

VIRGINIA CITY TOURISM COMMISSION (VCTC)

May 9, 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

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

Pledge of Allegiance

1. ROLL CALL

Leah Kruse called roll.

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

L. Gilman noted there was a quorum present.

Others: Deny Dotson, Director
Katie Demuth, Tourism & Marketing Manager
Leah Kruse, Administrative Specialist

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

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 Commission may combine two or more items for consideration and may remove an item from the agenda or delay discussion relating to an item on the agenda at any time.

A. Perry made the motion to approve the agenda.

Second – A. Petrini

Approved – Unanimously

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

A. 14 March 2019

A. Petrini made the motion to approve the minutes.

Second – A. Perry

Approved – Unanimously

4. BOARD MEMBER 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.

There was no public comment.

5. BOARD MEMBER GALLAGHER BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: SPECIAL EVENT UPDATES

Neil Horning, Liquid Blue Events, stated that the Oyster Fry was the biggest one to date. N. Horning shared that even though cook entries were a little light, the food was distributed in such a way that there was not a single complaint about running out of food. N. Horning said that the event surplus was over \$23,000 and that there were a record number of bar crawl participants at 600.

N. Horning shared that there will only be four food vendors at the Chili on the Comstock event this year (last year there were nine or ten). A. Perry asked if the four food vendors would be set up away from Virginia City restaurants. N. Horning answered that, yes, they will not be in front of restaurants. Nicole Barde, Storey County resident, asked if there are instructions in vendor packets that state that vendors must keep their items in their area. N. Horning stated that they would monitor that situation on the day of the event. N. Horning shared that there will not be a fun run this year and that the saloon crawl is now a craft beer tour.

Curt Chapman, President and Ron Honea, Director of the Virginia City Motorcycle Club, presented information to the board regarding the Virginia City Grand Prix. C. Chapman stated that a small group of volunteers puts on the event and was pleased with how they handled it. C. Chapman also stated that there was news coverage and some magazine coverage of the race. C. Chapman shared that the purpose of putting the event back on C Street was to get more people into town and in the future, they would like to see the race be part of a festival. A. Petrini asked if the merchants were satisfied with the closing of the street in front of the businesses. C. Chapman stated that everyone he spoke to was ok with the closure prior to the race. D. Dotson stated that some merchants were ok with it and some did not think it would work, but that no one was upset with the idea and thought that this event would potentially bring people to town. D. Dotson also stated that once the race was set up, there were a few things that were changed and that there will be positive changes going forward now that the event has been completed. Tina Perkins, Bonanza, stated that the fencing wasn't ideal for people to pass through and that there was no place to park in the evening so tourists did not come up to C Street. Judy Cohen, Storey County business owner, shared that she lost business during the event and expressed her desire to include all of the businesses in events. C. Chapman stated that they would like to hear all complaints/issues with the race and work to fix them prior to the 2020 race. L. Gilman suggested setting up a meeting with the merchants prior to the next Virginia City Grand Prix. Sam Toll, Storey County Community Coalition, invited C. Chapman and R. Honea to a coalition meeting to discuss the event.

K. Demuth shared there will be a parade and that a new event will take place over the Memorial Day weekend called Doc's Wild West Fest. D. Dotson stated that the Wild West Fest should consist of about 12 bands and that they will perform at the fairgrounds. K. Demuth shared that the trains also start back up over Memorial Day weekend.

D. Dotson shared that close to 3000 runners will be in Virginia City beginning the first weekend in June for the Reno-Tahoe Odyssey.

D. Dotson stated that the date of Spring Street Vibrations is now the weekend of June 7th – 9th and that event schedule is incorrect as the City of Reno changed the date after the event schedules were printed.

D. Dotson shared that the 100 Mile Endurance Horse Race will occur on September 20, 2019 and that the riders line up at 5:00 am and are gone by 6:00 am.

6. VICE CHAIRMAN GILMAN BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: FINANCIAL UPDATE

- A. *Tourism Tax Report*
- B. *Transient Lodging Tax Report*

D. Dotson reported that Tourism Tax is coming in 13k over budget this year.

D. Dotson shared that the March Transient Lodging Tax Report numbers are up this year due to the mining competition. N. Barde asked if the rooms are fully booked at the TRI property. L. Gilman stated that he believes they could book more and that there are new lodging properties in the works for the area that should be approved soon.

7. VICE CHAIRMAN GILMAN BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: REVIEW AND POSSIBLY APPROVE A RESOLUTION CONSENTING THAT THE STOREY COUNTY BOARD OF COMMISSIONERS MAY OVERSEE THE SALE OF THE CRYSTAL BAR/VISITOR CENTER

D. Dotson stated that the district attorney asked that the board review and approve a resolution that gives consent to the Storey County Board of Commissioners to oversee the sale of the Crystal Bar/Visitor Center.

R. Gallagher made the motion to approve the resolution.

Second – A. Perry

Approved – Unanimously

D. Dotson read the resolution in its entirety into record.

8. VICE CHAIRMAN GILMAN BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: MARKETING UPDATES

Ronele Dotson, RAD Strategies, shared two (of the four) current videos that are being used on television to market the adventure passes. R. Dotson stated that there will be video on Lake Tahoe TV, which could potentially reach 507,000+ people, that will be used to promote the area.

R. Dotson stated that using social media stories is steadily increasing the reach on both Instagram and Facebook.

R. Dotson also shared that website visitors increased by 7%, that email open rates are at 19%, that Miss America contestants visited the town and that Virginia City was mentioned on the show, and that Instagram has reached 10k followers.

R. Dotson stated that the next phase of the Below the Surface advertisement will be focused on performing arts in the area.

N. Barde commented that the Below the Surface videos are wonderful, but that the audio on the videos sounds very tinny and just not as rich as the video. R. Dotson shared that they are aware of this and hope to have a fix moving forward.

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

K. Demuth shared the Chili on the Comstock awards that were made by MX Trophies.

K. Demuth stated that group numbers are close to beating last year's numbers. K. Demuth also shared that she is still looking for deals from local merchants to give out to groups.

K. Demuth shared the new full-color maps that are being given to visitors at the Visitor Center.

10. VICE CHAIRMAN GILMAN BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: PIPER'S OPERA HOUSE UPDATE

K. Demuth said that the country line dancing at Piper's was well attended and that W. Brunson is looking to repeat the event.

K. Demuth shared that the Roseanne Cash concert coming up the next weekend is sold out and the street in front of Piper's will no longer be closed.

K. Demuth stated that there are still tickets available for all of the upcoming For Love of a Comstock Girl shows.

11. VICE CHAIRMAN GILMAN BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: COMMUNITY COALITION UPDATE

S. Toll shared that members of the Community Coalition have been walking the boardwalk to inform merchants of coalition meeting times and their location as well as discussing merchant complaints/issues with them.

S. Toll stated that the Ferrari Hill Climb is looking at ways to be more impactful to the businesses on C Street.

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

D. Dotson stated that the fairgrounds continue to be developed and public works has been helping with the dirt work. D. Dotson shared that he is very excited about the new advertising campaigns that will be starting shortly.

L. Gilman wrote a check to VCTC for \$12,500.00 to help with advertising or special events. L. Gilman also announced that there would be a new restaurant in town opening soon.

A. Perry asked for clarification on the purpose of the Facebook merchant page. D. Dotson answered that the merchant page is strictly for sharing information it is not a place to state opinions.

L. Kruse shared some correspondence that was received by the VCTC, which included photographs from 1899 to 1903 of Virginia City.

L. Kruse stated that the next meeting is Thursday, June 13, 2019 at 9:00 am.

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

Vice Chairman Gilman adjourned the meeting at 10:45 am.