VISIT CARSON CITY NV

BOARD OF DIRECTORS

Matt Dodd
Stacey Giomi
Garrett Lepire
Sam Mozingo
Andrew Reno

NOTICE OF PUBLIC MEETING

Carson City Culture & Tourism Authority Board of Directors

Day: Monday
Date: November 9, 2026
Time: 4:00 pm
Location: Carson City Community Center, Robert "Bob" Crowell Board Room
851 East William Street,
Carson City, NV 89701

AGENDA

Members of the public who wish only to view the meeting but do NOT plan to make public comment may watch the livestream meeting of the Board of Directors of the Carson City Culture & Tourism Authority ("CTA") at www.carson.org/granicus and by clicking on "In progress" next to the meeting date, or by tuning in to cable channel 191. Livestream of the meeting is provided solely as a courtesy and convenience to the public. CTA does not give any assurance or guarantee that the livestream or cable channel access will be reliable. Although all reasonable efforts will be made to provide livestream, unanticipated technical difficulties beyond the control of CTA staff may delay, interrupt or render unavailable continuous livestream capability.

The public may provide public comment in advance of a meeting by written submission to the following email address: ckipp@visitcarsoncity.com. For inclusion or reference in the minutes of the meeting, your public comment must include your full name and be submitted via email by not later than 3:00 p.m. the day before the meeting.

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1. **Call to Order**

2. **Roll Call and Determination of Quorum**

3. **Pledge of Allegiance**

4. **Public Comment:**** The public is invited at this time to comment on and discuss any topic that is relevant to or within the authority of this public body.

5. **For Possible Action:** Approval of Minutes – October 12, 2026 CTA Board Meeting.

Consent Agenda

All matters listed under the consent agenda are considered routine and may be acted upon by the CTA Board of Directors ("CTA Board") with one action and without an extensive hearing. Any member of the CTA Board may request that an item be taken from the consent agenda, discussed and acted upon separately during this meeting. The Chairman or the Vice Chairman retains discretion in deciding whether an item will be pulled off the consent agenda.

6. **For Possible Action:** Discussion and possible action regarding approval of the CTA Statement of Accounts Payable checks, totaling $214,460.19, and p-card charges, totaling $19,152.58, for September 2026. – **Chris Kipp** (ckipp@visitcarsoncity.com).

7. **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 $723,876.42, expenses totaling $675,079.35, and fund balance for all CTA Funds totaling $1,618,575.75. - **Chris Kipp** (ckipp@visitcarsoncity.com).

(End of Consent Agenda)

8. **Item(s) pulled from the Consent Agenda will be heard at this time.**

9. **For Possible Action:** Discussion and possible action regarding approval of the CTA fiscal year ("FY") 2026 Annual Audit Report & Financial Statement. – **Chris Kipp** (ckipp@visitcarsoncity.com).

10. **For Discussion Only:** Presentation and discussion by KPS3 regarding Visit Carson City's new integrated marketing campaign concept. KPS3 will present a high-level overview of the campaign concept and a strategic plan for year-round implementation. – **Lydia Beck** (lbeck@visitcarsoncity.com).

11. **For Discussion Only:** Presentation and discussion by Brewery Arts Center regarding the 2026 Levitt Amp, Plein-air and Murals & Music events. – **Eric Brooks** (ebrooks@visitcarsoncity.com).

12. **For Discussion Only:** Presentation and discussion regarding the Dust & Wonder Trail Final Report. – **Eric Brooks** (ebrooks@visitcarsoncity.com).

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

    A. **Executive Director's Update** - The CTA Executive Director will provide a monthly update.
    - **David Peterson** (dpeterson@visitcarsoncity.com).

    B. **Transient Occupancy Tax Actual vs Forecast** – A monthly update of the actual lodging tax revenue vs the forecasted revenue – **David Peterson** (dpeterson@visitcarsoncity.com).

    C. **Events & Sales Update** - A monthly update of the CTA Events & Sales Program.
    - **Stu Wexler** (swexler@visitcarsoncity.com).

    D. **Arts & Culture Update** - A monthly update of the CTA Arts & Culture Program.
    - **Eric Brooks** (ebrooks@visitcarsoncity.com).

E. **Marketing & PR Update** - A monthly update of the Marketing & PR Program.
   - **Lydia Beck** (lbeck@visitcarsoncity.com).

F. **Future Agenda Items** - Requests from board members for future agenda items can be made at this time**.** – **David Peterson** (dpeterson@visitcarsoncity.com).

G. **Upcoming Meetings -** The next CTA Board meeting is tentatively scheduled for **Monday, December 14, 2026**, at 4:00 pm.

14. **CTA Board Comments or Announcements and Requests for Information:** No action will be taken and no discussion among the members or with staff will take place during this item of the agenda.

15. **Public Comment:** The public is invited at this time to comment on any matter that is not specifically included on the agenda as an action item. No action may be taken on a matter raised under this item of the agenda.

16. **For Possible Action:** To Adjourn.

PUBLIC COMMENT LIMITATIONS – The CTA Board will provide at least two public comment periods in compliance with the minimum requirements of the Open Meeting Law prior to adjournment. No action may be taken on a matter raised under public comment unless the item has been specifically included on the agenda as an item upon which action may be taken. **Public comment will be limited to three minutes per speaker to facilitate the efficient conduct of a meeting and to provide reasonable opportunity for comment from all members of the public who wish to speak. Testimony from a person who is directly involved with an item, such as City staff, an applicant or a party to an administrative hearing or appeal, is not considered public comment and is not subject to the three-minute time limitation.

Agenda Management Notice - Items on the agenda may be taken out of order; the public body may combine two or more agenda items for consideration; and the public body may remove an item from the agenda or delay discussion relating to an item on the agenda at any time.

Titles of agenda items are intended to identify specific matters. If you desire detailed information concerning any subject matter itemized within this agenda, you are encouraged to call the CTA Office. You are encouraged to attend this meeting and participate by commenting on any agendized item.

Notice to persons with disabilities: Members of the public who are disabled and require special assistance or accommodations at the meeting are requested to notify CTA in writing at 716 N. Carson Street, Suite A, Carson City, NV, 89701, or by calling (775) 687-7410 at least 24 hours in advance.

To request a copy of the supporting materials for this meeting, contact Chris Kipp at CKipp@visitcarsoncity.com or call (775) 687-7410.

The agenda and supporting material are available on the CTA web site: www.visitcarsoncity.biz and at the office of CTA – 716 N. Carson Street, Suite A, Carson City, Nevada.

If a person willfully disrupts a meeting, to the extent that its orderly conduct is made impractical, the person may be removed or excluded from the meeting. NRS 241.030(4).

This notice has been posted at the following locations:
Office of Visit Carson City NV - 716 North Carson St., Suite A, Community Center - 851 East William St.
City Hall - 201 North Carson St., https://visitcarsoncity.biz/meetings/ and http://notice.nv.gov