

MINUTES
Special Joint Meeting
Cultural Commission (CC)
Culture & Tourism Authority (CTA)
Thursday, November 19, 2020 ● 6:00 PM
Community Center Sierra Room
851 East William Street, Carson City, Nevada

CTA Members

Chair – Mike Jones
Member – Bobbi Rahder
Member – Stacey Giomi
Member – Steve Kehm

CC Members

Chair – Barbara D’Anneo
Commissioner – Karen Abowd
Commissioner – Christopher Leyva
Vice Chair – Lupe Ramirez
Commissioner – Elinor Bugli

Staff

Nancy Paulson, City Manager
Stephanie Hicks, Deputy City Manager
David Peterson, CTA Executive Director
Danielle Howard, Public Meetings Clerk

NOTE: A recording of these proceedings, the board’s agenda materials, and any written comments or documentation provided to the recording secretary during the meeting are public record. These materials are on file in the Clerk-Recorder’s Office, and are available for review during regular business hours.

An audio recording of this meeting is available on www.CarsonCity.org/minutes.

1. CALL TO ORDER

(6:05:23) – CTA Chairperson Jones called the meeting to order at 6:05 p.m.

2. ROLL CALL AND DETERMINATION OF QUORUM

(6:05:44) – Roll was called, and a quorum was present.

CTA Attendee Name	Status	Arrived
Chairperson Mike Jones	Present	
Member Stacey Giomi	Present	
Member Bobbi Rahder	Present	
Member Steve Kehm	Present	

CC Attendee Name	Status	Arrived
Chairperson Barbara D’Anneo	Present	
Vice Chairperson Lupe Ramirez	Present	
Commissioner Karen Abowd	Present	
Commissioner Christopher Leyva	Present via WebEx	
Commissioner Elinor Bugli	Present	

3. PLEDGE OF ALLEGIANCE

(6:06:28) – Led by CTA Chairperson Jones.

4. PUBLIC COMMENTS

(6:06:57) – CTA Chairperson Jones entertained public comments; however, none were forthcoming.

5. FOR POSSIBLE ACTION: ADOPTION OF AGENDA

(6:10:06) – CTA Chairperson Jones considered the agenda adopted as published.

6. FOR DISCUSSION ONLY ITEMS:**6.a FOR DISCUSSION ONLY: DISCUSSION AND PRESENTATION ON THE RESULTS OF THE CARSON CITY ARTS AND CULTURE SURVEY.**

(6:10:18) – CTA Chairperson Jones introduced the item. Ms. Paulson presented the results from the Carson City Arts and Culture Survey, which are incorporated into the record, and noted that a little more than 150 people participated in the survey. She also responded to clarifying questions.

(6:18:00) – CTA Chairperson Jones entertained Member discussion, and he believed that people have a diverse interest in arts and culture based on the results. CC Chairperson D’Anneo called the survey terrific and believed it was interesting that members of the public wished to have more and larger musical events. She commented that the results could be used as a template for someone assisting with deciding the future of arts and culture.

(6:20:20) – CC Chairperson D’Anneo entertained Commissioner comments. Commissioner Abowd complimented the survey and pointed out that the results indicate that the members of the public “understand that you want to bring people together for several days [and] that we can combine things within what we are doing to expand those to make them more interesting, to make them more engaging, [and to have] something for everyone kind of scenario.”

(6:21:01) – Commissioner Bugli, as the Carson City Symphony Association President, noted that many people had heard about the Carson City Symphony through word-of-mouth.

(6:21:40) – Member Giomi commented that there is a lot of opportunity to “co-locate” events and believed that it was possible to match complementary [events] to attract people while exploring the culture of the community.

(6:24:12) – CC Vice Chairperson Ramirez echoed the compliments given for the survey and believed that the City had a very diverse community that needed to be recognized, and the City needed to bring in different types of performances for people to feel welcome. She noted the Carson City Symphony’s diverse turnout of participants and the variety of performances that had brought the community together, and she believed that that was what needed to be done in the City.

(6:25:20) – Commissioner Abowd believed that the City should invest public funds for arts and culture.

7. FOR POSSIBLE ACTION ITEMS:**7.a FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION REGARDING A RECOMMENDATION TO THE BOARD OF SUPERVISORS TO MOVE THE ADMINISTRATION OF THE 1% TRANSIENT LODGING TAX (TAX), DEDICATED TO THE IMPLEMENTATION OF THE CARSON CITY ARTS & CULTURE MASTER PLAN AND THE DEVELOPMENT OF A CULTURAL TOURISM CAMPAIGN, BACK UNDER THE AUTHORITY OF THE CARSON CITY CULTURE AND TOURISM AUTHORITY (CTA).**

(6:26:27) – Based on Member Giomi’s proposal, the Authority and Commission agreed to entertain discussion on item 7.a and item 7.c simultaneously, as both matters were intertwined. CTA Chairperson Jones introduced this item and item 7.c. Ms. Paulson referenced the Staff Report and accompanying documents for item 7.a, all of which are incorporated into the record.

(6:32:25) – CTA Chairperson Jones entertained discussion, and Ms. Paulson responded to clarifying questions. In response to Member Giomi’s question, Mr. Reese advised that the matter could be placed on the Board of Supervisor’s (BOS) December 17, 2020 meeting agenda for approval with the expectation that action would be taken at the December 14, 2020 CTA meeting to approve the item, and the item could be removed from the December 17, 2020 BOS meeting agenda if the item had not been approved at the CTA meeting. Member Giomi strongly believed that the tax money should be administered by the CTA, as “it fits better there.” He was concerned about trying to “cram it into the CTA in a very short amount of time we have.” He inquired about if it would be better to have the CTA prepare the Agreement for the contractor from this point to the end of May 2021, and once exploration of the extension of the tax and the administration going forward begins, the Agreement could be reviewed with a sufficient amount of time. Furthermore, work on the Master Plan could continue and possibly be updated so the CTA has a completed document, input from the CC and the CTA, and “we’re ready to roll” by June or July 1, 2021.

(6:35:09) – Commissioner Abowd wished to prepare the agreement at this time and believed that there was enough time to do so because the list of what the Request for Proposal (RFP) would contain and the [contract employee] tasked to fulfill the RFP meld well with the Master Plan and the direction the CC and the CTA are trying to head in. Member Giomi agreed with Commissioner Abowd’s comment.

(6:37:24) – CC Chairperson D’Anneo agreed with Member Giomi’s and Commissioner Abowd’s comments, although she was concerned about Mr. Peterson and the time that the CTA would need to invest.

(6:38:15) – Discussion ensued regarding the RFP and the contract employee. Mr. Peterson believed that he would have enough time to prepare a RFP with the City’s help and suggested setting the date for the completed Agreement to no later than February 1, 2021, since the RFP would need to be evaluated and kept open for three weeks for a Professional Services Agreement (PSA), and a decision would be made based on the bids that came back.

(6:42:57) – CTA Chairperson Jones agreed with Commissioner Abowd, as he wished to “keep momentum” in going forward with the Agreement. When no further discussion was forthcoming, CTA Chairperson Jones entertained a motion.

(6:43:45) – MOTION: Member Giomi moved to recommend to the Board of Supervisors that the administration of the 1% Transient Lodging Tax be placed under the authority of the Carson City Culture and Tourism Authority and direct Staff to take the necessary steps to complete the changes to the Agreement as quickly as possible. The motion was seconded by Commissioner Abowd. Motion carried 9-0-0 by both the CTA and the CC.

(6:44:54) – Ms. Paulson presented the Staff Report for 7.c and the Scope of Services, both of which are incorporated into the record, and responded to clarifying questions. CC Chairperson D’Anneo added that, as Rotary Club of Carson City Director and Foundation Chair, the time frame to commission a mural goes until the end of June 2021 and involves quickly acquiring muralists and proposals.

(6:55:30) – CTA Chairperson Jones entertained questions and discussion. Commissioner Abowd suggested including an item in the Scope of Services [for] coordinating with the CTA on partnering events so that multiple matters could be taken care of at the same time. Member Giomi proposed adding to the Scope of Services that the contracted employee provide the CTA and the CC with an update on the status and suggested updates to the Carson City Arts and Culture Master Plan, and Commissioner Abowd’s suggestion could be included in that Master Plan for adoption as a function going forward.

(6:57:07) – CC Chairperson D’Anneo wished to add an item stating that the contracted employee will be tasked with creating linkages with the various community arts organizations, and Commissioner Abowd agreed. CTA Chairperson Jones suggested adding an item to the Scope of Services about developing relationships with the hoteliers and the people who fund the tax. CC Chairperson D’Anneo believed that CTA Chairperson Jones’ suggestion should go at the top of the Scope of Services. Commissioner Bugli commented that “it seems like a lot” for a single employee to accomplish all of the suggested items within four months. Member Giomi noted that many of the items that the Members and Commissioners want cannot all be added to the Scope of Services, and he did not want to set this employee up to fail by asking for too much. CTA Chairperson Jones inquired about whether these tasks had to be completed or simply started, and Member Giomi suggested adding that the employee establish an inventory and a contact list for the various community arts and cultural organizations instead.

(7:00:52) – Commissioner Abowd pointed out that meeting with the hotel properties could possibly be one meeting wherein the contract employee is introduced, and he/she could participate in a virtual meeting with all of the arts organizations’ staff. She added that establishing a relationship and putting a face on the position would not take too much time, and she believed that that contact is critical. Member Giomi, CC Chairperson D’Anneo, and CC Vice Chairperson Ramirez agreed with holding introductory meetings with the hotel industry and the various arts and cultural organizations.

(7:02:44) – Commissioner Bugli pointed out that the events grants, the 2021 Mayor’s Arts Awards, coordination with the Reno-Tahoe International Airport, and the mural project were already funded and had already been coordinated; therefore, it was important to complete those items, and doing so could help create many of the referenced linkages.

7.b FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION OR ADVICE TO STAFF REGARDING A PROPOSED PUBLIC/PRIVATE MURAL PROJECT WITH THE FOLLOWING PARTNERS: CARSON CITY (CITY), CARSON CITY CULTURE AND TOURISM AUTHORITY (CTA), THE ROTARY CLUB OF CARSON CITY (CLUB), AND THE CARSON CITY DOWNTOWN NEIGHBORHOOD IMPROVEMENT DISTRICT (NID).

(7:08:57) – CTA Chairperson Jones introduced the item. Ms. Paulson referenced the Staff Report and the accompanying documents, all of which are incorporated into the record.

(7:11:18) – CTA Chairperson Jones entertained questions and discussion. He and Commissioner Abowd believed that the mural project should continue moving forward, and Commissioner Abowd stated that the muralist “needs to do their homework on all of the opportunities and things that are available in Carson City.”

(7:12:19) – Commissioner Bugli agreed with Commissioner Abowd’s comment and added that regional artists should be used due to the short time frame, though she believed that it would be a good thing to open the project up to national or international artists. Commissioner Abowd believed that having someone who is local was important in order to have “a feel for community.”

(7:14:21) – Discussion ensued regarding ownership of the project as well as ideas for a building for the placement of the mural, and the consensus was that the City would take ownership of the project. Ms. Paulson informed Member Giomi that the location has not yet been discussed with any property owners.

(7:19:34) – Member Giomi suggested that the call for a muralist could go out in the middle of January 2021, and when the contract employee is hired, one of the first things he/she could do is review the documents and pick a muralist.

(7:20:38) – CTA Chairperson Jones clarified that the CTA would be responsible for the administrative part of the project and working with the CC on content and possibly the selection of the muralist. Member Giomi added that the City would help or request for bid (RFB) for the muralist. No formal action was taken on this item.

7.c FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION REGARDING THE SCOPE OF SERVICES THAT SHOULD BE INCLUDED IN THE CITY’S REQUEST FOR PROPOSAL (RFP) FOR ARTS AND CULTURE PROGRAM SERVICES THROUGH MAY 31, 2021.

Discussion on this item occurred under item 7.a.

(7:06:04) – MOTION: Member Giomi moved to recommend that the Arts and Culture Program contractor perform the following scopes of services:

- **Item #3 on the Scope of Services, which is the coordination of the [Fiscal Year] 2022 allocation of Carson City Redevelopment Authority (RDA) funding**
- **Item #2 on the Scope of Services, which is “The First Lady presents...”**

- **Item #5 on the Scope of Services, which is the coordination with the Reno-Tahoe International Airport**
- **Item #6 on the Scope of Services, which is the coordination on the downtown mural [project]**
- **[Item #7 on the Scope of Services, which is overseeing the call for a muralist to create a mural for the entryway of the Culture and Tourism Authority office building]**
- **Conducting introductory meetings with the Chamber of Commerce, the hotel industry, and the arts and cultural organizations within the community**
- **Doing an initial overview of the Carson City Arts and Culture Master Plan with a presentation to both the Culture and Tourism Authority and the Cultural Commission with the intention to be an initial “first pass”**

CC Chairperson D’Anneo seconded the motion. Motion carried 9-0-0 by both the CTA and the CC.

8. PUBLIC COMMENT:

(7:21:40) – CTA Chairperson Jones entertained public comments. Member Giomi commented that the concept for the meeting was a great idea and believed that such joint meetings need to happen at least once a year. He stated that if the Transient Lodging Tax and the contract employee continue, then a meeting with that employee needs to happen at least once a year in order to have a direction, discuss the Master Plan, and make sure that the efforts of the CTA and the CC are “linking.”

(7:23:05) – CC Chairperson D’Anneo believed that the joint meeting was “wonderful” and noted the objective of making people want to come to Carson City and making those living in Carson City want to stay in the City. She and Commissioner Abowd commended Ms. Hicks, Ms. Paulson, and Mr. Peterson for their assistance with putting the meeting together.

(7:24:33) – CTA Chairperson Jones thanked all of those involved with putting the meeting together and believed that the meeting was long overdue.

9. FOR POSSIBLE ACTION: TO ADJOURN

(7:25:38) – CTA Chairperson Jones adjourned the meeting at 7:25 p.m.

The Minutes of the November 19, 2020 Carson City Cultural Commission and the Carson City Culture & Tourism Authority special joint meeting are so approved this March 8, 2021.