

**VIRGINIA CITY TOURISM COMMISSION (VCTC)**  
**June 11, 2020 10:00 am**  
**Virtual Meeting via Zoom**  
**MEETING MINUTES**

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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.

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

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**CALL TO ORDER**

Chairperson A. Perry called the meeting to order at 10:04 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 DeGasperi

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.*

No public comment.

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

A. 11 June 2020

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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**

A. 14 May 2020

C. DeGasperi 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*

D. Dotson shared that the Tourism Tax Report came in at \$45,276 and that figure is very close to last year's number. D. Dotson stated that the Lodging Tax Report paints a good picture of the COVID-19 business closures with Virginia City only bringing in \$349 in tax, but that the year-to-date total is already above the projected year-end amount.

N. Barde asked what the projections are for the next 6 months of the budget cycle. D. Dotson stated that next year's numbers were presented at the last meeting and that the VCTC is projecting an overall decrease of about 40%.

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

Amy Demuth, RAD Strategies, shared a May 2020 marketing report and the highlights included a lot of media coordination in terms of what Storey County is doing regarding COVID-19, a press release on how Virginia City was opening safely, over 500 new followers on Instagram, an update on the reach of the Rise video, and an "Everyone is a Local" campaign.

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

Neil Horning, Liquid Blue Events, presented a special event update and the highlights included potentially implementing a softball tournament in Virginia City, possibly hosting a welcome back concert/event in Virginia City at the end of August, and Liquid Blue is still planning for the Chili Cookoff and Camel Races.

D. Dotson shared that Hot August Nights was cancelled, but that the full sponsorship that the VCTC sends for the event has been rolled over to next year.

D. Dotson stated that the Women with Wheels car show is still scheduled to happen at the end of the June.

D. Dotson shared that fireworks are still scheduled to occur, but that County officials are still discussing, and things change every single day.

D. Dotson stated that a craft fair is still in the works for the end of August, a "fiesta" is scheduled to take place in August, and as of right now, all events in the fall are scheduled to take place except for Thomas the Train.

**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 most groups have canceled or postponed through September. K Demuth said that the Visitor Center is back to regular hours and that staff is back to their regular schedule as well. K. Demuth shared that she would be reaching out to merchants to find out what types of deals they would like to offer for the "Everyone is a Local" campaign.

N. Barde asked if Civil War Days will still continue due to the current environment/protests. D. Dotson said that the topic is one that needs to be discussed and that the County needs to be mindful of everyone's struggles, but the event is, as of right now, not canceled. A. Perry stated that there is a moral imperative that requires people to be respectful of all groups and that the next step may be to sit down with a lot of different groups in the county to discuss much more in depth as to what to do moving forward regarding events such as this one. C. DeGasparis said that it is important to be proactive and considerate of all groups. J. Carmona said that he agrees that we need to be sensitive, but there has to be a line drawn somewhere and that a happy medium needs to be found. A. Perry reiterated that a roundtable discussion should take place soon.

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

K. Demuth shared that Piper's is running tours on the weekends, extra cleaning is occurring on the property, Bingo nights and country dancing will start up in June, and that the Murder Mystery play will occur in August.

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

D. Dotson shared a conceptual virtual tour of what the new Visitor Center that is scheduled to be built next year (2021) may look like.

A. Petrini asked when the barrels can be used on the boardwalk again. D. Dotson stated that as soon as the current mandate from the Governor changes, they will be used once more.

A. Petrini asked J. Carmona what the sentiment is among the locals regarding current tourism issues in town. J. Carmona said that communication to him has been mixed and that some people are worried about locals getting sick in town and others want everything to be open. A. Petrini reminded everyone that tourism has been the lifeblood of the community since the 1950s.

C. DeGasperis shared that he is very excited to see the new rendering of a functional Visitor Center and that, although he understands that in the short-term it makes sense not to build it right now, he really hopes it can be started soon.

A. Perry stated that Saint Mary's Art Center will be restricted to private retreats and an occasional opening, but most classes and exhibits and public tours are canceled.

D. Dotson shared that the Fourth Ward School is starting interviews for a new director and that the hope is to have the building open by the fall.

L. Kruse stated that the next VCTC Board Meeting will occur at 10:00 am Thursday, July 9, 2020 as a Zoom meeting.

**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 11:04 am.