CARSON CITY CULTURE & TOURISM AUTHORITY
OCTOBER 12, 2026 BOARD MEETING MINUTES

The regular meeting of the Carson City Culture & Tourism Authority was held Monday October 12, 2026 at the Carson City Community Center, Robert "Bob" Crowell Board Room, 851 E. William Street, Carson City, Nevada beginning at
4:00pm.

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

STAFF PRESENT: David Peterson, Executive Director
Lydia Beck, Senior Manager, Marketing & Public Relations
Stu Wexler, Events & Sales
Kasie Saldaña, Administrative Assistant

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 – September 14, 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 $159,023.44, and p-card charges, totaling $22,546.29, for August 2026.

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 $253,794.78, expenses totaling $364,969.44, and fund balance for all CTA Funds totaling $1,458,604.02.

8. **For Possible Action:** Discussion and possible action regarding the ratification of the first amendment to Contract #2627-001 "DRIVEN – A Monument to Connection" Sculpture by Eccentric Designs, LLC to extend the term and final installation date and to change the terms for the final payment.

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. Mr. Lepire requested that Item 8 be pulled from the consent agenda for questions.

Mr. Giomi made a motion to approve items 6 and 7.

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

Mr. Reno brought the item number 8 to the Board's attention.

Garrett Lepire asked if extending the installation by six months would create additional costs. David Peterson explained that he does not believe it will create additional costs. Stacey Giomi asked if the geotech report will drive the engineer's plans. Mr. Peterson explained that there is geotechnical work that will need to be done and that the team must wait for the geotechnical report. Mr. Giomi said he thinks it is wise to do the extension and that he appreciates the concern about potential price rising. Mr. Peterson explained that there are savings the team has made in the grant, and that he has received confirmation that those funds could be applied to the sculpture expenses outside of the installation process if necessary. The installation expenses will not be paid for with grant funds.

Mr. Lepire made a motion to approve item 8.

Second – Mr. Mozingo **Approved** – Unanimously

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

10. **For Possible Action:** Discussion and possible action regarding updates to the Carson City Culture & Tourism Authority ("CTA") Room Tax Policies and Procedures to include Short-term rental properties.

David Peterson explained that the Board of Supervisors approved an ordinance (Ordinance No. 2026-11 Bill No. 108) which includes room taxes on short term rentals in Carson City. Mr. Peterson explained that the VCC team has updated the Room Tax Policies to allow taxation of the short-term rental properties. He explained the updates. Mr. Peterson thanked Chris Kipp and Todd Reece for their work on the updates.

Garett Lepire commented complimenting the VCC Team and DA Todd Reece on the updates and explained the importance he sees behind these updates and the new room tax policies.

Mr. Mozingo made a motion to approve items 10.

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

11. **For Discussion Only:** Presentation and discussion regarding the Calendar Year ("CY") 2025 Carson City Economic Impact of Tourism.

    David Peterson highlighted the Travel Nevada Economic Impact of Tourism for Carson City. He explained that everything was up except for transportation, and that there may be a small change regarding transportation. Stacey Giomi asked what transportation includes. Mr. Peterson explained that it includes everything including fuel. Mr. Giomi said that it seemed like a high number, but it made sense after Mr. Peterson explained the cost of fuel was included in the total. Mr. Peterson continued to explain the highlights of the economic impact. He stated he thinks Carson City is doing well, all things considered.

12. **For Discussion Only:** Presentation and discussion regarding the Carson City Arts & Culture Strategic Plan 2022-2026 Implementation Monitoring FY2026.

    David Peterson explained that this is the final year of the Carson City Arts & Culture Strategic Plan 2022-2026 Implementation Monitoring FY2026 from Visit Carson City's perspective. He stated he was not sure if they would be creating another plan and asked Stacey Giomi if he was aware of a new Carson City Arts & Culture Strategic Plan. Mr. Giomi said that he will ask if there is a plan upcoming and said that the city will be doing their own strategic planning. Mr. Giomi suggested that VCC mirror the city's format, so the strategic plans look the same. Mr. Peterson explained the details of the Carson City Arts & Culture Strategic Plan 2022-2026 Implementation Monitoring FY2026. He highlighted the Brewery Arts Center, the Dust & Wonder Trail, and the Latin and Native culture events.

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

    - Boulder City Adventure Center – David Peterson shared that he had the pleasure of attending the Boulder City Adventure Center grand opening. He said it was a great event and that this has been 18 years in the making. Mr. Peterson shared that he will follow up on the Carson City Adventure Center to share an update with the board and bring their team in front of the board.
    - V & T Railbikes – Mr. Peterson said that the railbikes have gone live. He said that depending on the weather, the railbikes may run through November. Mr. Peterson stated that this is a good thing for Carson City.
    - East Side Trails Map – Mr. Peterson shared that VCC has been working with Carson City Parks and Rec to create an East Side Trails Map like the West Side Trails Map, and that the West Side Trails Map will also be updated. He stated hats off to Gregg Berggren. He also said that Mr. Berggren gave a presentation talking about the partnership between Parks and Rec assets and tourism. Mr. Peterson stated it was a great presentation.

- 175th Rice Family Reunion – Mr. Peterson thanked Chair Reno, Sam Mozingo, and Lori Bagwell for their help with hosting the Rice Family for their reunion in Carson City. He shared a quote from one of the Rice Family Members, David W Rice Jr, that highlighted the great success of the reunion.
- Staff Updates – Mr. Peterson stated that he wanted to share updates regarding the staff. He said that he has actively been looking at the positions and updating them to move forward with advancements. Mr. Peterson explained that the position titles for Kasie Saldana, Zach Bragdon, and Lydia Beck have been updated.

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- July 2026 – David Peterson said that July TOT is in the books at just over 4.2 million and that it is CTA's largest month ever. He said that August looks very well and that the team is waiting for a few more properties (to submit taxes). Mr. Peterson stated that he thinks Carson City is doing well. Stacey Giomi asked if Mr. Peterson has done any projecting with short-term rentals. Mr. Peterson stated that he has not. Mr. Giomi said it will be interesting to track the short-term rental metrics. Mr. Peterson stated that they will be tracked, similarly to hotels and motels. Mr. Giomi asked DA Todd Reece if the addresses and income are already in NRS as private information. Mr. Reece stated that he will have to investigate it and further explained that historically CTA has treated individual property data as confidential. Mr. Peterson circled back to Mr. Giomi's original question and stated that he will need some data, then he will be able to begin projecting.

C. Events & Sales Update – David Peterson

- Rock'a Lock'a Bang Bang 2026 – This event brought in 100 people, 300 room nights. RECOIL magazine and Soldier Systems magazines attended the event. Mr. Peterson thanked the individuals and organization who made the event possible. He said that several people complimented the Carson City Gun Range. Mr. Peterson also explained that the city competing for this event is Atlanta.
- Capital City Crusher – 16 teams and 322 kids attended this event from Quincy, Mammoth, California, and Nevada.
- NAFA Masters World Series – Carson City briefly lost this event to Boulder City. This year there were 28 teams with 20 people per team for the 3-day tournament. Mr. Peterson said that next year they plan to add a NAFA West Girls Fast Pitch Nationals event. He also commented on the many compliments the players had regarding the fields.
- Bonanza Kennel Club – Participants came from 20 states, as well as Canada, Japan, and the Netherlands. Saturday had 577 dogs, and Sunday had 573 dogs.
- Tazmanian Boxing Club at Casino Fandango – 20 bouts occurred between 22 clubs from Oregon, California, and Nevada. Mr. Peterson said he thought this was a good event and there will be more to come with Tazmanian Boxing Club. Mr. Lepire commented that he thinks the Brewfest would be a good environment to host a boxing event. Mr. Peterson said he will bring up the idea to Cisco and Maribel (the owners of Tazmanian Boxing).
- Carson City Sheriff's Office K9 Challenge – Mr. Peterson said that he does not have a full set of numbers for the K9 event, as it just occurred. He shared a video from 2 News about the event.
- Annual Bronco Super Celebration – Mr. Peterson shared that the annual Bronco Super Celebration will occur this upcoming weekend. He complimented Carson City Parks and Rec

on their involvement. He said that he believes with local attendance, attendance will be roughly 170 people. There will be an afterparty event at Capital City Ford.

- Sports ETA – Mr. Peterson explained that Stu Wexler is currently attending the 4S & Rights Holder Summit. He said that it is an educational event and will help make CTA better.
- TEAMS – Mr. Peterson explained the TEAMS conference. Scott Chapman from Carson City Parks and Rec will be attending alongside Stu and the Carson City booth there will be next to Lake Tahoe's. Sam Mozingo asked if Mr. Wexler will report back on results from the show. Mr. Peterson explained that he will follow up with the board and that if there is anything Mr. Mozingo would specifically like to know about, he will be sure Mr. Wexler follows up.

D. Arts & Culture Update – David Peterson

- Silver State Art Festival Recap – 40 plus artists displayed their work at the Silver State Art Festival, that took place September 11 – 13th. The event is beginning to grow outside of the local area and into California.
- DRIVEN – Driven went to Burning Man and was trucked out in four pieces. Mr. Peterson said that Eric just attended Codawox and that he heard people who had not even attended Burning Man giving compliments to the piece.
- The 4th & Final Murals & Music Festival – The final Murals and Music Festival was a huge success resulting in 19 new murals. The board made several comments and compliments about the new murals. Lydia Beck commented that the Dust & Wonder Trail WALLS docuseries featuring Rafael Blanco will be airing soon.
- National Mural Awards – Mr. Peterson explained that Eric Brooks and the team put in an application for recognition as a Mural Friendly City. He said he will keep the board updated.
- Mark Twain Days – Mark Twain Days will begin tomorrow evening and will include several events including poetry, the Picon Punch Off, the Twain Train, a vendor fair on Curry Street, and author talks.
- MASH-UP, BAC Satellite Gallery – The BAC Satellite Gallery at the Carson City Visitors Center has been updated with a print making gallery, MASH-UP that will be up until the end of the year.

E. Marketing & PR Update – Lydia Beck

- Digital Growth & Insights – Lydia Beck shared that there have been roughly 66,000 web visits and roughly 900 lodging referrals. She explained that year over year, web visitation dropped off due to the high traffic fueled by the conclusion of the Carson City to Canada campaign which concluded this time last year.
- September Public Relations Update – Mrs. Beck shared that the Stewart Indian School was featured regionally and nationally in relation to remembrance programming. The Remembrance Run was featured through the Nevada Appeal, Green Living Magazine, The Las Vegas Review Journal, and MSN.
- New Content – Mrs. Beck explained Zach Bragdon's position and the content he creates. She shared a video that Mr. Bragdon created featuring Carson City Murals. She also shared examples of event promotion and fall season promotion. Mrs. Beck explained that Zach also shared the content with event promoters. Garett Lepire asked if the YouTube shorts are being shared across other platforms. Mrs. Beck answered that all short form videos are shared across all platforms that we can.

F. Future Agenda Items – David Peterson

- None.

G. Upcoming Meetings – The next CTA Board meeting is tentatively scheduled for Monday, November 9, 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:

Andrew Reno made a comment. He said that if anyone next season has the chance to attend the dog event at Fuji Park that they should go to the event. Stacey Giomi said that he also attended the event and that it is just like what you would see on television. Mr. Giomi also commented that he had not previously attended Dark Prison, but they did a great job, it is a great utilization of the prison, and that it is a well-done haunted house. Mr. Peterson asked Mrs. Beck if the haunted house has won an award. Mrs. Beck explained that the haunted house has received platinum recognition Haunted Attraction Association which is comparable to the famous haunted houses on the east coast.

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: _____
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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