

VIRGINIA CITY TOURISM COMMISSION (VCTC)

June 13, 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

Chairperson C. DeGasperis called the meeting to order at 9:00 a.m.

Pledge of Allegiance

1. ROLL CALL

Leah Kruse called roll.

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

L. Kruse noted there was a quorum present.

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

2. CHAIRMAN DEGASPERIS 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.

C. DeGasperis stated that there was a request to move Events to the top of the agenda. No one objected to this change.

L. Gilman made the motion to approve the agenda.

Second – A. Petrini

Approved – Unanimously

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

A. 9 May 2019

R. Gallagher made the motion to approve the minutes.

Second – A. Petrini

Approved – Unanimously

4. CHAIRMAN DEGASPERIS 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.

Stephen Saylor, Comstock Foundation, shared that a blacksmith shop that was previously located in Dayton, NV from Wadsworth, NV (where it was moved in 1965). S. Saylor stated that it would be used for classes, etc. once it has been restored. S. Saylor also stated that Comstock Foundation received a grant from Travel Nevada for 29,000 brochures to be distributed. S. Saylor also shared that NV Energy Foundation grant for \$20,000 for the new museum and they will be doing a check presentation on June 25, 2019 at 10:00am at Donovan Mill. S. Saylor also said that for the first time in many years, there is now power at the Donovan Mill thanks to donations from Briggs Electric and Wesco.

S. Saylor presented a certificate of appreciation to the VCTC in recognition of their support of the Comstock Foundation for History and Culture.

John O'Brien, JOBO & Associates, stated that their company took over management services of Silverland Inn & Suites on June 1, 2019. J. O'Brien shared that they are aggressive with their rates and they will be keeping the hotel open 365 days a year.

5. CHAIRMAN DEGASPERIS BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: SPECIAL EVENT UPDATES

Neil Horning, Liquid Blue Events, updated everyone on Chili on the Comstock by stating that it was a good event despite the weather. N. Horning said that the event is still in the black even though attendance was down. K. Demuth said that there is a grant in the works that will be used to increase Hispanic attendance in Virginia City and that it was written this year with a specific push to get people to the rodeo.

N. Horning asked for approval of the rodeo budget in the amount of \$88,000.

R. Gallagher made the motion to approve the rodeo budget in the amount of \$88,000.

Second – L. Gilman

Approved – Unanimously

K. Demuth asked for approval of the 4th of July budget in the amount of \$22,305.

L. Gilman made the motion to approve the 4th of July budget in the amount of \$22,305.

Second – R. Gallagher

Approved – Unanimously

K. Demuth shared an update regarding the Reno-Tahoe Odyssey and stated that although she didn't attend the event, she heard that it went well. K. Demuth said that some rodeo tickets were given out to some participants.

K. Demuth stated that the Street Vibrations Spring Rally went very well and that the attendance seemed more than ever before.

K. Demuth shared that first Women with Wheelz Car Show will occur June 15th and that E Street would be closed from Union to Sutton.

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

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

K. Demuth shared the Tourism Tax Report and said that the totals are 57k above budget this year.

K. Demuth also shared that the Transient Lodging Tax is up over the budgeted amount. L. Gilman stated that there is a strong possibility that 2 new hotels could be built in the TRI area.

7. CHAIRMAN DEGASPERIS BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: MARKETING UPDATES

Amy Demuth, RAD Strategies, shared a survey of small destinations that asked which social media tools were being used to market their areas. A. Demuth said that it looks like Virginia City is on top of the current trends by using both Facebook and Instagram.

A. Demuth shared that she is attempting to bring more media up with a focus on the Camel Races.

A. Demuth stated that RAD is using stories on Instagram more often now to attempt to gain more followers. K. Demuth said that brochures are still a big request and are still distributed widely across the region.

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

K. Demuth said that more bus company groups are coming to town so group numbers should be looking up.

K. Demuth shared that a lot of media FAM groups have been coming to town.

K. Demuth asked once again for merchants to let her know if they have deals that they would like to offer to groups and FAMS.

K. Demuth shared that there are new Nevada-focused t-shirts for sale in the Visitor Center. K. Demuth explained that they are Nevada shirts instead of Virginia City shirts so as not to compete with local merchants.

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

W. Brunson shared that Piper's is excited for the next Piper's Players production after the successful For Love of a Comstock Girl. W. Brunson said that auditions for the next production, which will be in the winter, would happen shortly.

W. Brunson said that they are working on the final contract to get The Black Lillies to Piper's in August.

W. Brunson shared that she has already met her budget goals for weddings in the next fiscal year.

W. Brunson said that the self-guided tours of Piper's are doing really well and that people have responded positively to them.

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

Nicole Barde, Storey County resident, shared that a poll was taken by the merchants regarding events that occur in Virginia City and some merchants said that the most recent Chili event caused a loss in business at their locations. N. Barde said that the poll also states that having ATMs at events hurts the merchants who have ATMs at their location. K. Demuth shared that she will take the ATM comments with Liquid Blue Events.

L. Gilman said that the Chili event is competing with the national level chili cook-offs. K. Demuth said that this year was tough because it was cold and that the event is a hard one because getting competitors to participate has been difficult. C. DeGasperis encouraged everyone to keep adding their input on the events so that new ideas can be implemented in order to better all of the events.

L. Gilman said that it would be worth looking into some sort of step-on/step-off transportation in town.

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

L. Kruse stated that the next meeting is Thursday, July 11, 2019 at 9:00 am.

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

Chairman DeGasperis adjourned the meeting at 10:50 am.

DRAFT