

# Virginia City Tourism Commission

## 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: 11 OCTOBER 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**  
• 11 OCTOBER 2018  
*\*DISCUSSION / POSSIBLE ACTION*

➤ **APPROVAL OF MINUTES FROM**  
• 13 SEPTEMBER 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** \*\*\*

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

**DENY DOTSON**

➤ **VCTC ROLES & RESPONSIBILITIES**  
• BOARD  
• EXECUTIVE DIRECTOR  
• TOURISM & MARKETING MANAGER  
• SPECIAL EVENTS COORDINATOR (PIPERS)  
• ADMINISTRATIVE III ASSISTANT  
• TOURISM ASSISTANT (4)  
• PROFESSIONAL SERVICES

**STAFF**

➤ **MARKETING UPDATES**

*RAD STRATEGIES*

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

*\*DISCUSSION ONLY*

➤ **SPECIAL EVENT UPDATES**

*LIQUID BLUE EVENTS*

- OVERVIEW AND RESPONSIBILITIES
- RODEO, CATTLE DRIVE & FIESTA DEL CHARRO
- CAMEL & OSTRICH RACES
- THE outhouse RACES
- REDRUN

*\*DISCUSSION / POSSIBLE ACTION*

➤ **COMMUNITY COALITION UPDATE**

*\*DISCUSSION ONLY*

➤ **FOR CONSIDERATION AND POSSIBLE APPROVAL TO ACCEPT FAIRGROUNDS APPRAISAL REPORT AND ALLOW STOREY COUNTY DISTRICT ATTORNEY'S OFFICE TO FINALIZE PURCHASE AGREEMENTS TO BE CONSIDERED FOR APPROVAL BY THE STOREY COUNTY COMMISSION**

*DENY DOTSON*

*\*DISCUSSION / POSSIBLE ACTION*

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

*DENY DOTSON*

- MERCHANT-RESIDENT WORKSHOP  
\*\*\*6:00 P.M. THURSDAY 18 OCTOBER 2018\*\*\*  
PIPERS OPERA HOUSE, 12 B STREET, VIRGINIA CITY, NV 89440
- NEXT VCTC MEETING  
\*\*\* 9:00 A.M., THURSDAY 09 NOVEMBER 2018 \*\*\*  
VIRGINIA CITY CONFERENCE CENTER, 10 SOUTH E STREET, VIRGINIA CITY, NV 89440  
(SUBJECT TO CHANGE)

*\*DISCUSSION ONLY*

➤ **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 Katie Demuth at (775) 847-7500 or [kdemuth@storeycounty.org](mailto:kdemuth@storeycounty.org).