

# 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](http://www.VisitVirginiaCityNV.com) Email - [VisitorInfo@StoreyCounty.org](mailto:VisitorInfo@StoreyCounty.org)

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

DATE: 13 SEPTEMBER 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**

- 13 SEPTEMBER 2018

*\*DISCUSSION / POSSIBLE ACTION*

➤ **APPROVAL OF MINUTES FROM**

- 9 AUGUST 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 agenda item).*

**The Board Chair reserves the right to limit the time allotted for each individual to speak.**

**\*\*\* NEW BUSINESS \*\*\***

➤ **FINANCIAL UPDATE**

- TOURISM TAX REPORT
- TRANSIENT LODGING TAX REPORT
- FY 2017-18 BUDGET (UNAUDITED)

*\*DISCUSSION ONLY*

DENY DOTSON

➤ **MARKETING UPDATES**

- GENERAL PRESENTATION
  - ADVERTISING
  - PUBLIC RELATIONS
  - SOCIAL MEDIA
  - VIDEO / WEBSITE / MOBILE APP
  - CEMETERY GIN

*\*DISCUSSION ONLY*

RAD STRATEGIES

➤ **SPECIAL EVENT UPDATES**

- RODEO, CATTLE DRIVE & FIESTA DEL CHARRO
- CAMEL & OSTRICH RACES
- CONSIDERATION AND POSSIBLE APPROVAL OF THE OUTHOUSE RACES BUDGET FOR \$16,300
- REDRUN
- STREET VIBRATIONS

*\*DISCUSSION / POSSIBLE ACTION*

**LIQUID BLUE EVENTS**

**DENY DOTSON**

➤ **MERCHANT UPDATE**

*\*DISCUSSION ONLY*

➤ **NON-PROFIT ALLIANCE UPDATE**

*\*DISCUSSION ONLY*

**A. PERRY**

➤ **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 & MERCHANT WORKSHOP**

**\*\*\* 5:00 P.M., THURSDAY 11 OCTOBER 2018 \*\*\***

PIPERS OPERA HOUSE, 12 B STREET, VIRGINIA CITY, NV 89440  
(SUBJECT TO CHANGE)

*\*DISCUSSION ONLY*

**DENY DOTSON**

➤ **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, Katie Demuth, with the 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](http://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](mailto:tdubois@storeycounty.org).