

VIRGINIA CITY TOURISM COMMISSION (VCTC)

October 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

Vice Chair Lance Gilman called the meeting to order at 9:00 a.m.

Pledge of Allegiance

1. ROLL CALL

Leah Kruse called roll.

Chairperson: Corrado DeGasperis - Absent
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. VICE CHAIR L. GILMAN 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.

R. Gallagher made the motion to approve the agenda.

Second – A. Petrini

Approved – Unanimously

3. VICE CHAIR L. GILMAN BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: APPROVAL OF MEETING MINUTES

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A. Perry made the motion to approve the minutes.

Second – R. Gallagher

Approved – Unanimously

4. VICE CHAIR L. GILMAN 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.

Sam Toll, Storey County resident, shared that the Community Coalition would be reconvening in November and asked that they be placed back on the agenda. S. Toll gave a brief update on how the Ferrari Hill Climb which included the fact that approximately 75 people stayed in town over the course of the event and that the town appeared to be full on Saturday. S. Toll stated that he was delighted that D. Dotson gave the Hill Climb the dates of September 19 & 20 of 2020 for the next event and that he is already working on a "mini Hot August Nights car show".

S. Toll also shared that he has been working with the Department of Taxation for over a year and that he has finally been able to have them separate revenues for the county based on zip codes. S. Toll shared that he will be sharing that data with the board in the months to come.

L. Gilman shared that a new zip code for the TRI area went into effect on October 10th which should result in an increase in sales tax for Storey County.

Jeff Wood, Comstock History Center, thanked the 21 volunteers who showed up after Street Vibrations to help pick up garbage. J. Wood shared that he believes residents, merchants, and county and state government should tackle the garbage problem.

L. Gilman shared that the Air Races use a trailer to move people around the air races but that when they are not in use they are in storage. L. Gilman stated that someone from Storey County should contact the air races to see if these people-movers could be borrowed when they are not in use in Reno.

5. VICE CHAIR L. GILMAN BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: RECOGNITION OF IRIS FARRIS'S 15 YEARS OF SERVICE

D. Dotson shared that Iris Farris recently announced her retirement from the VCTC and D. Dotson presented I. Farris with a plaque in recognition of her 15 years of service.

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

- A. *Transient Lodging Tax Report*
- B. *Tourism Tax Report*
- C. *Cemetery Gin*

D. Dotson shared the Transient Lodging Tax Report and stated that dollars are a bit down, but rooms are up.

D. Dotson shared the Tourism Tax Report and stated that the numbers are up quite a bit (again). D. Dotson asked S. Toll if he would be sharing the information he receives from the Department of Taxation. S. Toll said that he would reach out to Hugh Gallagher in the Comptroller's office.

D. Dotson shared that the VCTC has donated a little over \$1600 to the Cemetery Foundation (\$1 of every bottle of Cemetery Gin sold) since the beginning of the fiscal year.

Nicole Barde, Storey County resident, asked why, after the transfer of data to a new system, there still does not appear to be accurate financial reports. L. Gilman answered that the question may be better answered at a county commission meeting. D. Dotson shared that he is still getting the numbers and is able to interpret them.

6. VICE CHAIR L. GILMAN BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: MARKETING UPDATES

Ronele Dotson, RAD Strategies, shared numerous marketing updates, some of which include the unveiling of the new billboard on Highway 50, the fact that Pandora is driving website traffic from people from San Jose, a video that was taken with a GoPro camera on an ostrich head, and that social media reach continues to increase.

7. VICE CHAIR L. GILMAN BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: SPECIAL EVENT UPDATES

Christine Verrier, Liquid Blue Events, shared that 24 outhouses participated in the outhouse races and that the crowd turnout was great. S. Toll stated that the speaker used during the event seemed to be too loud. D. Dotson reminded everyone that money is never made on this event as it is free to participate.

C. Verrier shared that Liquid Blue Events has secured a horse and buggy to move people around during Christmas on the Comstock events. D. Dotson asked that merchants please get in touch with VCTC to sign up for the Christmas on the Comstock events. K. Demuth said that if merchants want their information to be included in the printed material, they need to let her know as soon as possible. N. Barde asked what the response to has been. K. Demuth stated that a lot of merchants have expressed interest in being a part of the events. Jim Webster, Silverland Inn and Suites, shared that they will have a special rate through December and that they may have a Santa on property if it does not interfere with other events. D. Dotson said that there will be a few Santas in town so they will need to coordinate. S. Toll stated that he will send one last minute email to the merchants in town reminding them that they need to reach out to the VCTC by Friday in order to be included. C. Verrier shared that the merchants do not even need to share what they are doing during the Christmas on the Comstock events; they just need to announce that they will be participating.

D. Dotson shared that he has purchased lights/banners/garlands that will hang across C Street during the holiday season.

K. Demuth shared some of the events that will be occurring during the whole month of October for Hauntober.

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

K. Demuth shared that groups are substantially up from previous years. K. Demuth said that Travel Nevada brought a FAM up recently that was able to stay overnight. K. Demuth also shared that the visitor center had a great summer and that the sales incentive that was implemented with the staff worked well. K. Demuth stated that James Walton has been hired as the part-time employee for the visitor center. K. Demuth shared a brief update on the work that is being done on the water damaged wall in the visitor center. Finally, K. Demuth reminded everyone that Rural Roundup is still on and will be occurring in Virginia City in April of 2020 with an expected turnout of 250 people.

9. VICE CHAIR L. GILMAN BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: PIPER'S OPERA HOUSE UPDATE

Whitney Brunson, Piper's Opera House, shared that Squeek Steel donated all of the proceeds from the viewing of her documentary at Piper's in the amount of \$1700. W. Brunson gave a brief overview of the events coming to Piper's in October and shared a teaser trailer for Fright Night. W. Brunson shared a couple of nice online reviews that were received from recent brides who were married at Piper's.

11. VICE CHAIR L. GILMAN BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: STAFF REPORTS & CORRESPONDENCE & FUTURE MEETINGS

D. Dotson thanked Silverland Inn and Suites for hosting the recent Reno-Tahoe Territory meeting. D. Dotson shared that the freight depot is still being worked on by the county. D. Dotson shared that the fairgrounds have received new gates, locks, etc. so that entry can be controlled moving forward.

L. Kruse shared that the next meeting is Thursday, November 14, 2019 at 9:00 am.

J. Duffy, Storey County resident thanked everyone who participated in the trash cleanup. J. Duffy shared that members of the Virginia and Truckee Railroad Historical Society will be in Virginia City over the weekend.

12. VICE CHAIR L. GILMAN BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: ADJOURNMENT OF COMMISSION BOARD MEETING

Vice Chair L. Gilman adjourned the meeting at 10:15 am.