

CARSON CITY CULTURE & TOURISM AUTHORITY
AUGUST 10, 2026 BOARD MEETING MINUTES

The regular meeting of the Carson City Culture & Tourism Authority was held Monday August 10, 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
Garrett Lepire

STAFF PRESENT: Chris Kipp, Operations & Finance Manager
Eric Brooks, Arts & Culture Program Manager
Lydia Beck, Marketing & PR Manager
Kasie Saldaña, Visitor Experience Coordinator

OTHERS PRESENT: Todd Reese, Supervising Deputy District Attorney
Carlos Perez, Stetina's Paydirt

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 – July 13, 2026 CTA Board Meeting and FY27 Budget Hearing

Mr. Giomi made a motion to approve.

Second – Mr. Lepire

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 \$275,291.05, and p-card charges, totaling \$20,667.02, for June 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 \$3,632,917.33, expenses totaling \$3,206,923.14, and fund balance for all CTA Funds totaling \$5,330,682.19.

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. Giomi made a motion to approve.

Second – Mr. Dodd

Approved – Unanimously

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

9. **For Discussion Only:** Presentation and discussion regarding the 2026 Stetina's Paydirt Carson City ride held in May 2026. Bike Monkey, Inc. will present the results of the 2026 ride.

Chris Kipp introduced Carlos Perez to go over the 2026 Stetina's Paydirt Ride that was hosted in May. Mr. Perez thanked Visit Carson City and the board for their support of the fourth edition of Stetina's Paydirt. He explained that this year Stetina's expanded on their junior race and allowed juniors to participate for free. He explained that they were able to double their participation for the junior event. He further explained that allowing juniors to participate for free is resulting in a parent or family member registering and is further expanding the whole event. Mr. Perez shared that the additional development of the trails around the prison hill area has allowed more people to come visit Carson City. He also shared sponsors including Visit Carson City as the largest title sponsor. He shared that 401 participants registered with people coming from Nevada, California, and 32 other states. He stated that this year in their survey they noted that party size of groups coming into Carson City for the race has grown, and party size has increased year over year by 8%. He shared that the Pine Nut Mountains backdrop, juniors racing for free, and their free family ride make this event special. He also emphasized that this is the only gravel race in Nevada. Additionally, Mr. Perez shared that winners of the race get 2 ounce silver bars that are hand cast. He shared that in the future, there will be minor technical improvements, continued increase in participation, growing partnerships with increased room nights and partnerships similar to the partnership they had with The Fox this past race. He said that one of the things they do with this event that is different from others is that participants do not have to race the entire course and that there are a bunch of little races inside of a big ride so participants are able to enjoy the landscape. Stetina's Paydirt will return on May 15th, 2027.

Mr. Perez asked the board if they had any questions. Andrew Reno asked if they are facing any challenges. Mr. Perez shared that this past year they were able to work with a landowner to open a route through private property to make the course safer and avoid Highway 50, and that while he was not necessarily facing any challenged at the time, he wanted to acknowledge the community. Mr. Reno stated that pre and post journalism are currently big and asked if there is anything that VCC can do to help with the pre and post tourism. Mr. Perez said that they are happy to help promote any kind of pre and post

tourism to their audience and explained that at a different time of the year, the Stetina's team does host pre-rides and they may be able to create some events around that time as well.

Mr. Reno asked if there were any further questions. There were none. Mr. Reno thanked Mr. Perez.

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 – Chris Kipp

- Chris Kipp shared that she would be presenting for David Peterson. She shared that for the executive director update; he did not have any updates other than the team starting the FY26 audit.

B. Transient Occupancy Tax Actual vs Forecast – Chris Kipp

- June 2026 – Chris Kipp shared that Mr. Peterson's projections for the budget were close and that the team is awaiting the arrival of a couple more reports, which will put the projections closer to the actual budget.

C. Events & Sales Update – Chris Kipp

- Legacy Sports Adult Slow Pitch – Chris Kipp presented for Stu Wexler. She shared that Legacy Sports Adult Slow Pitch happened August 1st through August 2nd with 34 teams with 25 players per team at Centennial Park. She shared that Mr. Wexler had said there is increased interest in both the August and October 2026 tournaments, along with 2027. About 50% of the teams were from California.
- Legacy Sports Youth Fast Pitch – There will be 34 teams for the upcoming Fast Pitch Tournaments with 25 people per team for Legacy Sports Youth Fast Pitch August 23rd through 24th.
- Fraufecht HEMA Women's Tournament – Fraufecht HEMA Women's Tournament will be September 4th through September 6th. This event is a premiere HEMA Women's event featuring tournaments found nowhere else in the world. It is hosted by the Noble Science Academy and a committee of women from multiple HEMA schools.
- Sparrow's Lock Picks Rock'a Lock'a Bang Bang – This event will be returning to the Nevada State Prison with 100 participants. Both Recoil and Solider Systems, publications that covered last year's event, will be back to cover the event this year.
- Zelos Pickleball – Zelos Pickleball will take place September 18-20.
- NAFA Masters World Series – This event will take place September 25-27. There will be 24 teams with 20 people per team for three days in September.
- Bonanza Kennel Club – This event will take place September 25-27 with most participants traveling more than 100 miles to attend.

D. Arts & Culture Update – Eric Brooks

- Mark Twain Sculpture – Mr. Brooks thanked Carson City Parks for their help with the new Mark Twain sculpture. The unveiling event had over 100 people in attendance. He shared that the Fox Brewery generously provided beer, food, and drinks to those in attendance. Mr. Brooks explained that this is one of the many things that VCC has done to incorporate Mark Twain into the tourism and arts initiative amongst multiple mirrors, a featured penny press option at the Carson City Visitors Center, and more projects to come including another triptic mural

- Levitt Amp Concert Series – Eric Brooks shared that this year has featured several different artists and has seen upwards of 3,000 attendees this season.
- The Walls Project – Mr. Brooks shared that the Walls Project, which is a part of the Dust & Wonder Project
- Plein Air Carson City – Mr. Brooks shared that the annual plein air festival has expanded to include categories for oil, acrylic, and dry media. He shared there will be close to \$10,000.00 in prizes for all categories. He said he believes this event in arts and culture will continue to grow.
- Murals & Music – Mr. Brooks shared that the final Murals & Music festival will take place September 19-23, it will feature Jokin and Lara, Basque artists from San Sebastian, and HEESCO from Australia.
- Mark Twain Days – Mark Twain Days will take place October 15-17. Mr. Brooks shared that this year will feature a big change, and instead of the closing party, there will be the inaugural Picon Punch Off with restaurants competing for the best Picon Punch and a buffet of Basque food. Mr. Lepire asked if the team was aware of the Picon Punch drinking competition in Elko.

E. Marketing & PR Update – Lydia Beck

- Digital Growth – Mrs. Beck shared that July was a really strong start to the fiscal year with increased funding by 63% compared to June. July brought nearly 58,000 website visits. Paid search remained the biggest driver of lodging referrals.
- July PR – Mrs. Beck went over Carson City PR for July including a feature piece for Style Magazine, The American Discovery Trails 250 Relay covered by Nevada Appeal, KOLO 8, and KTVB, as well as media coverage for several America 250 events.
- FY26 PR – Mrs. Beck shared the PR scorecard, explaining that it is how the PR team scores the public relations efforts. She shared that the PR team and VCC had a really solid year with stories appearing on Yahoo, AOL, and more. She shared that overall Carson City had 867 stories with the strongest pull coming from arts and culture, with stories coming from national and niche outlets.
- FY27 PR Forecast – Mrs. Beck stated that the budget has increased and that the PR team is leaning into stories to assist in forecasted issues. She shared that the goal is to ... She shared that some of the trends that the PR team is leaning into are... She also shared that there will be big opportunities including the adventure center opening... She shared that the goals for FY27 included increased Tier 1 features.
- Visit Carson City Visitation Report – Mrs. Beck shared the FY26 Visitation Report from Datafy. Visitation remains slightly below the previous year. She shared that visitation followed similar patterns to previous years.

F. Future Agenda Items – Chris Kipp

- Garrett Lepire stated that he would like to have a conversation about Nevada Day. He stated he'd like to get that under our purview. He shared ideas to make the event the biggest event in Carson City or perhaps Northern Nevada resulting in more room nights. He said that it is currently a Carson City event, but he thinks that they can bring in the counties with a guaranteed parade slot. He also shared his idea to create a rural band fund to create opportunity for bands who typically cannot afford to bus into Carson City. He also presented the idea of moving key events such as the rock drilling and beard competition to Sunday morning. Mr. Lepire shared that Statehood Eve could be celebrated with a Friday evening celebration with a free block party at Telegraph Square giving people a reason to be in town

Friday evening instead of Saturday morning. Mr. Lepire shared several more of his ideas around Nevada Day.

Andrew Reno asked Mr. Lepire if he wants VCC to take control of the event. Mr. Lepire stated that would be great. Todd Reese stated that Nevada Day is currently put on by a non-profit. Mr. Reese suggested Mr. Lepire speak to Mr. Peterson or Chair Reno, privately as well. Mr. Reese stated that he's not sure, at present, how bringing an item before the board would proceed because the board doesn't really have input on how a non-profit is putting Nevada Day together. Mr. Reno stated that this is a bigger conversation that will need to begin with David Peterson. Stacey Giomi stated that he thinks Mr. Lepire had good ideas and that Carson City is underutilizing Nevada Day. He said that even a craft market that lines Curry Street could be utilized. Mr. Giomi stated that as a government entity talking about taking over something by a non-profit, we must wait for them to come to us, he stated that he does not know if it is our job as a governmental entity to go to them. Mr. Lepire stated that he understood what everyone was stating, but there are a lot of security issues and as a government entity we may have opportunity to make it a safer event, to have more opportunity for safety, and there may be ability to create a partnership instead of a takeover and that there could be a board under this board. Mr. Reese recommended that the discussion be tabled and the discussion takes place privately. Mr. Reno stated that he believes it's a discussion worth having and the research needs to be done, but he agrees the discussion should be had with Mr. Peterson.

G. Upcoming Meetings – The next CTA Board meeting is tentatively scheduled for Monday, September 14th, 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:

Mr. Giomi shared that the National Association of Counties will be having a conference at the Tahoe Blue Events Center. He shared that there will easily be 400 people and there is an opportunity for a sponsorship. He said that the attendees that will be in attendance will likely be from states that we (Carson City Tourism) draw from.

Mr. Giomi also explained that there is a very big change proposed to the uniform guidelines regarding federal grants, that the comment period has ended, and that the guidelines around grants are going to be extensive and changing. There will now be political appointees overseeing grants, grants can be terminated at any time, and there will really be some changes in federal grants coming to local governments. He further explained the change, emphasizing that he wanted to bring this up in the environment (of CTA) where we live on grants.

Mr. Giomi shared that the Pickle Ball courts hosted their grand opening.

Mr. Giomi shared that Carson City received a couple of grants for Mills Park and that it will transform what is already a gem.

Mr. Reno commented on Mr. Giomi's first comment, stating that the National Association of Counties conference may be a good time to host some pre and post conference events.

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>

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