

# Virginia City Tourism Commission Meeting

## AGENDA

86 South C. Street - P.O. Box 920 - Virginia City, Nevada 89440  
(775) 847-7500 Phone – (775) 847-7507 Fax

Website - [www.VisitVirginiaCityNV.com](http://www.VisitVirginiaCityNV.com) Email - [VisitorInfo@StoreyCounty.org](mailto:VisitorInfo@StoreyCounty.org)

DATE: 9 APRIL 2020

02:00 P.M.

Due to the Governor's mandated steps to protect against the spread of COVID-19, the Virginia City Tourism Commission is not hosting an in-person board meeting this month. Members of the public who wish to attend the meeting remotely, may do so by accessing the following meeting on Zoom.com:

### Join Zoom Meeting

<https://zoom.us/j/112736881?pwd=akJZeTFVeFZwUINBL21EbDhSYUQ1Zz09>

Meeting ID: 112 736 881

Password: 318577

If necessary, you may join by phone by calling one of the following numbers:

+1 669 900 6833 US

+1 253 215 8782 US

+1 301 715 8592 US

Meeting ID: 112 736 881

*NOTICE: A POSSIBLE QUORUM OF THE MEMBERS OF THE STOREY COUNTY BOARD OF COMMISSIONERS AT THIS VIRGINIA CITY TOURISM COMMISSION BOARD MEETING. NO OFFICIAL COUNTY BUSINESS WILL BE CONDUCTED.*

➤ **CALL TO ORDER**

➤ **PLEDGE OF ALLEGIANCE & ROLL CALL**

*\*DISCUSSION ONLY*

➤ **PUBLIC COMMENT**

*Public comment will be allowed at the beginning and end of each meeting (this comment should be limited to matters **not** on the agenda). Public comment will be allowed after each item on the agenda (this comment should be limited to each agendized topic).*

**The Board Chair reserves the right to limit the time allotted for each individual to speak.**

**Public comment will be via the "Chat" feature in the Zoom meeting software and/or by calling in to the meeting on one of the Zoom phone numbers listed above.**

➤ **APPROVAL OF AGENDA FOR**

- 9 APRIL 2020

*\*DISCUSSION / FOR POSSIBLE ACTION*

➤ **APPROVAL OF MINUTES FROM**

- 12 MARCH 2020

*\*DISCUSSION / FOR POSSIBLE ACTION*

**\*\*\* NEW BUSINESS \*\*\***

- **COVID-19 UPDATE** AUSTIN OSBOURNE
  
- **FINANCIAL UPDATE** DENY DOTSON
  - TOURISM TAX REPORT
  - TRANSIENT LODGING TAX REPORT
  - 2019-20 / 2020-21 BUDGETS
  
- **MARKETING UPDATES** RAD STRATEGIES
  - VISITOR & LOCAL MESSAGING
  
- **SPECIAL EVENT UPDATE** LIQUID BLUE EVENTS
  - ROCKY MOUNTAIN OYSTER FRY
  - VC GRAND PRIX
  - EASTER EVENTS
  - PARACON GHOST CONVENTION
  - CHILI ON THE COMSTOCK
  - 2020 CALENDAR CHANGES / POSSIBLE NEW EVENT
  
- **DISCUSSION AND FOR POSSIBLE ACTION TO PAY ALL EXPENSES RELATED TO THE CANCELLATION OF THE ROCKY MOUNTAIN OYSTER FRY FOR ALL COOKS AND VENDORS IN THE AMOUNT OF \$13,200.62, PAYABLE OUT OF REMAINING BUDGET NOT SPENT ON THE EVENT.** DENY DOTSON  
*\*DISCUSSION / FOR POSSIBLE ACTION*
  
- **GROUPS, FAMS, TRADE SHOWS AND VISITOR CENTER UPDATE** KATIE DEMUTH
  - RURAL ROUNDUP – OCTOBER 7-8-9*\*DISCUSSION ONLY*
  
- **PIPERS OPERA HOUSE UPDATE** WHITNEY BRUNSON
  - RESCHEDULED EVENTS
  - PROJECTS*\*DISCUSSION ONLY*
  
- **STAFF REPORTS & CORRESPONDENCE & FUTURE MEETINGS**
  - NEXT VCTC MEETING  
\*\*\* 9:00 A.M., THURSDAY 14 MAY 2020 \*\*\*  
VIRGINIA CITY CONFERENCE CENTER, 10 SOUTH E STREET, VIRGINIA CITY, NV 89440  
(SUBJECT TO CHANGE)  
*\*DISCUSSION ONLY*
  
- **ADJOURNMENT**

(\*) Denotes Possible Action Items

NOTICE: This notice is posted pursuant to NRS 241 at the Virginia City Post Office, Storey County Courthouse, Virginia City Visitor Center, and Virginia City Fire Department, and the Nevada State Public Notices Website. Anyone interested may request personal notice of the meeting. Agenda items must be received by 5:00PM Thursday preceding the regular meeting. Items may not necessarily be heard in the order they appear. For placement, call the Director at 775-847-7500. Virginia City Tourism Commission recognizes the needs and civil rights of all persons regardless of race, color, religion, sex, disability, family status or origin. Notice to persons with disabilities: Members of the public who are disabled and require special assistance or accommodations at the meetings are requested to notify the Virginia City Tourism Commission office, in writing, at P.O. Box 920, Virginia City, Nevada 89440. Virginia City Tourism Commission has been advised by Nevada Attorney General's Office to limit public comment to three (3) minutes or less to minimize lengthy meetings. Certificate of Posting

I, Leah Kruse, with the Virginia City Tourism Commission, do hereby certify that I posted, or caused to be posted, a copy of this agenda at the following locations in compliance with NRS 241.020(3): Virginia City Post Office, Storey County Courthouse, Virginia City Visitor Center, and Virginia City Fire Department. In addition, this agenda has been electronically posted in compliance with NRS 241.020(3) at <https://visitvirginiacitynv.com/about/>, and NRS 232.2175 at <https://notice.nv.gov/>. To obtain further documentation regarding posting or supporting materials, please contact Leah Kruse at (775) 847-7500 or [lkruise@storecountv.org](mailto:lkruise@storecountv.org).

DRAFT

**VIRGINIA CITY TOURISM COMMISSION (VCTC)**  
**March 12, 2020 9:00 am**  
**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 A. Perry called the meeting to order at 9:00 am.

**Pledge of Allegiance**

**1. ROLL CALL**

Leah Kruse called roll.

**Chairperson:** A.Perry  
**Vice Chair:** J. Carmona  
**Treasurer:** Vanessa Stephens  
**Board Members:** Angelo Petrini  
Ron Gallagher  
Corrado DeGasperis

L. Kruse noted there was a quorum present.

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

**2. CHAIRPERSON A. PERRY 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.*

Donna Flood, Comstock Chronicle, asked how much of the meeting she was allowed to publish. D. Dotson stated that the meeting was a completely open/public meeting.

D. Dotson gave the board an update on what the County and VCTC are doing regarding COVID-19. D. Dotson shared that, as of the moment of this board meeting, the County and the board will move forward with the Rocky Mountain Oyster Fry, but that there would be precautionary measures in place. D. Dotson said that they are not taking the virus lightly, but they will proceed with caution and will meet once more to make a final decision as to whether to cancel the event or not.

Jim Webster, Silverland Inn and Suites, stated that they have been monitoring the situation and they only have had two cancellations at their property so far and they were weather related. A. Petrini asked J. Webster if they were sold out, and J. Webster stated that he was at approximately 80% capacity.

Nicole Barde, Storey County resident, asked what safety precautions would be in place for the merchants during the event. J. Carmona stated that nothing had been addressed yet regarding the merchants at the event, but that he would reach out to the county to get an answer to her question. R. Gallagher asked if the Merchants Association had any plans for the merchants during this time. N. Barde stated that she did not know. N. Barde asked if the county would be able to place those handwashing stations on the board walk for the foreseeable future. J. Carmona stated that was a good idea. C. DeGasperis commented that COVID-19 is spreading all across the world and it is only a matter of time before it

arrives, full-force, in the United States and the only thing that seems to be slowing the spread is avoiding large gatherings. J. Carmona stated that, as a tourist town, the merchants are dependent on visitors coming and he will be looking into handwashing stations, etc. on the boardwalk.

**3. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: APPROVAL OF THE AGENDA**

A. 12 March 2020

*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

**4. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: APPROVAL OF MEETING MINUTES**

• 13 February 2020

C. DeGasperis made the motion to approve the minutes.

Second – R. Gallagher                      Approved – Unanimously

**5. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: FINANCIAL UPDATE**

A. *Tourism Tax Report*

B. *Transient Lodging Tax Report*

C. *Discussion & possible approval of the fiscal year 2020/2021 tentative budget.*

*\*Discussion/For Possible Action*

D. Dotson shared the Tourism Tax numbers are still trending up.

D. Dotson stated that the Transient Lodging Report numbers are up about \$1,000 over the previous year and the numbers remain steady.

D. Dotson shared the FY 20/21 tentative budget. D. Dotson disclosed that there is a line item in the budget that is a contract with RAD Strategies and he is listed with the Secretary of State as part owner of RAD Strategies, but there are contingencies put in place that allow the County Manager to do the negotiating with the board on the contract and that he does not sign or approve vouchers. D. Dotson shared that the funding sources for the VCTC come from lodging tax, visitor center, Cemetery Gin sales, facility rentals, and special events. D. Dotson shared a spreadsheet that lists out, in detail, each account and the budget for each account.

N. Barde asked if there was a way to, if necessary, stop spending mid-year. D. Dotson stated that there was.

Austin Osborne, Storey County Manager, explained that the RV Park going in at the TRI area will be subjected to the same lodging tax rules as the other hotels in Storey County.

D. Dotson shared a list of expenses that the VCTC is looking into over the 2020/2021 fiscal year and highlights include Sky Fiber Internet, more printed maps, airport marketing, and possibly a trolley to use during high-volume events.

Vince Malfitano, Bonanza Saloon, stated that he is not sure what the legalities are of a government agency competing with private business. V. Malfitano also shared that having vendors stand in front of businesses at events and sell the same goods as the merchants needs to come to an end because it is hurting the merchants. A. Perry thanked V. Malfitano for his comments and asked that the next time he came to the meeting with comment, to please utilize the public comment portion of the meeting. A. Perry stated that the merchant coalition has been spoken to about the comments V. Malfitano made and that the board will continue to consider them.

K. Demuth gave an overview of Piper's 2020/2021 fiscal year budget and the highlights included several grants that Piper's will be applying for, the idea that Piper's will lower the wedding budget to try to get more arts and cultural events instead, and the completion of a new office in the building that will require new computer equipment.

R. Gallagher made the motion to approve the fiscal year 2020/2021 tentative budget.

Second – C. DeGasperis

Approved – Unanimously

**6. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: MARKETING UPDATES**

Amy Demuth, RAD Strategies, presented a marketing report for February 2020, highlights of which include some Tahoe TV interviews, a Travel Nevada promotion on Instagram, and that Instagram is still growing in terms of followers.

N. Barde asked if anything would be said during the next few TV spots regarding the precautions being taken to protect against the virus. A. Demuth said yes.

**7. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: SPECIAL EVENT UPDATE**

D. Dotson shared that the Father-Daughter Day and Dance seemed to be flat, but he did not have the final numbers yet. K. Demuth said that the total numbers of packages sold was down, but the single dance tickets were up.

D. Dotson shared that the Rocky Mountain Oyster Fry ticket sales were down approximately 20%.

D. Dotson presented the Chili on the Comstock budget and asked for approval from the board.

C. DeGasperis made the motion to approve Chili on the Comstock budget in the amount of \$32,000.

Second – J. Carmona

Approved – Unanimously

D. Dotson shared that a local merchant would be taking on an Easter event in town which consists of a scavenger hunt among merchant participants. A. Perry expressed her gratitude towards the event planner regarding his cooperation with Saint Mary's Art Center's annual Easter egg hunt.

D. Dotson shared that the Grand Prix will be permitted to move the venue back down to the area in front of Silverland Inn and Suites.

**8. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: GROUPS, FAMS, TRADE SHOWS, AND VISITOR CENTER UPDATE**

K. Demuth shared that groups are still trending up for the year, but the numbers may change as groups have already reached out saying that some of their customers are cancelling due to the virus. K. Demuth said that she is working with merchants on a badge program that will take place during Rural Roundup. K. Demuth shared that the construction in the Visitor Center is complete.

**9. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: PIPER'S OPERA HOUSE UPDATE**

Whitney Brunson, Piper's Opera House, shared that a recent 601 event held at Piper's completely sold out. W. Brunson stated that the country dancing events are averaging about 50 people so they will be continued. W. Brunson shared that Father-Daughter Day and Dance went well and photos are available to purchase through Raise the Stakes Photography. W. Brunson said that bingo will begin on the third Thursday of every month from 7:00 pm until 9:00 pm at Piper's and that there will be prizes from local merchants.

A. Perry asked if the wedding trade show Piper's is hosting will be collaborative with other merchants/vendors/locations in town. W. Brunson said it definitely would be.

**10. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: STAFF REPORTS & CORRESPONDENCE & FUTURE MEETINGS**

D. Dotson stated that the next VCTC Board Meeting will be held on Thursday, May 14, 2020 at 9:00 am.

**11. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: ADJOURNMENT OF COMMISSION BOARD MEETING**

Chairperson A. Perry adjourned the meeting at 10:51 am.

DRAFT

## VCTC

**1/4 % Tourism Tax**

<b>Deposit Date</b>	<b>2017/2018</b>	For Month of:	<b>2018/2019</b>	For Month of:	<b>2019/2020</b>	For Month of:
<b>July</b>	\$24,954.57	May	\$28,568.52	May	\$62,484.15	May
<b>August</b>	\$30,879.89	June	\$25,830.67	June	\$43,329.02	June
<b>September</b>	\$27,927.74	July	\$37,361.41	July	\$52,061.04	July
<b>October</b>	\$44,038.84	August	\$45,974.74	August	\$63,993.86	August
<b>November</b>	\$35,768.30	September	\$38,197.49	September	\$150,700.21	September
<b>December</b>	\$25,968.35	October	\$30,935.14	October	\$50,467.05	October
<b>January</b>	\$29,663.74	November	\$30,801.15	November	\$45,330.48	November
<b>February</b>	\$73,267.82	December	\$29,704.45	December	\$51,988.63	December
<b>March</b>	\$23,898.16	January	\$51,014.99	January	\$42,572.07	January
<b>April</b>	\$21,766.50	February	\$33,160.75	February	\$0.00	February
<b>May</b>	\$36,221.10	March	\$45,558.33	March	\$0.00	March
<b>June</b>	\$26,479.49	April	\$40,127.93	April	\$0.00	April
<b>Total YTD</b>	\$400,834.50		\$437,235.57		\$562,926.51	YTD Received
<b>+ / - This Time Last Year</b>	\$91,171.26		\$36,401.07		\$244,537.95	+/- This time last year
<b>Approved Budget</b>	\$315,000.00		\$340,000.00		\$405,000.00	Approved Budget
					\$157,926.51	+/- to Meet Approved Annual Budget



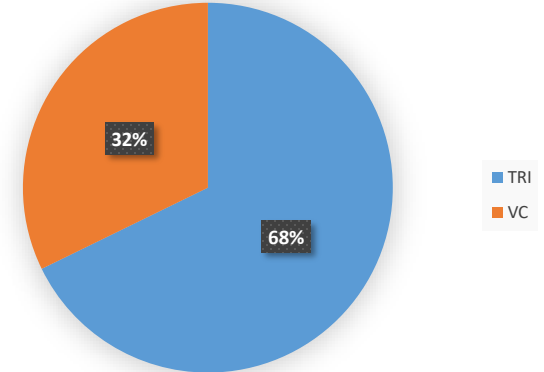
Transient Lodging Tax Report

2018/2019				
Deposits Made in Month of:	Tax \$	Tax Collected for the Month of:	Rooms Rented	Occ. Rate
July	\$ 31,915.43	June	3809	35.47%
August	\$ 33,729.00	July	4069	36.18%
September	\$ 36,634.13	August	4180	37.32%
October	\$ 42,672.00	September	4968	45.58%
November	\$ 31,462.93	October	4056	36.28%
December	\$ 18,088.00	November	2838	25.79%
January	\$ 18,564.01	December	2828	25.23%
February	\$ 12,460.92	January	2334	22.52%
March	\$ 11,826.91	February	2238	26.94%
April	\$ 20,003.10	March	3237	35.10%
May	\$ 22,960.22	April	3292	33.99%
June	\$ 26,218.15	May	3651	35.15%
YTD Total	\$ 306,534.80		41,500	
Plus/(Minus)	\$ 173,666.00		25,819	

2019/2020					
Deposits Made in Month of:	Tax \$	Tax Collected for the Month of:	Rooms Rented	Occ. Rate	Avg VC Room Rate*
July	\$28,305.19	June	3962	37.29%	
August	\$30,717.15	July	4358	38.96%	\$ 87.00
September	\$41,355.56	August	5286	46.79%	\$ 90.00
October	\$38,588.13	September	5047	46.68%	\$ 89.00
November	\$33,734.39	October	4861	44.71%	\$ 96.00
December	\$23,678.23	November	3758	36.63%	\$ 76.00
January	\$21,514.46	December	3460	32.78%	\$ 96.00
February	\$13,567.71	January	2423	21.80%	\$ 74.00
March	\$19,361.58	February	3022	29.32%	\$ 81.00
April	\$0.00	March			
May	\$0.00	April			
June	\$0.00	May			
YTD Total	\$ 250,822.40		36,177		
Plus/(Minus)	\$ 13,469.07		4,857		

Deposit Month*	Rooms Rented		Occupancy Rate		Tax \$ Paid	
	TRI	VC	TRI	VC	TRI	VC
July	1941	2021	48%	31%	\$ 9,995.88	\$ 18,309.31
August	2313	2045	55%	29%	\$ 12,964.03	\$ 17,753.12
September	2975	2311	81%	32%	\$ 20,453.47	\$ 20,902.09
October	2567	2480	63%	38%	\$ 16,441.39	\$ 22,116.74
November	2832	2029	77%	28%	\$ 16,062.39	\$ 17,672.00
December	2546	1212	62%	20%	\$ 13,927.13	\$ 9,751.10
January	2403	1057	65%	15%	\$ 12,549.46	\$ 8,965.00
February	1923	500	46%	7%	\$ 9,192.53	\$ 4,375.18
March	2048	974	50%	16%	\$ 10,566.00	\$ 8,795.58
April						
May						

Lodging Comparison\*



\* One property did not report

## 2020 Rocky Mountain Oyster Fry Financials

<b>Storey County Funds</b>	<b>2020 Final</b>
Oyster Fry Budgeted Expense Funds	46,000.00
Actual Expenses Incurred	22,025.57
<b>Total Remaining Cash Funds =</b>	<b>23,974.43</b>

Minus Facebook Charges paid by VCTC (\$347.76)

---

### Partner Reimbursements/Refunds

Oyster Fry Cook Totals	1,245.59
Paid Vendor Fee Refunds	2,580.03
<b>Total Amount =</b>	<b>3,825.62</b>

Total being paid out of separate Storey County funds.

### Inventory Items - included in "Actual Expenses Incurred"

Merchandise - Shirts, Sweatshirts	5,663.12
Merchandise - Hats	1,898.23
Bar - Breakthru Beverage Alcohol Order	1,168.50
<b>Expense Total =</b>	<b>8,729.85</b>

---

<b>Total Expenses Incurred =</b>	<b>22,025.57</b>
LBE Non-Contractual Services =	9,375.00
Partner Reimbursement/Refunds =	3,825.62
<b>TOTAL/FINAL 2020 EXPENSES =</b>	<b>35,226.19</b>

---

**2020 OYSTER FRY NET = (35,573.95) INCLUDES Facebook Charges paid by VCTC (\$347.76)**

Cook/Booth Name	Fees Refunded	Receipts/Expenses Refunded	Total
McCastrate Sisters	\$ 75.00	\$ 111.64	\$ 186.64
JOX Sports Bar	\$ 75.00	\$ 186.64	\$ 261.64
Nut Up or Shut Up	\$ -	\$ 205.66	\$ 205.66
Lucky Charms	\$ 75.00	\$ -	\$ 75.00
Estee's Testies	\$ 75.00	\$ 444.43	\$ 519.43

Vendor/Business Name	Fees Refunded	Receipts/Expenses Refunded	Total
The U Fashion	\$ 200.00	\$ -	\$ 200.00
Cover Me Fancy	\$ 200.53	\$ -	\$ 200.53
Rockin E Custom Works	\$ 200.00	\$ -	\$ 200.00
Fight for Nevada	\$ 125.00	\$ -	\$ 125.00
Boulder Designs of Reno	\$ 200.00	\$ -	\$ 200.00
Girl Scout Troop 657	\$ 62.57	\$ -	\$ 62.57
Smokey's Kitchen	\$ 200.00	\$ -	\$ 200.00
Cutco Cutlery	\$ 199.60	\$ -	\$ 199.60
Nature's Candy Co.	\$ 192.85	\$ -	\$ 192.85
First Fruits Sustainable Farms	\$ 200.00	\$ -	\$ 200.00
Welk Resorts/Soleil Communications	\$ 299.48	\$ -	\$ 299.48

	Fees Refunded	Receipts/Expenses Refunded	TOTAL
Totals	\$ 2,380.03	\$ 948.37	<b>\$ 3,328.40</b>