

4. CHAIRMAN GALLAGHER BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: PUBLIC COMMENT ON NON-AGENDIZED ITEMS

Discussion may be limited to three minutes per person at the discretion of the Chairman. No action may be taken on a matter raised under this portion of the agenda until the matter itself has been specifically included on an agenda as an item upon which action may be taken.

Mike Northan, project coordinator for Storey County, provided an update on Black and Howell project. M. Northan shared there was a nuisance complaint filed against the property due to the hazardous condition of the site. The county has contracted with an engineer to stabilize and mitigate the hazard on site. The plan is to demolish the North wall, remove the floor and fill cavity under the floor. Shore up the south wall and stabilize the property. The modern masonry wall will also come down. M. Northan stated this will prepare site for future developments. Judy Cohen, Storey County business owner, asked what the cost would be for this plan. M. Northan stated that he didn't know and they would be getting estimates. M. Northan shared it will be done mostly in-house by Public Works and they could probably give a better idea of costs. J. Cohen asked if would be less than \$100, 000. M. Northan said yes, it is a demolition project. Tom Quigley, Storey County business owner, asked for the time frame of the project. M. Northan said the permits have been pulled, amendments may need to be made if anything comes up during the process and adjacent buildings will be protected. Work is scheduled to begin after Street Vibrations. Deny Dotson asked if the project had been presented to the Comstock Historic District. M. Northan stated it was presented to them and it was approved.

Sam Toll, Battleborn Digital Media and Marketing, stated that at the end of June he presented a proposal to Pat Whitten to revive the Ferrari Hill Climb. S. Toll stated that Pat Whitten had sent out a number of emails for blessings on the revival of the races October 13-15. S. Toll said that to date Mr. Whitten had only had 4 of 5 responses and was still waiting on final email. Sam shared that the window to put on the event that falls in line with all the approvals needed by the counties and NHP had closed. The Ferrari races will not happen this year. S. Toll shared he will be submitting a proposal for a 2019 event. This will include members of Ferrari club and other car clubs in the region. It would be a full weekend of events including car show, races, music, and vendors.

Elaine Barkdull-Spencer, V&T Railway, shared that they partnered with VCTC for a Camel Race train. E. Barkdull-Spencer said two thirds of train riders were event attendees. Due to this showing the V&T Railway will do an outhouse train October 6 & 7. Promotion will begin immediately. Looking at 140 passengers per day. E. Barkdull-Spencer stated the last train servicing Virginia City is set for October 14. Focusing on Polar Express after that. E. Barkdull-Spencer shared that the Toast of the Canyon trains are doing great, with additional trains being added. E. Barkdull-Spencer shared an example of a passenger sticker for merchants to identify train passengers. V& T Railway will implement the program in 2019 season to be able to share the offers with passengers. E. Barkdull-Spencer explained that this will be part of the 150th anniversary of the V&T train. E. Barkdull-Spencer thanked VCTC for allowing the train to market alongside their events. Chairman Gallagher shared there are two 150 anniversaries with the original train and the extension the following year.

5. CHAIRMAN GALLAGHER BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: FINANCIAL UPDATE

- A. *Tourism Tax Report*
- B. *Transient Lodging Tax Report*
- C. *FY 2017-18 budget (unaudited)*

D. Dotson presented the Tourism Tax report. First few periods of the year reported. Currently down about \$1,400 dollars to last year. Had a good year previously and there are always variables that can't be accounted for.

D. Dotson presented the room tax report and stated that we are seeing full effect of new property in TRI. 5,897 more rooms rented and nearly \$50,000 over year to date totals. That property is starting to build with contracts in place and movement.

D. Dotson presented 2017-18 fiscal year unaudited budget. D. Dotson shared that revenue from previous fiscal year is up \$12,000 from budget. D. Dotson reviewed expenses that came in \$17,000 under budgeted numbers. D. Dotson reminded this is unaudited but a good look at what happened in previous year.

6. CHAIRMAN GALLAGHER BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: MARKETING UPDATE

Ronele Dotson, RAD Strategies Inc., presented marketing report for August activities. R. Dotson shared that TravelNevada is a great partner for the state but especially the rural communities. Because of this involvement, VCTC has had some great opportunities. D. Dotson updated on a special project with TravelNevada for videos on selected

properties in rural communities. R. Dotson played overview video of the project. R. Dotson played specific Virginia City video from the project. R. Dotson stated that these videos were shared across social channels for the state.

R. Dotson continued presentation with public relations update. Highlights included Architectural Digest included Virginia City in article titled "30 Most Beautiful Main Streets Across America", KOLO Channel 8 is doing a series called Silver State Sights and they recently were at the Silver Queen Hotel, and Reno Moms Blog did a story on the rodeo. R. Dotson shared that VC also had some international attention in Travel Weekly, UK's market-leading publication for the travel industry. Also highlighted in the Sunday Mirror and Daily Star. R. Dotson stated that they continued sending e-blasts in August including board meeting notice, community e-blast, a general visitor e-blast, Labor Day parade notice and one to rodeo ticket holders which included event information like parking and check-in information.

R. Dotson presented Social Media data including new likes and followers for Facebook, Instagram and Twitter. R. Dotson shared the demographic information for followers on Instagram which included age range and gender.

R. Dotson stated that Cemetery Gin had a contest running during Hot August Nights at the Reno event as part of the event sponsorship. Attendees were asked to share photos and tag them on Instagram to win a bottle of gin. R. Dotson shared the goal was to get awareness of the product and highlight the gin. Angelo Petrini asked where it was located. R. Dotson stated it was at Grand Sierra Resort. A. Petrini asked how many bottles were sold. R. Dotson shared it was not a selling event. Teresa Charlton, Tahoe House Hotel, stated she doesn't know why we are still marketing the product that is made in Fallon. D. Dotson responded saying it is another opportunity to market Virginia City a different way. It is Virginia City Cemetery Gin, not Fallon or Frey Ranch. D. Dotson continued to share how we play off the lore and use that to market the product and town. It also is a way to give back to the community through the donations to the Cemetery Foundation. R. Dotson stated the proceeds from that are helping the foundation do work on the little house. D. Dotson hinted at a new major project for the product.

R. Dotson shared an update on the marketing for the property including social media and public relations.

R. Dotson shared interesting statistics on the power of television including the average age of viewers for TV stations.

R. Dotson shared event highlights starting with Hot August Nights. The event garnered many local news spots with interviews on KOLO and the morning segment on KRNV. R. Dotson moved to Way it Was Rodeo with updates on the live interviews with multiple local channels. R. Dotson also shared the many shares on social media channels by the channels and their newscasters. R. Dotson stated that because of the relationship Liquid Blue Events has with New West Distributing they have a sponsorship for events. With this partnership New West promoted the rodeo on KOLO across the station during news programming. New West also did a billboard for the rodeo. R. Dotson stated that they worked closely with the Hispanic community, partnering with a community leader Chuy (owner of Chuy's Mexican Grill). He was the spokesperson for radio interviews. Worked with radio Lazer for interviews, local television and translations. R. Dotson shared additional social posts from locals, visitors and media. R. Dotson moved on to Camel Races starting with clips from Las Vegas Review-Journal's front page article and Nevada section. R. Dotson shared about Media Day with numerous journalists and influencers. Dean Heller attended the event as well.

Alexia Sober, Storey County business owner, asked who writes the merchant tips on website. R. Dotson answered that the tips are written by the RAD office and approved through the VCTC.

7. CHAIRMAN GALLAGHER BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: SPECIAL EVENT UPDATE

Neil Horning, Liquid Blue Events, provided an update on Way it Was Rodeo. N. Horning stated the event broke attendance records with a huge Hispanic attendance. Jess Horning, Liquid Blue Events, shared the thought process behind changing the event to a Hispanic rodeo Sunday. J. Horning stated the observations made about the market and attendance of the event. D. Dotson stated it had been about 50 years since the last cattle drive. D. Dotson provided a brief overview of the cattle drive that went down C Street. D. Dotson stated the most important part was the relationship built with the Hispanic community. Chairman Gallagher questioned the public if there were a lot of people in town. T. Charlton shared her experience attending the event, from a business perspective it didn't fill the Tahoe House.

N. Horning shared an update on Camel Races. Another year of four shows, again worked out great with Saturday and Sundays shows full. Many changes this year moved VIP, no arena seating, and added shade on east side. All the changes provided some unknowns but it went well. J. Horning provided a review of the event as well. J. Horning shared it is a staple in Northern Nevada but it does provide challenges such as keeping it entertaining. J. Horning reviewed the financial history of the races from 2012 through 2017 relative to the changes made each year. J. Horning mentioned one change that really worked, development of the Camel Meter to track the winning chute. Each chute was assigned to a ticketed section. When that specific chute won for the day the section would get a "prize" in town. Jim Ward, Storey

County business owner, shared his feedback on the event and his giveaways. J. Horning shared what some other properties did as giveaways for the Camel Meter. This was all in addition to the kid's coin dig that has been done in previous years. J. Ward shared his feedback on the coin dig and that more businesses be involved. N. Horning responded about the process to acquire involvement. D. Dotson commented that we have changed the merchants involved from event to event. J. Horning stated that it is a new piece and it is something they want to evolve. A. Sober asked if Liquid Blue Events would provide a list of the vendors at the last 5 years of Camel Races. R. Dotson stated that surveys have been done for the past 5 years. Each survey asked a simple 8 questions and many of these answers is what prompted the changes to the event. N. Horning said that at the next meeting he would have the list of vendors for A. Sober.

J. Horning shared the non-profit beneficiaries of the Rodeo and Camel Races. J. Horning stated that more than 100 workers are needed across the two events and volunteers came from VC Booster club, VC Cheer team, Northern Nevada's Safe & Sober, Storey County school transportation and the Reed High school Grid Iron club. D. Dotson stated that this is certainly a community event that takes everyone to kick it off. A. Perry asked about Reed High School involvement. N. Horning stated they replaced the previous security companies. A. Sober asked if it was the high school students doing the security and if they were trained. J. Horning answered it is the parents and they do go through training. Chairman Gallagher asked if they do any other events. J. Horning stated they do it all the time. D. Dotson stated there are hotspots around the arena including the train area, these volunteers are used for spots like this where strong people are needed. J. Horning stated that they use their staff for more important positions. J. Horning discussed that next year a uniform staff shirt will be utilized to identify staff.

N. Horning discussed Outhouse Races and the details that are in the works. N. Horning stated that this event won't change much. N. Horning shared the budget with \$15,520 for revenue and \$16,300 for expenses, resulting in a \$-780.

A. Petrini made the motion to approve the Outhouse Races budget for \$16,300.

A. Sober asked if Liquid Blue Events would provide a list of vendors for the event before the event takes place. N. Horning stated they could provide that but the event has limited space so it is only 1 or 2 vendors.

T. Charlton asked if there was going to be a wedding at the event. J. Horning stated there was a wedding scheduled for the event. D. Dotson asked if anyone was interested in doing a food booth. A. Sober commented they were unable but they would ask around.

Chairman Gallagher called for vote.

Second – L. Gilman

Approved – Unanimously

N. Horning provided update on Redrun which is the following weekend, October 13. N. Horning said they will be ironing out details in upcoming weeks and the event is trending up with registrations. This year's event will be a mix of a run and puzzle. A. Perry asked if they would be getting permission for imagery of locations this year. J. Horning said they would be only using images of participating locations.

D. Dotson stated Street Vibrations is like normal. D. Dotson did ask any businesses that want to be in the street need to get paperwork in ahead of time. D. Dotson explained the street vending is for 3-day permits and barricades will be ordered for the number of applications. D. Dotson stated if you have a liquor license and want to be in a different location that application needs to be in to the Sheriff's Office 7 days in advance of the event. All businesses that have filed the proper paperwork will get a permit from the VCTC, this is due to all the pirating that occurs during this event.

8. CHAIRMAN GALLAGHER BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: NON-PROFIT ALLIANCE

Chairman Gallagher asked to move the Non-Profit Alliance before Merchant Update due to a scheduling conflict for the group. Lara Mather, director Fourth Ward School Museum, stated that the non-profits in Storey County have come together to understand each organization and get to know what they do. L. Mather continued to explain the struggles that come with running a non-profit including funding and getting people to visit locations. With the growth in Storey County and Northern Nevada they wanted a way to highlight all the Storey County non-profits. L. Mather shared that A. Perry designed and the group created a non-profit pamphlet. It was done in a limited run to allow for feedback from the community. L. Mather stated the goal was to show the county and the state the great community organizations that are located here. L. Mather hopes that these can be distributed throughout the community with hopes of people donating and visiting the organizations. Eric Shoen, Community Chest, stated that this is meant to be an experimental piece and it won't be final until the community says it is final. E. Shoen continued saying it is also being presented to the County Commissioners. The piece is at a point where they are proud of it but want the feedback. E. Shoen said the piece is to

highlight the community and show the special story the county has. L. Mather stated that when she is outside the community she is surprised that people are unaware of what Storey County has to offer. L. Gilman commented it is a nice piece, well put together but suggested they mention Virginia City as the county seat possibly under the picture. L. Mather said the feedback is appreciated and would like additional comments in the next two weeks. A. Sober added that maybe this can be incorporated with the Virginia City app and that the app can be mentioned on the pamphlet as well. A. Perry said it is great point but would be hard for organizations that don't have a location. A. Perry continued that the feedback is great about including Virginia City on the piece. Scott Jolcover, Comstock Foundation for History and Culture, stated that the foundation would want to be included as well. T. Charlton asked if the 'V' should be in the photo as well. A. Perry stated that Joe Curtis took 100s of photos to incorporate the community angle, this was the best shot that kept the focus on the buildings rather than the landscape. E. Shoen stated that if thoughts come up later you can email any one of them to provide comments.

9. CHAIRMAN GALLAGHER BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: MERCHANT UPDATE

A. Sober introduced Aengus Luker, Storey County resident. A. Luker shared his interactions with the camel races and the sheriff's office during the event. A. Luker stated that in the lacking of the event and Liquid Blue Events there were issues on and near his property. A. Luker specifically shared an incident with a visitor trying to park on his property. A. Luker provided more information on the incidents that he encountered during the day including an incident with parking attendant, tourist calling the sheriff's office on him, harassment and insults from a tourist, and having to remove a dead baby deer from a fence. A. Luker suggested parking be more structured including education on where parking is permitted, security should be beefed up to provide safety for residents and removal of drunken individuals. A. Luker stated during all of this locals don't get discount or deal for the event. T. Charlton, stated that when she went home that weekend on a break she was unable to get to her house due to cars parked on both sides of the road. T. Charlton continued to explain her interactions with tourists, staff and the event. Chairman Gallagher responded that this sounds like the perfect storm, it is a progressive effort to handle and alleviate the situations that do occur. A. Luker suggested security and signage be increased. J. Ward stated it might work to hand out pertinent contact information to the residents who will be affected by the event. J. Ward continued that it might provide some relief and reassurance for the residents. A. Luker stated that people do drive down G Street fast now and suggested some form of traffic barriers be added to the road. N. Horning responded to the comments that they will take all this in to consideration in future planning. D. Dotson stated that this is a problem that happens at all events throughout town. D. Dotson shared there are issues with residents in different hot spots during events, with help from the county new signs will be put up throughout town to help with these concerns. D. Dotson stated that on the event paperwork it is specific and tough requirements to hold the event. D. Dotson shared that Tom Hequet, an employee, was sent out to look for trash Monday after the event and was unable to find any. T. Charlton stated residents including herself picked it up Sunday. D. Dotson continued that each event has implemented things to alleviate problems like the Grand Prix having parking permits given out to registered participants. A. Luker asked if the I Street opening would be permanent. D. Dotson stated it will remain as it is for now, it is a work in progress. Nicole Barde, resident, asked if it was an option to provide residents cones and signs to protect their property. D. Dotson stated that it is a case by case basis but due to limited staff it isn't feasible to go to each resident with these. D. Dotson did say that if they wanted to borrow caution tape or cones it is possible but it isn't program he wants to start. S. Jolcover stated the event team might consider getting an event cell phone that is publicized to handle complaints and execute plans. D. Dotson stated that he does include the event managers contact information in his event updates on Facebook and these updates are distributed to dispatch, sheriff's office and fire department. A. Luker stated that as a resident that information isn't available. D. Dotson stated that if you call dispatch you can obtain the information. J. Ward stated that many who are affected by the events don't read the information that is why going door to door may be more effective. D. Dotson stated that he has residents on each street who have reached out to him, and they get taken care of. A. Luker pointed out that the construction crews have been amazing. A. Petrini agreed with this point. J. Ward commented on a good deed by Ames.

A. Sober, spokesperson for Storey County Community Coalition, began with comments on the coalition's review of the past issues brought to the board. The coalition feels that no progress has been made on the top three issues and the docent program is worse off. They are waiting on response form the Board. A. Sober stated they appreciate the agenda item but that this is a voice not an active role. A. Sober stated that the coalition was informed by A. Perry that the board positons is dictated by NRS and the coalition would like to recommend a person for the merchant position. D. Dotson replied that there is a representative on the board in A. Petrini. A. Sober invited A. Petrini to attend the next coalition meeting, which is the second Monday of the month. A. Sober shared the next meeting is October 8 and they hope to secure the conference center for future meetings.

A. Sober stated they spoke to the merchant who were unable to attend the coalition and VCTC meetings and they are happy with the coalition and happy that the group is not a lynch mob. A. sober continued that merchants are happy for the positive movement forward and the clarification between VCTC and Liquid Blue roles regarding events. A. Sober

shared that Sam Toll attended the meeting and provided an update on the Ferrari Races. A. Sober stated they support the event Sam toll is presenting for the next year.

A. Sober continued on with the group's disappointment with the planning of the docent program's reinstatement not moving forward. There seemed to be lack of communication between groups. A. Sober shared this is still important to the town. D. Dotson stated that he reached out to the Living Legends, 601 and wanted to meet. D. Dotson shared that Jim Ward said that the VCTC was not invited or wanted to be involved. D. Dotson continued that this is a program we all need to work together on. J. Ward stated that they only reason the merchants got involved is because it was canceled. Katie Demuth stated that the comments made during the July meeting were misinterpreted by the group. K. Demuth shared that the lunch incentive program was disbanded due to some misuse but the docent program was still being used. The VCTC communicates with the docents on a regular basis, invites them to parades, provides lunch after the parades, funds the Nevada Day entry, and uses them for groups. K. Demuth stated there is still a program. K. Demuth shared that the Living Legend representative communicated with the VCTC regarding the program movement with merchants. J. Ward stated the concerns of the coalition, the communication and movement forward working with all parties. Chairman Gallagher stated that the VCTC has had a docent program for a few years that the coalition wants to be involved with this endeavor and wants to go beyond what the VCTC does. J. Ward stated this is what the coalition is looking to do. D. Dotson clarified the reason for approaching J. Ward as the lead rather than the whole coalition. J. Ward responded with the coalition's reaction. A. Perry stated that the next step should be to clarify the leads from the coalition to meet with the VCTC and other groups regarding this part. A. Sober stated that the coalition would present A. Luker, J. Ward and Richard Oates as the leads for the docent program.

A. Sober shared that Richard Oates gave an update on a radio program with the X radio Station. The coalition was suggested to look into doing their own radio and social media efforts which focus on specific merchants throughout the year.

The coalition did a post-mortem on the Camel Races, the Rodeo and Labor Day. A. sober shared that the Camel Races brought people back to C Street via busses after the event, there were competing vendors at the event, no local's discount, major issues with parking security and garbage. A. Sober continued on to the rodeo. The coalition loved the event and the Fiesta del Charro worked. Visitors spent lots of money in town. Sunday crowd was well dressed and polite. The cattle drive was a letdown to some and very small. A. Sober moved on to the Labor Day Parade and shared that the Civil war reenactors were great, the politics overshadowed Virginia City, and the parade was not entertaining for adults or children. Chairman Gallagher and A. Sober discussed the election year and how it plays into the parade. D. Dotson commented on some letters that were received after the parade, the letters pointed out it was not a family event and that politics got in the way. D. Dotson stated that policies will be put in place to help with some problems that arise in the parades. Chairman Gallagher shared past experiences with parades. K. Demuth stated that some problems did arise. K. Demuth continued that this is a Labor Day parade and it is the best attended in the state from the Unions. K. Demuth shared it was parade participants as well as residents causing problems. K. Demuth shared some ideas that may provide entertainment to the crowd. A. Sober shared comments from the coalition that more parades would be welcomed. Denise Crites, Comstock Chronicle, stated that the megaphone was the biggest issue. D. Crites continued that the kids she viewed seemed to be enjoying themselves. Jim Hindle, Storey County Republicans, stated that the letters sent in were from the republican group. J. Hindle explained what happened to the group during the parade. J. Hindle suggested clear rules and guidelines be provided to the participants. K. Demuth commented that entries can be nixed and asked to not come back if they break rules.

A. Sober stated that coalition would like to see the October 11 workshop be reconsidered so more can be available. The coalition also extended an invite to Deny Dotson for the next coalition meeting October 8.

A. Sober shared that it appears events aren't provided with all available merchants, store hours and openings. A. sober provided an example that the 100 Mile endurance Horse race was told only the Bucket of Blood would be open, the organizer was upset that all information was not provided. A. Sober provided the question that why only some merchant's information is being shared with events and visitors. A. Petrini explained that this is not a VCTC funded event. T. Charlton stated the groups call the visitors center and get the information from whomever is answering the phone. K. Demuth stated that there is always information the VCTC doesn't know and it goes both ways. A. Sober and K. Demuth discussed the specific incident with the 100 Mile Endurance Horse Race. Chairman Gallagher clarified that the board is not excluding any merchant or business and that he would attend the meeting as representative of the board as well. A. Sober stated that she requested Deny's job description and he provided it.

10. CHAIRMAN GALLAGHER BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: GROUPS, FAMS, TRADE SHOWS AND VISITOR CENTER UPDATE.

J. Hindle thanked the VCTC and staff for allowing the Eagles to setup at the Visitors Center.

K. Demuth provided an update on groups coming to town. K. Demuth continued her group report with future ideas and deals for groups. K. Demuth stated she will be attending NTA in Milwaukee as the RTT representative and Governor's Global Tourism Summit in November. K. Demuth shared Google search results and reviews, explained that businesses are capable of claiming this listing and keeping it updated. K. Demuth shared some recent reviews from Google. K. Demuth wrapped up with some comments on Labor Day parade and the Visitor Center hanging new *Where are You From* maps.

11. CHAIRMAN GALLAGHER BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: PIPER'S OPERA HOUSE UPDATE

K. Demuth provided update on Piper's Opera House. K. Demuth recapped past events, Athena McIntyre and Melody Guy show. K. Demuth shared that the Murder Mystery Dinner is scheduled for 3 shows with additional seats being added. T. Charlton asked who was providing dinner for the show. K. Demuth stated Canvas Café was the caterer. K. Demuth stated you can get tickets through the Piper's website or Piper's Facebook page. K. Demuth shared upcoming shows through the end of October. K. Demuth stated tours are going well with the change to open house tours and have made more than \$2,000. A. Petrini asked if admission has always been charged. K. Demuth answered that there was always admission at various prices but now it is no longer a guided tour through property. A. Petrini asked what is charged now. K. Demuth stated admission is \$3 for all who come to Piper's. K. Demuth stated a school group is coming October 17. A. Perry shared that the group is the first joint school tour organized by five non-profits in town. The tour is a set route through the five properties. A. Perry shared the students are 4th -7th graders. K. Demuth stated that there are four weddings booked for October and more than \$15,000 in booked weddings for the year. K. Demuth shared about the filming of *The Stage Beyond*, a media piece that was filmed for free. K. Demuth played the video. K. Demuth stated that the video was sponsored by a business off the hill, but was free to Piper's Opera House. The video included an interview with Whitney Brunson, b-roll of the property and filming of *Midsummer Night's Dream*. A. Petrini asked how the video came about. K. Demuth stated the company reached out via email to Piper's Opera House and RAD Strategies coordinated the filming.

12. CHAIRMAN GALLAGHER BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: STAFF REPORTS & CORRESPONDENCE & FUTURE MEETINGS

D Dotson provided a director's report which included update on Rodeo & Fiesta del Charro event paperwork, media interviews with all local stations, event setup and teardown and follow-up after. D. Dotson stated that the VCTC is hiring for an admin position and interviews were scheduled. D. Dotson stated budget review is a continuous process. D. Dotson shared he attended event and marketing meetings. D. Dotson stated he and staff did a visitor center review focused on merchandising, marketing and budget review. D. Dotson attended the county commission meeting in both August and September. As well as the county manager monthly meeting and review. D. Dotson shared that as part of the local community he sits on the Fourth Ward School board, Wildlife Advisory Board. Coordinated board agenda and packet, reviewed minutes and email newsletters. D. Dotson addressed the coalition asking for their comments to be included in the board packet moving forward. D. Dotson stated he continues to work on general special event paperwork including NDOT permits. D. Dotson worked with outside promoters for upcoming events. D. Dotson shared about possible new events in 2019 and 2020 including extreme motorcycle event, barrel racing, new road race and the Wild West fest. D. Dotson updated on the International Collegiate Mining Competition coming March 2019. D. Dotson stated a few special projects include website editing and training, app and beacon development are in the works. D. Dotson shared that the Black & Howell building is being handled by the county as updated on during public comment. D. Dotson stated the Gold Hill depot is now under a short term lease with the Gold Hill Hotel. D. Dotson provided update on fairground and arena next steps including that an appraisal is scheduled and meeting with the DA and county manager to create a plan. D. Dotson stated an additional TravelNevada video was done at the Fourth Ward School, this one being focused on Why Tourism and is for the Nevada legislature. D. Dotson stated a discussion with a new attraction for wagon rides is in the works. D. Dotson shared he was part of a conference call to discuss the VCTC brochure being translated to Mandarin. D. Dotson shared the committee and meetings he was participant of since previous meeting which included department head meetings, V&T Railway Commission meeting, general manager meeting, Piper's Opera House board meeting and RTT board meeting. D. Dotson shared that RTT was in VC for their monthly meeting and provided an overview of what RTT does. A. Petrini asked how this meeting was coordinated. D. Dotson shared that each month the meeting rotates through the region. A. Petrini asked for further explanation. K. Demuth explained that RTT holds monthly meetings, all 150 members are invited and the meeting each month is in a different part of the territory. Chairman Gallagher shared that each territory is part of TravelNevada and we get some great publicity through the group. D. Dotson continued with that the TravelNevada team attends and it is a great opportunity to engage with them. D. Dotson stated that as part of RTT he is the chair for a special grant project. D. Dotson shared images from the Way it Was Rodeo & Fiesta Del Charro taken by Liz Huntington. The photos included one of the cattle drive, the little Charro contest, dancing horses & escarmusa group, a crowd shot from Fiesta del Charro Sunday, and lastly a photo from a bronc riding event.

D. Dotson stated that the upcoming meeting at 5 pm October 11, 2018 would be a regular board meeting followed by the merchant workshop. The thought was that Piper's would be the best location with that many people and their availability would work with doing one date for both meetings. D. Dotson continued with the goal of the workshop and a possible outline. D. Dotson stated the timing is crucial due to the event calendar setup and release. Chairman Gallagher shared the meeting can be done very quickly and the workshop can begin at 6 pm. Chairman Gallagher stated that an overview of what the VCTC does would be a good starting point, then an overview of what the coalition perceives their role is and followed by some subcommittees being looked at. A. Sober agreed with Chairman Gallagher on the format explained. A. Sober didn't know if the coalition would be able to provide exact leads and subcommittees before October 11, but that they could provide a few topics that were most important to the coalition. N. Barde stated that the majority of the October 8 coalition meeting would be to prepare for the October 11 meeting. A. Sober reminded the group that was the meeting Deny and Angelo were invited to. D. Dotson stated that a survey was planned to garner data before the October 11 workshop. A. Sober agreed the survey was a good idea to stop any assumptions by the groups. Chairman Gallagher stated that the VCTC is aware of some concerns but perhaps not as aware of the details of each complaint. A. Sober stated that clarification from the VCTC might also clear up some topics. A. Perry stated that there are some things that VCTC and the board owe the coalition. A. Perry continued that these items will help with the communication, the assumptions and provide ground work for moving forward. Chairman Gallagher stated some of the unique qualities the VCTC has and what they do in the tourism industry. Chairman Gallagher stated that with further explanation it will possibly clear up some of the misunderstandings. T. Charlton stated that the comment of communication keeps coming up. Chairman Gallagher shared that some of this could be cleared up at meetings and the meetings are always the same day of the month. Chairman Gallagher stated that without the audience at the meetings the information can't get out. A. Sober stated that the coalition will make the October 11 meeting work to the best of their ability and asked that moving forward maybe multiple dates be laid out for choices. A. Sober shared that the coalition is interested in more subcommittees that meet on a regular basis as well. A. Petrini asked if the October 8 meeting was still on. A. Sober responded with yes.

Mark Charlton, Virginia City resident, stated that since Virginia City is a historic Victorian town that the community and VCTC should pay more attention to the new structures being built in town especially on C Street. M. Charlton provided examples of what would fit and what could be done. Chairman Gallagher responded that this was not something the VCTC handled and should be brought up to the Comstock Historic District. A. Petrini suggested they attend the planning commission meetings where they review and decide on what is allowed in town. Chairman Gallagher shared more of what the historic district does and how they could be helpful.

13. CHAIRMAN GALLAGHER BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: ADJOURNMENT OF COMMISSION BOARD MEETING

Chairman Gallagher adjourned the meeting at 12:06 p.m.