

**CARSON CITY CULTURE & TOURISM AUTHORITY
SEPTEMBER 14, 2026 BOARD MEETING MINUTES**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday September 14, 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
Stacey Giomi
Garrett Lepire

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
Sarah Polito, KPS3
Jenna Atwater, KPS3

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 – August 10, 2026 CTA Board Meeting.

Mr. Lepire 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 \$58,109.64, and p-card charges, totaling \$16,108.79, for July 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 \$3,944,569.19, expenses totaling \$3,347,151.23, and fund balance for all CTA Funds totaling \$5,502,105.96.
8. **For Possible Action:** Discussion and possible action regarding approval of the adjusted CTA fiscal year ("FY") 2027 budget report, including a comparative statement of adjusted revenue totaling \$14,430.39, expenses totaling \$132,819.67, and fund balance for all CTA Funds totaling \$4,974,362.19.

End of the Consent Agenda

9. 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

10. For Discussion Only: Presentation and discussion regarding the Visit Carson City: Brand Foundation & Identity Overview. KPS3 will present a high-level overview of Visit Carson City's brand foundation and updated visual identity. Grounded in regional data and audience research, it establishes the long-term brand framework.

David Peterson introduced Jenna Atwater and Sarah Polito with KPS3. Jenna Atwater and Sarah Polito completed a presentation discussing the upcoming Visit Carson City brand enhancement, updated brand foundation, and identity overview for Visit Carson City's brand framework. Sarah Polito explained that since 2019 many things have changed, providing opportunities to revisit the brand, see where it can grow, build on what the team and KPS3 have learned, how Carson City has grown and changed, and refine the brand for the future. She further explained that the goal for the evolution of the brand is not to start over, but to enhance and update the brand, continue to differentiate Carson City from other destinations and inspire travelers in the years ahead. Jenna Atwater and Sarah Polito further explained updates, refinements, and enhancements to the Visit Carson City brand.

Andrew Reno asked the KPS3 team if they think travel is subconsciously affected by people wanting to get their next great photo. Sarah Polito explained that things like wanting to take photos and recent films do affect people choosing travel destinations.

Stacey Giomi stated that he thinks highlighting events in Carson City can be a draw for people to come to Carson City, participate in an event, and stay and do things.

Mr. Peterson asked to add to the conversation. He explained to Mr. Giomi that moving forward new concepts will be able to integrate into events, and that KPS3 and Visit Carson City have been discussing this for several months. He stated that the goal will be to convince folks in Carson City for sporting events to spend an extra afternoon, an extra evening, or plan another trip to Carson City. Mr. Giomi explained that he thinks sports events are resulting in heads in beds. Mr. Giomi also explained that he would like to see opportunity for AI to pull from the VCC webpage. Sarah Polito responded that there are ways to help feed AI.

Garrett Lepire thanked KPS3 for the presentation. He stated that in the Reasons to Believe slide of the presentation, there was not a reason stating that Carson City is the Capital. Jenna Atwater explained that the KPS3 team did not want to focus on attractions for the Reasons to Believe element.

Additionally, Mr. Lepire asked about Travel Mindsets, and asked why if marketing is focusing on baby boomers, that marketing would also focus on adventure seekers. Sarah Polito explained that adventure is a spectrum and that adventure can have multiple meanings to different demographics.

Mr. Lepire shared that he wants to see short videos of locals and tourists sharing why they love Carson City. Mr. Peterson stated that he wanted to add that the cultured traveler may view adventure differently. Mr. Peterson stated that Carson City has great proximity to our trails and that we want to be welcoming to all travelers and soften up who VCC is and what is available to be considered adventurous. He said he wants travelers to know they can have a great outdoor experience and experience culture as well.

Mr. Reno thanked Sarah Polito and Jenna Atwater.

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

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

A. Executive Director's Update – David Peterson

- V&T Railway Railbike Operating Agreement – Mr. Peterson shared that a newly operating railbike agreement was approved at the last V&T meeting. The railbike company is owned and operated by Tom Gray. He said that they will hopefully operate for a couple of months, then return in April. Mr. Peterson stated that he appreciates Tom Gray and his efforts. He said he has put a lot of effort into making the railbikes safe.
- Short Term Rental Ordinance – Mr. Peterson shared that the Board of Supervisors approved the new short term rental ordinance and it will become effective on 11/01/2026. He said that he plans to bring an updated room tax policy to next month's board meeting after CTA completes couple of small changes to the policy that will need board approval.
- New CTA Board Member – Mr. Peterson stated that the Board of Supervisors will be interviewing two candidates for the hotel motel board position at next month's meeting.

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

- FY26 - Mr. Peterson stated that it has been a good year, in terms of overall lodging revenue Carson City was up 2.59%. He said that in looking at FY26 versus FY25 the revenue was up and the occupancy was down a bit. Mr. Peterson reminded the board that there are still some rooms out of service. He asked the board if they had any questions. There were none.

C. Transient Occupancy Tax Actual vs Forecast – David Peterson

- July 2026 – Mr. Peterson said that July was CTA's first \$4 million dollar month. He stated that he and Chris Kipp did reproject the next several months for Fiscal 27. He said that he knows the reprojection seems aggressive, but he feels good about it. Mr. Peterson said that after speaking with Stu Wexler regarding upcoming tournaments, he thinks the projections are doable. He also said that there is possibility of another property, next to Visit Carson City, coming online.
Mr. Giomi asked if that hotel would be affiliated or independent. Mr. Peterson asked Mr.

Wexler if he knew. Mr. Wexler stated that it would be a Marriot Express. Mr. Giomi and the board further discussed that the Plaza Hotel is now affiliated with Best Western.

D. Events & Sales Update – Stu Wexler

- Frauecht HEMA Women's Tournament – Mr. Wexler shared that the Frauecht HEMA Women's tournament just took place. He said that he and Mr. Peterson attended the event and it was exciting. He said approximately 50 women from around the world came to the event to compete.
- Sparrows Lock Picks Rock'a Lock'a Bang Bang – This event will begin this Thursday with 55 people at the gun range doing training, demonstrations, target practice, and helicopter training. RECOIL and Solider Systems magazines will be in Carson City to cover the event. Approximately 300 room nights are expected with 100 people in attendance from across the US, Norway, UK, Netherlands, Canada, and Australia.
- Capital City Crusher – This weekend, September 19th and 20th, the NICA race, Capital City Crushers will take place. This year there are about 407 participants, with teams coming from Ely, Mammoth, and Bishop. Mr. Wexler stated that the community support from Carson City and surrounding communities makes this event special.
- NAFA Masters World Series – NAFA Masters World Series will take place September 25-27. They are expecting 28 teams, with 20 people per team for the three-day tournament. Next year, they plan to expand, bringing back a second tournament.
- Bonanza Kennel Club – Bonanza Kennel Club will take place September 25-27. Most participants will travel over 100 miles for the event. They are expecting 500 to 600 entries with participants from California, Oregon, Arizona, and New Mexico.
- Tazmanian Boxing Club North versus North Battle on the Sierras – Tazmanian Boxing Club is hosting a Northern Nevada versus Northern California Boxing Event at the Casino Fandango on October 3rd.
- 5th Annual Carson City Sherriff's Office K9 Challenge – The annual Carson City Sherriff's Office K9 Challenge will take place on October 3rd at Fuji Park from 9:00am to 4:00pm. Mr. Wexler said that they have K9s coming up from California, and he will have an exact number of those in attendance after the show.
- Legacy Sports Adult Slow Pitch – Legacy will take place October 10-11 and October 24-25. They will have 30 teams for the October tournaments with 20 people per team. Mr. Wexler said that they have played on the new fields already and have many positive things to say. Additionally, they said that word in getting around Northern California and people want to come play the new Centennial Fields.
- Annual Bronco Super Celebration – Mr. Wexler stated that this event receives some later registration. At this time, they are expecting 120 to 150 registered vehicles with 65% coming from out of state.
- Sports Events and Tourism Association – Mr. Wexler will be attending the S4 Summit. He said it is a great opportunity to network and that it is something new for CTA that he thinks will put Carson City into a spotlight for recognition and that it will be a big benefit for Carson City sports.
- TEAMS – Mr. Wexler will be attending Sports Travel TEAMS Conference and Expo October 26-29th. He shared video of his new eye-catching convention hologram that can display footage from sports tournaments. He said that his focus is the new synthetic turf installed and he is working on bringing other tournaments here.

- End of Year Soccer Tournaments – Cookies Best Youth Soccer Tournament will take place October 24th, 2026, and the Kit Carson Youth Soccer Tournament will take place November 7-8, 2026, depending on weather.
- Questions From the Board – David Peterson added that the former board chair, Mike Jones, encouraged CTA to attend or find something beyond the TEAMS conference. Mr. Peterson emphasized that the beauty of another trade show for sports is that Carson City is associated with like-sized destinations and matched with sports tournament promoters. Mr. Wexler also explained that Carson City has been able to work with Tahoe for events where they need fields. Mr. Reno asked if Mr. Wexler would be attending TEAMS with Lake Tahoe and South Lake. Mr. Wexler said that South Lake Tahoe and Carson City's booth are typically next to each other.

Mr. Reno asked if Bonanza Kennel Club is expected to grow each year. Mr. Wexler explained that there has been good growth, but sometimes other dog shows and the economy can affect annual growth. Mr. Reno and Mr. Peterson thanked Mr. Wexler.

E. Arts & Culture Update – Eric Brooks

- WALLS Update – Eric Brooks explained that Rafael Blanco and Oscar Guerra spent two weeks immersed in Carson Valley while they shot footage for the second episode of WALLS. He shared they were able to attend Jakota Wass playing at the Brewery Arts Center and brought Rafael onstage to play tambourine. He said that the ribbon cutting for Carson Valley's new mural ribbon cutting had 150 people in attendance. Mr. Brooks said this is a great step in the right direction for arts and culture in Carson Valley and that overall, the mural has been well received. Mr. Brooks stated this was a great spend for Dust & Wonder.
- Dust & Wonder Public Art Update – Driven is about 85% complete with construction of the base taking place. Mr. Brooks said that Burning Man was a huge success and he had at least 200 conversations. He said that people loved the sculpture. He said that regarding the other public art everything is moving forward.
Mr. Giomi asked Mr. Brooks for his best guess on getting Driven installed timewise. Mr. Brooks shared that the piece should be up by the end of the year weather depending.
- Pein Air Festival – The biggest change to this year's Plein Air Festival was the allowance of oil, acrylic, and dry media. The winners were all from out of state. Katy Ann Fox from Jackson Hole, WY attended as a judge and will return next year as a consultant. A total of 16 participants created 32 artworks over 4 days. Mr. Brooks shared that next year this event will be moved out of August and will coincide with Mark Twain Days.
- Silver State Art Festival – Mr. Brooks said that next month he will have numbers for attendance of the Silver State Art Festival that occurred over the past weekend.
- Motor Car Rally 2026 – Mr. Brooks explained that the Nevada State Railroad Museum Motor Car Rally was a very unique event. Trains came from all over the country. Mr. Peterson attended the event and said that it was awesome. He said that at a couple of points, every parking space was taken. He said there was no let down at any point during the event. Mr. Peterson also stated that he talked to the event planner and that if they can get the event published in a rail enthusiast publication, the event may see significant growth.
- The 4th and Final Murals & Music Festival – Mr. Brooks explained that there will be 15, possibly 16 new murals. He shared images of new murals that will play into the Mark Twain initiative that will be painted by HEESCO from Australia. Mr. Brooks shared the schedule of events and encouraged attendance. Mr. Peterson added that there is great international exposure opportunity with these folks.

F. Marketing & PR Update – Lydia Beck

- Digital Growth & Insights – Mrs. Beck explained that lodging referrals remained flat over last month and organic search and referral traffic generated the strongest increases. She explained that Travel Nevada began bidding heavily on “Nevada getaway” related terms which led to a decrease in lodging referrals from CTA’s Vacations & Getaways Campaign.
 - Public Relations Update August – Matador Network featured an article by Suzie Dundas “At Nevada’s Abandoned State Prison, the Ghosts Pay the Bills.” Carson City was also featured in Diablo Magazine in Nora Tarte’s weird weekend in Nevada article.
 - Glocally FY26 Recap – Mrs. Beck shared the Glocally FY26 recap. She explained that Glocally is the vendor that CTA uses to manage their content creators. The past year included 6 content creator visits and resulted in 96,096 people reached, 326,021 views, and 11,067 engagements. The six creators together combined had dozens of posts. Mrs. Beck explained that CTA is hoping to capitalize on content creators that are closer and rebook top performers. She also explained that over half of people are influenced by things that they see on social media when they are booking a trip.
- Mr. Lepire commented on influencer activity and the influence it has on marketing. Mrs. Beck addressed Mr. Lepire’s comment on the earlier presentation by KPS3 and explained that she and Zack Bragdon have been working on putting together videos that will lead into a series and that they previously had a series called Navigate Like a Nevadan.

G. Future Agenda Items – David Peterson

- None.

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

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

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

Stacey Giomi commented that the Nevada Association of Counties is holding an annual conference, this year it is at Tahoe Blue Events Center, the last week in September. He explained that this year they will be having the board members that represent the counties give an introduction about a weird or quirky thing about their county. Mr. Giomi said that because of Mark Twain, the work the CTA is doing, and the statue, he will highlight the fact that essentially Mark Twain was born here. He emphasized that he worded the highlight in a way that is historically accurate. Eric Brooks offered Mr. Giomi to take some of the Mark Twain pennies from the Visit Carson City penny press with him to the conference. Mr. Giomi accepted, stating that was a great idea to take the pennies.

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

13. Public Comment:

None.

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

14. 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>