

VIRGINIA CITY TOURISM COMMISSION (VCTC)

January 10, 2019 9:00 a.m.

Virginia City Conference Center
10 South E Street, Virginia City, NV 89440

MEETING MINUTES

Notice: Items on the agenda may be taken out of order; two or more agenda items may be combined for consideration; and items may be removed from the agenda or discussion relating thereto delayed at any time. This is the tentative schedule for the meeting. The Commission reserves the right to take items in a different order to accomplish business in the most efficient manner.

The following minutes are a summarized explanation of the topics discussed. A taped recording of these proceedings will be kept for review.

CALL TO ORDER

Chairman Ron Gallagher called the meeting to order at 9:00 a.m.

Pledge of Allegiance

1. ROLL CALL

Leah Kruse called roll.

Chairperson: Ron Gallagher
Vice Chair: Corrado DeGasperis
Treasurer: Vanessa Stephens
Board Members: Angelo Petrini
Lance Gilman
A. Perry

L. Kruse noted there was a quorum present.

Others: Deny Dotson, Director
Katie Demuth, Tourism & Marketing Manager
Leah Kruse, Administrative Specialist
Whitney Brunson, Special Events Coordinator

2. CHAIRMAN GALLAGHER BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: APPROVAL OF THE AGENDA

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L. Gilman made the motion to approve the agenda.

Second – C. DeGasperis

Approved – Unanimously

3. CHAIRMAN GALLAGHER BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: APPROVAL OF MEETING MINUTES

A. 13 December 2018

R. Gallagher made the motion to approve the minutes from the December 13, 2018 meeting.

Second – L. Gilman

Approved – Unanimously

A. Perry asked how events make it onto the events calendar. D. Dotson stated that notification ahead of time is necessary for the event to be marketed and that the size of the event is crucial in deciding if the event makes it on to the calendar. D. Dotson also stated that it is very difficult to get information by January for events that take place later in the year. A. Perry stated that there is value in promoting smaller events that can bring in more locals. D. Dotson said that the short-term answer to all of the concerns regarding marketing events is to post the smaller/local events on the website. A. Perry stated that knowing what the criteria is for being included on the calendar of events is crucial and once a merchant is aware, it is on them to make sure that they get the information to the proper place by the deadline.

9. CHAIRMAN DEGASPERIS BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: COMMUNITY COALITION UPDATE

A. Sober presented information on the Storey County Community Coalition. A. Sober presented handout that included a new mission statement for the Storey County Community Coalition and stated that they now have membership options for the coalition. A. Sober said that she hopes that these details prove the seriousness of the coalition and hopes to continue involvement and communication with VCTC.

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

K. Demuth shared that groups are down 11% from last year, but if bus groups are pulled out of the numbers, group visitors were actually up by 400.

K. Demuth stated that she will be attending the American Bus Association conference in January in which she already has twenty confirmed appointments.

K. Demuth shared that an overhaul on the Comstock Adventure Pass is being worked on and more information about this program will come soon. K Demuth said that pre-purchased tickets are being looked into, as many visitors are interested in that and request them when calling the Visitor Center.

K. Demuth said that there are new products in the Visitor Center for sale that include stickers, shirts, baskets, and prints from local photographer, Liz Huntington.

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

W. Brunson shared that private events have been a major revenue generator for Piper's.

W. Brunson mentioned some upcoming events, which included a singer-songwriter event, a burlesque show, the Father Daughter Dance, Roseanne Cash's fundraiser, and a new Piper's Players show in the spring.

W. Brunson stated that tours are still being done even during the offseason and that scheduled tours will continue again beginning in April.

C. DeGasperis asked if Piper's budget was included in the VCTC budget or if it was separate. D. Dotson stated that Piper's has a separate budget.

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

D. Dotson shared that he is working on a master plan for the fairgrounds and that the majority of that property is now officially owned by Storey County.

D. Dotson stated that he has been working with an architect regarding the Black and Howell property.

D. Dotson shared that he is working on possibly bringing a large convention into town in 2020, but is unwilling to discuss much at this time as nothing has been confirmed.

L. Kruse shared some correspondence that was sent to the VCTC.

L. Kruse stated that the next meeting is Thursday, February 14, 2019.

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

Chairman DeGasperi adjourned the meeting at 10:45 am.

DRAFT