

Virginia City Tourism Commission Meeting

AGENDA

86 South C. Street - P.O. Box 920 - Virginia City, Nevada 89440
(775) 847-7500 Phone – (775) 847-7507 Fax

Website - www.VisitVirginiaCityNV.com Email - VisitorInfo@StoreyCounty.org

VIRGINIA CITY CONFERENCE CENTER
10 SOUTH E STREET
VIRGINIA CITY, NV 89440

DATE: 9 AUGUST 2018
09:00 A.M.

NOTICE: A POSSIBLE QUORUM OF THE MEMBERS OF THE STOREY COUNTY BOARD OF COMMISSIONERS AT THIS VIRGINIA CITY TOURISM COMMISSION BOARD MEETING. NO OFFICIAL COUNTY BUSINESS WILL BE CONDUCTED.

➤ **CALL TO ORDER**

➤ **PLEDGE OF ALLEGIANCE / ROLL CALL**
**DISCUSSION ONLY*

➤ **APPROVAL OF AGENDA FOR**
• 9 AUGUST 2018
**DISCUSSION / POSSIBLE ACTION*

➤ **APPROVAL OF MINUTES FROM**
• 12 JULY 2018
**DISCUSSION / POSSIBLE ACTION*

➤ **PUBLIC COMMENT**
*Public comment will be allowed at the beginning and end of each meeting (this comment should be limited to matters **not** on the agenda). Public comment will be allowed after each item on the agenda (this comment should be limited to each agendized topic).*
The Board Chair reserves the right to limit the time allotted for each individual to speak.

*** **NEW BUSINESS** ***

➤ **MERCHANT UPDATE**

➤ **FINANCIAL UPDATE**
• TOURISM TAX REPORT
• TRANSIENT LODGING TAX REPORT
**DISCUSSION ONLY*

DENY DOTSON

➤ **MARKETING UPDATES**
• GENERAL PRESENTATION
○ ADVERTISING
○ PUBLIC RELATIONS
○ SOCIAL MEDIA
○ VIDEO / WEBSITE / MOBILE APP
○ CEMETERY GIN

RAD STRATEGIES

**DISCUSSION ONLY*

➤ **PROJECT TO INCREASE ROOM NIGHTS**

**DISCUSSION ONLY*

NICOLE BARDE

➤ **SPECIAL EVENT UPDATES**

- 4TH OF JULY
- HOT AUGUST NIGHTS
- RODEO, CATTLE DRIVE & FIESTA DEL CHARRO
- CAMEL & OSTRICH RACES

**DISCUSSION ONLY*

KATIE DEMUTH

LIQUID BLUE EVENTS

➤ **GROUPS, FAMS, TRADE SHOWS AND VISITOR CENTER UPDATE**

**DISCUSSION ONLY*

KATIE DEMUTH

➤ **PIPERS OPERA HOUSE UPDATE**

**DISCUSSION ONLY*

WHITNEY BRUNSON

➤ **STAFF REPORTS & CORRESPONDENCE & FUTURE MEETINGS**

- DIRECTORS REPORT
 - NEXT VCTC MEETING
- *** 9:00 A.M., THURSDAY 13 SEPTEMBER 2018 ***

VIRGINIA CITY CONFERENCE CENTER, 10 SOUTH E STREET, VIRGINIA CITY, NV 89440
(SUBJECT TO CHANGE)

**DISCUSSION ONLY*

DENY DOTSON

TIFFANY DUBOIS

➤ **ADJOURNMENT**

(*) Denotes Possible Action Items

NOTICE: This notice is posted pursuant to NRS 241 at the Virginia City Post Office, Storey County Courthouse, Virginia City Visitor Center, and Virginia City Fire Department, and the Nevada State Public Notices Website. Anyone interested may request personal notice of the meeting. Agenda items must be received by 5:00PM Thursday preceding the regular meeting. Items may not necessarily be heard in the order they appear. For placement, call the Director at 775-847-7500. Virginia City Tourism Commission recognizes the needs and civil rights of all persons regardless of race, color, religion, sex, disability, family status or origin. Notice to persons with disabilities: Members of the public who are disabled and require special assistance or accommodations at the meetings are requested to notify the Virginia City Tourism Commission office, in writing, at P.O. Box 920, Virginia City, Nevada 89440. Virginia City Tourism Commission has been advised by Nevada Attorney General's Office to limit public comment to three (3) minutes or less to minimize lengthy meetings. Certificate of Posting

I, Tiffany Dubois, Admin., Virginia City Tourism Commission, do hereby certify that I posted, or caused to be posted, a copy of this agenda at the following locations in compliance with NRS 241.020(3): Virginia City Post Office, Storey County Courthouse, Virginia City Visitor Center, and Virginia City Fire Department. In addition, this agenda has been electronically posted in compliance with NRS 241.020(3) at www.visitvirginiacitynv.com, and NRS 232.2175 at <https://notice.nv.gov/>. To obtain further documentation regarding posting or supporting materials, please contact Tiffany Dubois at (775) 847-7500 or tdubois@storeycounty.org.