. Kipp shared that the revisions reflect reduced expenses for services and supplies for general government and that the culture and recreation expenses regarding the 3D grant will be carried over into FY27 as that wraps up on October 10, 2026. Ms. Kipp asked the board if they had any questions about the General Fund. She further explained the augmentation of the Capital Projects Fund in the amount of $65,827, which included an increase of $38,041.00 from the beginning fund balance and $27,786.00 in interest, and the augmentation of the V&T Capital Projects, in the amount of $5,735.00, which included $3,679.00 from the beginning fund balance and $2,056 in interest.

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

Mr. Reno made a motion to approve.

Second – Mr. Dodd **Approved** – Unanimously

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

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

A. **Executive Director's Update – David Peterson**

- V&T Update – Mr. Peterson took some time to thank Eric Brooks for securing a grant from Travel Nevada to paint a mural on the Eastgate Depot. He explained that the mural will tie in nicely with the Dust & Wonder Trail.

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- April 2026 – Mr. Peterson explained that April 2026 was fantastic in terms of transient occupancy tax, that many events contributed to the numbers, and that it will be a record month. He said that if we hold for May and June it is going to be a great turn around.

C. Events & Sales Update – Stu Wexler

- May Event Recap – Mr. Wexler shared that May included Wild West Shootout Soccer with 98 teams in attendance. CYSSA Tournament with 137 competitors plus their family members for the one-day tournament, he explained all participants come from California. NV State Sporting Clay Championship was impressive with 150 competitors from all over Nevada and California. Mr. Wexler explained that Rock N Reno Challenge Cup was cancelled due to the fields not yet being ready, but the second week of the event was able to take place amongst the two lower fields. Additionally, the CYSSA State Jr. Association consisted of 140 youth from California. Mr. Wexler explained that good feedback is coming out of California.
- Battle Born Blades – Mr. Wexler shared that 80 fencers participated from 10 different states over the weekend that the Battle Born Blades tournament took place. He stated that there were over 150 spectators throughout the weekend.
- Senior Softball – Mr. Wexler shared that the Rock 'N Reno teams expressed that they liked the new turf. They will have this event at their usual scale next year.
- 775 Offroad and Recovery Event – Almost 200 registered rigs attended the 775 Offroad and Recovery Show at Fuji Park.
- Nevada State Prison Rumble – Mr. Wexler shared that he could not attend the Nevada State Prison Rumble event and asked David Peterson to speak on the event. Mr. Peterson stated that there were over 300 people in attendance, that the event was very cool. Mr. Reno, who attended the event, said that the atmosphere was incredible and amazing to watch. Mr. Wexler said that he spoke to one of the event hosts today who was impressed with the event.
- Legacy Sports Tournament – Mr. Peterson asked to speak on an event that occurred at Centennial Park over the past weekend. He said that the attendees loved the fields and complimented the Carson City Parks and Rec team on their work on the fields. He said he is really looking forward to upcoming events. Mr. Wexler emphasized that Parks and Rec should be very proud regarding the feedback on the fields.
- Karson Kruzers – Mr. Wexler shared that Karson Kruzers, which will take place June 26-27, currently has 200 vehicles registered. He said registration will stay open and the event will be a one-day event at Mills Park.
- Rancho Uca Blanka Caballo Bailador Horse Dancing Event – Mr. Wexler said that there are roughly 30 horses that will be attending the June 27 horse dancing event and the event host, Billy Rodriguez will be bringing roughly 200 staff members. Additionally, he is hoping to have this event multiple times per year.

D. Arts & Culture Update – Eric Brooks

- Cinco de Mayo – Mr. Brooks shared that the third annual Cinco de Mayo event at the Brewery Arts Center was a huge success featuring a taco competition, kid's games, activities, dancing, music, and more. He said the festival will continue to grow next year.
- NAC Intersections Creative Conference – Mr. Brooks thanked Chris Kipp and David Peterson for allowing him to attend the conference. He said that the conference focused on health in arts, and he believes art will continue to move that direction. He shared some of the sections he was able to attend at the conference.

- Americal Folk Art Museum – Mr. Brooks shared an artist's self-portrait description and photo of the piece.
- Winnemucca Murals & Music Festival – Mr. Brooks spoke about Music & Murals Winnemucca, emphasizing that the festival was a huge success with 28 new murals in 13 new locations. He shared that with the help of the Visit Carson City staff Winnemucca was able to put together their event and plans to hold the event another year. He shared photos of several of the murals.

E. Marketing & PR Update – Lydia Beck

- Digital Growth – Mrs. Beck shared that overall website traffic decreased from last month due to decreased paid media spending and decreased direct traffic, however, lodging referrals increased from last month and last year.
- Public Relations – Carson City had several niche features, coverage in Reno Gazette Journal, and hosted four influencers.
- FY27 Media Plan – Mrs. Beck shared the FY27 Media Plan that is created and put together by her, David Peterson, and KPS3. She highlighted goals and objectives of the plan including having "day-trippers" stay a little longer. She explained the Media Approach, Strategy at a Glance featuring a new campaign concept and testing new audiences through leveraging Datafy Data and Monthly Spend. She shared that there will be a new campaign, as the team will be sunsetting both the Nostalgia and Winter's Charm campaign. She explained that they are planning to do Google remarketing. Additionally, she explained that the marketing team will be working with boosted organic social with creators like Shelby Holte. Finally, she discussed the channel plan which will keep paid search, paid social, and native display, and will add YouTube, Google Remarketing. Finally, she shared and explained the overall FY27 Media Plan. Mr. Peterson added that he is very excited about being able to tie booking to advertising metrics through tangible proof that bookings took place and owning the idea of being a basecamp for the region, primarily Lake Tahoe and the basin.
- FY26 Paid Media Recap – Mrs. Beck discussed the Fiscal Year 26 Paid Media Highlights including 445K website visits with massive year over year increases, 1,989 lodging referrals, and 462 newsletter signups. She stated that the team is very proud of the Winter's Charm Campaign and the awards that the campaign received. She thanked KPS3 and everyone in Carson City who helped with the campaign. Andrew Reno asked if there was a press release on the campaign regarding the award. Mrs. Beck explained that there had not been a press release on the campaign. Mr. Reno shared that it would be a good idea to share the awards with the community members who helped with the campaign. Mr. Peterson shared that he believes that would be a good idea to thank the community.

F. Future Agenda Items – David Peterson

- None.

G. Upcoming Meetings – The next CTA Board meeting is tentatively scheduled for Monday, July 13th, 2026, at 4:00pm.

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

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

None.

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: _____
CTA Board Member

Attest: _____
CTA Board Member

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

/ks