



STAFF REPORT

Report To: Board of Supervisors **Meeting Date:** March 18, 2021

Staff Contact: Nancy Paulson, City Manager

Agenda Title: For Possible Action: Discussion and possible action regarding the appointment of one member to the Carson City Culture and Tourism Authority ("CTA") as a representative for other commercial interests, for a two-year term expiring in July, 2023. (Nancy Paulson, npaulson@carson.org)

Staff Summary: NRS 244A.599 requires the Board of Supervisors to appoint representatives to the CTA in accordance with the following: two members must represent the hotel and motel industry operators in the City; one member must represent the other commercial interests in the City; one member must be a member of the Carson City Board of Supervisors; and one member must represent the City at large. New applications were received by Deborah Billings and Steven Reynolds.

Agenda Action: Formal Action / Motion **Time Requested:** 30 minutes

Proposed Motion

I move to approve _____, with a two-year term expiring in July, 2023.

Board's Strategic Goal

Quality of Life

Previous Action

August 20, 2020 - The vacancy remained open for further application submittals.

Background/Issues & Analysis

Applicable Statute, Code, Policy, Rule or Regulation

NRS 244A.590

Financial Information

Is there a fiscal impact? No

If yes, account name/number:

Is it currently budgeted?

Explanation of Fiscal Impact:

Alternatives

Attachments:

[CTA Apps.pdf](#)

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)




Carson City, NV

Carson City Culture & Tourism Authority

Board Details

To establish Carson City as a destination in order to draw more visitors and increase their length and frequency of stay. In addition, to enhance revenues to provide funding and facilities for local recreation.

Overview

 **Size** 5 Seats

 **Term Length** 2 Years

 **Term Limit** N/A

Additional

Meetings

Every second Monday of each month starting at 4:00 pm. Meetings are held in the Sierra Room. For information visit: VisitCarsonCity.com

Powers & Duties

- Attend monthly meetings to approve operating bills and activities
- Hear and decide on requests for funding of special projects and grant requests
- Establish policies and procedures
- Assist in the development of marketing and public relations plans
- May be required to attend public functions on behalf of the Carson City Culture & Tourism Authority.

Additional Information

[NRS_244A.599.pdf](#)



Carson City, NV

Carson City Culture & Tourism Authority

Board Roster



Stacey Giomi

1st Term Jan 17, 2019 - Dec 31, 2022

Position Board of Supervisors



Michael Jones

2nd Term Aug 01, 2020 - Jul 01, 2022

Position Hotel/Motel Industry

Office/Role Chair



Steven J Kehm

1st Term Aug 20, 2020 - Jul 01, 2022

Position Hotel/Motel Industry



Bobbi Rahder

1st Term Aug 20, 2020 - Jul 01, 2022

Position Citizen at Large



Vacancy

Position Other Commerical Interests

Profile

Deborah

First Name

L

Middle Initial

Billings

Last Name

dbllngs@hotmail.com

Email Address

121 Chalice Avenue

Street Address

Suite or Apt

Dayton

City

NV

State

89403

Postal Code

Mobile: (775) 224-3822

Primary Phone

Alternate Phone

Which Boards would you like to apply for?

None Selected

Question applies to multiple boards

Why would you like to serve of this Board/Committee/Commission?

I feel that my varied experiences will be beneficial to the board. I have lived in several cities across the country and love Carson City for its wide variety of entertainment available; Restaurants, culture, history, music, art, outdoor recreation and adventure. I am especially excited for all the downtown renovations and improvements. Helping to share our beautiful city with others is very exciting opportunity.

Question applies to Carson City Culture & Tourism Authority

Culture & Tourism Authority Position I am applying for: * Other Commercial Interests

Question applies to Carson City Culture & Tourism Authority

****Question below is for those applying for the Other Commercial Interests position.**

If applying for any other position please use N/A to proceed.

Question applies to Carson City Culture & Tourism Authority

Please explain in your application materials why you are qualified to represent commercial interests in Carson City; for example, you are the owner/operator of a commercial business located in Carson City or you manage/represent a commercial business located in Carson City. An Applicant who does not represent commercial interests or fails to explain why he or she is qualified to represent commercial interests in Carson City may, in the sole discretion of Carson City, be disqualified from being appointed to this position.

I am owner/operator of The Firm Cryo Spa and Wellness Center located downtown Carson City 602 N Curry Street. My husband and I also own Action Garage Door Company and Tahoe Screens, both of which service Carson City and surrounding areas. My daughters both graduated from Carson High School and our family has been very active in the local Carson City community.

Conflict of Interest

Question applies to multiple boards

Within the past twelve (12) months, have you been employed by Carson City (including as an elected official)?

Yes No

Question applies to multiple boards

Do you currently have a contract with Carson City for services/good?

Yes No

Question applies to multiple boards

If yes, please provide contract details:

Question applies to multiple boards

Have you been convicted of a felony, domestic violence or gross misdemeanor involving moral turpitude (conduct contrary to community standards of justice, honesty and good morals)?

Yes No

Education

Note: only complete this section if a degree is required for this position

College, Professional, Vocational or Other Schools attended:

University of Georgia

Major Subject:

Psychology Major Business Communications Minor

Degree Conferred:

Bachelors of Arts

Briefly describe the qualifications you possess which you feel would be an asset to this Board/Committee/Commission:

I have lived and worked in many tourist cities - Atlanta, Panama City Beach, Tampa, Aspen, Redstone, Palm Springs, La Quinta. In all of the above locations, I worked in some form of tourism; Publishing, Real Estate, Food and Beverage, Hotel, small business owner. I have extensive experience with the Ritz Carlton Hotel in Aspen and Rancho Mirage. (Food and Wine Festivals, Music Festivals, Comedy Festivals.) I have worked as catering/event manager with events up to 5,000+ people. (Weddings, Golf Tournaments, Fund Raisers...etc.)

List the community organizations in which you have participated and describe participation:

Carson City Downtown Association - Member Chamber of Commerce (Dayton) - Member Toys for Tots - Donation Center

List your affiliation with professional or technical societies: *if required for the position.

Upload a Resume

Declaration to Accept Terms & Conditions

I understand that my submitted application is considered public information. I understand the Board of Supervisors may require a pre-appointment background check for any position if deemed warranted.

I hereby declare that all statements given by me on this form are truthful and complete to the best of my knowledge.

I have read and understand the Carson City's Boards, Committees and Commissions Policies and Procedures.

I Agree *

DEBBIE BILLINGS

121 Chalice Avenue, Dayton, NV 89403 · 775-224-3822
dbllngs@hotmail.com

Business owner driven to manage costs and establish strategic, mutually beneficial relationships with customers, vendors, service providers and team members; Self-motivated, dependable, customer oriented, reliable and honest.

SKILLS

- Small Business Owner
- Event Planning
- Contracts, Sales A/R & A/P
- Manage startups
- Training
- Management 5 Star Resorts

EXPERIENCE

2019 - CURRENT

OWNER/OPERATOR, THE FIRM CRYO SPA & WELLNESS CENTER
CARSON CITY, NV

2010 - CURRENT

OWNER/OPERATOR, ACTION GARAGE DOOR COMPANY & TAHOE SCREENS
RENO/TAHOE/CARSON CITY AREA

2007 - 2012

OFFICE MANAGER, SDP ENERGY
CARSON CITY, NV

2004 - 2009

REALTOR, REALTY WORLD
RENO, NV

1994-1999

MANAGER, RITZ-CARLTON, MARRIOTT, LA QUINTA RESORT & SPA
ASPEN, CO ~ RANCHO MIRAGE, CA ~ LA QUINTA, CA

EDUCATION

1994

BACHELOR OF ARTS, PSYCHOLOGY UNIVERSITY OF GEORGIA
MINOR, BUSINESS COMMUNICATIONS

Profile

Steven

First Name

M

Middle Initial

Reynolds

Last Name

steve@signprocc.com

Email Address

388 Pasture Drive

Street Address

Suite or Apt

Carson City

City

NV

State

89701

Postal Code

Mobile: (775) 750-8244

Primary Phone

Alternate Phone

Which Boards would you like to apply for?

None Selected

Question applies to multiple boards

Why would you like to serve of this Board/Committee/Commission?

The marketing activities of the Culture and Tourism Authority have never been more important as our community contends with and recovers from the coronavirus pandemic. I would enjoy using my education and experience in economics, advertising and marketing--combined with over 28 years interaction with businesses and government entities in Carson City--to benefit the oversight processes for the Authority.

Question applies to Carson City Culture & Tourism Authority

Culture & Tourism Authority Position I am applying for: * Other Commercial Interests

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Question applies to Carson City Culture & Tourism Authority

Please explain in your application materials why you are qualified to represent commercial interests in Carson City; for example, you are the owner/operator of a commercial business located in Carson City or you manage/represent a commercial business located in Carson City. An Applicant who does not represent commercial interests or fails to explain why he or she is qualified to represent commercial interests in Carson City may, in the sole discretion of Carson City, be disqualified from being appointed to this position.

I am the owner and operator of a commercial business in Carson City.

Conflict of Interest

Question applies to multiple boards

Within the past twelve (12) months, have you been employed by Carson City (including as an elected official)?

Yes No

Question applies to multiple boards

Do you currently have a contract with Carson City for services/good?

Yes No

Question applies to multiple boards

If yes, please provide contract details:

I do not have a standing contract with Carson City but my firm, SignPro, does provide signage on a per-order basis.

Question applies to multiple boards

Have you been convicted of a felony, domestic violence or gross misdemeanor involving moral turpitude (conduct contrary to community standards of justice, honesty and good morals)?

Yes No

Education

Note: only complete this section if a degree is required for this position

College, Professional, Vocational or Other Schools attended:

Major Subject:

Degree Conferred:

Briefly describe the qualifications you possess which you feel would be an asset to this Board/Committee/Commission:

20+ years of experience in advertising and marketing of which six was managing the Nevada Appeal advertising department. I have served on several community marketing teams throughout the years during my career in advertising, marketing and sales. One example is my early work with the Eugene, Oregon public service advertising committee, a sub-committee of the Eugene Advertising Professionals Club (at that time) in which we designed, produced and released several public-serving campaigns. A more recent example during my tenure at the Nevada Appeal was our improvement and revision of the Discover Carson periodical, once a mainstay of the Tourism and Visitors Authority.

List the community organizations in which you have participated and describe participation:

Rotary Club of Carson City, 15-year member; Carson City Chamber of Commerce, 9-year member and one-time President; Regional Transportation Commission of Carson City, commissioner for 6 years; Carson City Planning Commission, commissioner for 7 years; Carson City School District Board of Trustees, trustee for 8 years; Carson City Schools Foundation, board member for 5 years.

List your affiliation with professional or technical societies: *if required for the position.

Upload a Resume

Declaration to Accept Terms & Conditions

I understand that my submitted application is considered public information. I understand the Board of Supervisors may require a pre-appointment background check for any position if deemed warranted.

I hereby declare that all statements given by me on this form are truthful and complete to the best of my knowledge.

I have read and understand the Carson City's Boards, Committees and Commissions Policies and Procedures.

I Agree *

NRS 244A.599 County fair and recreation boards: Creation; number, appointment and terms of members in county whose population is less than 100,000.

1. Whenever the board of county commissioners of any county or the Board of Supervisors of Carson City desires the powers granted in [NRS 244A.597](#) to [244A.655](#), inclusive, to be exercised, it shall, by resolution, determine that the interest of the county and the public interest, necessity or desirability require the exercise of those powers and the creation of a county fair and recreation board therefor, pursuant to the provisions of [NRS 244A.597](#) to [244A.655](#), inclusive. After approval of the resolution, the county or city clerk shall:

(a) Cause a copy of the resolution to be published promptly once in a newspaper published in and of general circulation in the county or city; and

(b) In the case of a county, cause a certified copy of the resolution to be mailed by registered or certified mail to the mayor or other chief executive officer of each incorporated city within the county.

2. In counties whose population is 100,000 or more, the county fair and recreation board must be selected as provided in [NRS 244A.601](#) or [244A.603](#).

3. In counties whose population is less than 100,000, and in which there are more than two incorporated cities, each incorporated city, except an incorporated city which is the county seat, must be represented by one member and any incorporated city which is the county seat must be represented by four members. Within 30 days after the day of publication of the resolution or the day on which the last of the copies of the resolution was mailed, whichever day is later, the mayor or other chief executive officer shall, with the approval of the legislative body of the city, appoint a member or members of the city council or board of trustees to serve on the board for the remainder of his, her or their terms of office. The clerk or secretary of the city shall promptly certify the appointment by registered or certified mail to the county clerk.

4. In counties whose population is less than 100,000, and in which there are only two incorporated cities, each incorporated city must be represented by one member who must be appointed and certified as provided in subsection 3, and the board of county commissioners shall appoint four representatives as follows:

(a) Two members to represent the hotel or motel operators in the county.

(b) One member to represent the other commercial interests in the county.

(c) One member to represent the county at large.

5. In counties whose population is less than 100,000, and in which there are fewer than two incorporated cities, any incorporated city which is the county seat must be represented by one member, who must be appointed and certified as provided in subsection 3, and the board of county commissioners shall appoint three representatives as follows:

(a) One member to represent the motel operators in the county.

(b) One member to represent the hotel operators in the county.

(c) One member to represent the other commercial interests in the county.

6. In all counties whose population is less than 100,000, one member of the board of county commissioners must be appointed by the county commissioners to serve on the board for the remainder of his or her term of office.

7. In all counties whose population is less than 100,000, and in which there is no incorporated city, the board of county commissioners shall appoint one member to represent the county at large.

8. In Carson City the Board of Supervisors shall appoint five representatives to the fair and recreation board established as provided in subsection 1 as follows:

(a) Two members to represent the hotel and motel operators in the city.

(b) One member to represent the other commercial interests in the city.

(c) One member who is a member of the Board of Supervisors.

(d) One member to represent the city at large.

9. Members who are not elected officials shall serve for 2-year terms.

10. The terms of all elected officials are coterminous with their terms of office. Any such member may succeed himself or herself.

[2:383:1955]—(NRS A 1961, 300, 453; 1963, 100, 791; [1965, 10](#); [1967, 1377](#); [1969, 95, 322, 1535](#); [1971, 337](#); [1977, 819](#); [1979, 515](#); [1991, 60](#); [2001, 484](#); [2003, 2263](#))