

VIRGINIA CITY TOURISM COMMISSION (VCTC)
December 10, 2020 10:00 am
Virtual Meeting via Zoom
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 10:00 am.

Pledge of Allegiance

1. ROLL CALL

Leah Kruse called roll.

Chairperson: A. Perry
Vice Chair: Jay 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

1. CHAIRPERSON A. PERRY BROUGHT THE FIRST 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.

Austin Osborne, Storey County Manager, shared that there are 29 active cases of COVID-19 in the county. A. Osborne shared that over 190 people are showing up for COVID-19 testing and that the county offices are working hard to mitigate risks to the public by continuing with social distancing practices in buildings and a telecommuting schedule that allows employees to not all be in the same building at the same time.

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

A. 10 December 2020

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R. Gallagher made the motion to approve the agenda once the time of the next meeting is adjusted from 9:00 am to 10:00 am.

Second – C. DeGasperi

Approved – Unanimously

Kameron Hawkins, a member of the community, joined the meeting and stated that he plans on having a gun show at Piper's Opera House in July of 2021, but he is waiting to hear back from management as to whether he needs a permit. K. Hawkins also stated that he hopes to have another gun show at Silverland Inn and Suites in October of 2021 which will include an outside craft show. K. Hawkins also volunteered to place a free press release in magazines that he owns. D.

Dotson shared that there is no issue with the gun shows and that K. Hawkins will just need to coordinate with Piper's Opera House and Silverland Inn and Suites.

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

A. *12 November 2020*

C. DeGasperis made the motion to approve the minutes.

Second – R. Gallagher

Approved – Unanimously

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

Amy Demuth, RAD Strategies Inc., shared the November 2020 marketing report and highlights of which include new Christmas themed billboards, three billboards up in Reno that are in Spanish, a change to Christmas ads/events due to some last minute COVID-19 restrictions, a new interactive brochure, Ron Gallagher's participation in a Whiskey Lore podcast, and continued increases in likes on all social media platforms. D. Dotson complimented RAD Strategies on their quick turnaround work regarding updating events, etc. in terms of constantly changing COVID-19 restrictions. A. Demuth shared that the total media investment was \$21,400.

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

D. Dotson said that the fireworks were extremely well received and that people seemed to really enjoy driving through town and voting on Christmas lights. D. Dotson stated that Tom Gray really needs to be acknowledged for bringing the train of lights to Virginia City.

Neil Horning, Liquid Blue Events, shared that the first and second quarter of 2021 will be tricky, but that they are still working on planning some events including The Devil Made Me Do It Saloon Crawl in February. N. Horning said they will be partnering with restaurants and lodging for the event. N. Horning stated that it doesn't seem like the "normal" Oyster Fry is going to happen this year, but they are working on changing the event up in order to keep it safe for everyone.

D. Dotson shared that the Father-Daughter Dance will be moving to April 2021. D. Dotson said that the calendar of events will be released quarterly and it will be digital as things will probably change frequently. C. DeGasperis commented that COVID-19 appears to be getting worse before it gets better so keeping things fluid seems to be a good idea.

6. VICE CHAIRPERSON J. CARMONA BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: GROUPS, FAMS, TRADE SHOWS, AND VISITOR CENTER UPDATE

K. Demuth shared that she was at an RTT Meeting recently and they commented that a lot of movie filming is being done in the United States and that you can add your business to www.nevadafilm.com and as a potential place to do some filming (scouts will review the website). K. Demuth stated that she attended a virtual NTA conference and met with 22 group and tour operators. K. Demuth shared that the Visitor Center is decorated for Christmas and the link for voting on Christmas lights in town is live. K. Demuth said that visitors can come to the Visitor Center, show their receipts, and be entered into a drawing to win one of two \$500 shopping certificates that will be good through May of 2021.

7. VICE CHAIRPERSON J. CARMONA BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: PIPER'S OPERA HOUSE UPDATE

Whitney Brunson, Piper's Opera House, shared a year-end overview of events that occurred at Piper's Opera House in 2021.

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

- A. *Tourism Tax Report*
- B. *Transient Lodging Tax Report*
- C. *Current Budget/Balance Sheet*

D. Dotson shared that the Tourism Tax Report is on track to meet the budgeted amount. D. Dotson said that the Transient Lodging Tax Report is not really down from last year and this reflects the drive to have people come to Virginia City and stay the night. D. Dotson shared an unreconciled budget snapshot with the board.

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

L. Kruse shared that the next VCTC Board Meeting will occur at 10:00 am Thursday, January 14, 2021 via Zoom.

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

Chairperson A. Perry adjourned the meeting at 11:03 am.

DRAFT