

**VIRGINIA CITY TOURISM COMMISSION (VCTC)**  
**January 14, 2021 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 10:00 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 DeGasperis - Absent

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.*

A. Perry recognized the loss of Linda Larson, Virginia City merchant. D. Dotson stated that she was a very talented artist and that she will be missed.

J. Carmona stated that Roger Hartley, a former Storey County Sheriff's Office employee, has also recently passed away.

Austin Osborne, County Manager, stated that quite a bit of information has been released regarding COVID-19 testing and vaccinations. A. Osborne asked for patience from the community as information from the federal level down seems to change frequently. A. Osborne shared that the COVID-19 vaccination hotline number is 775-434-1988.

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

A. 14 January 2021

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R. Gallagher made the motion to approve the agenda.

Second – J. Carmona

Approved – Unanimously

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

A. 10 December 2020

J. Carmona 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: FINANCIAL UPDATE**

- A. *Tourism Tax Report*
- B. *Transient Lodging Tax Report*
- C. *Budget Update*

D. Dotson shared that the Tourism Tax Report is in line with the budgeted amount, but that he expects to see a bit of a drop over the next couple of months. D. Dotson said that the Transient Lodging Tax Report is down a bit as things are slowing down for the season. D. Dotson shared an unreconciled budget balance sheet with the board.

D. Dotson stated that the budget process for 2021/2022 has begun and invited a board member to observe the budgeting process that VCTC goes through. R. Gallagher stated that he has not been through the process in quite a while and would be glad to join staff.

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

Ronele Dotson, RAD Strategies Inc., shared a 2020 summary report and the highlights of which included COVID messaging and coverage, implanting the Everyone is a Local campaign, the release of the RISE video, new digital advertising, new Latino advertising, and an updated town map. Amy Demuth, RAD Strategies, Inc. shared some highlights on the PR side which included implementing virtual FAM tours, participation in the Whiskey Lore podcast, some Influencer marketing, a great year of social media growth, new website content, and a COVID-friendly photoshoot.

R. Dotson shared some marketing initiatives for 2021 which included Rest Your Ski Legs, continuing the Everyone is a Local campaign, a women of the Comstock video, and an online digital events brochure.

**6. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: CONSIDERATION & POSSIBLE APPROVAL OF THE DEVIL MADE ME DO IT VALENTINE'S DAY BUDGET IN THE AMOUNT OF \$6800.00.**

Neil Horning, Liquid Blue Events, shared that with the current state of affairs, the saloon crawl will not take place the same way as it used to. N Horning said that there are now three different Valentine's Day packages this year that include hotel stays, restaurant credits, gift baskets, etc. N. Horning stated that the majority of the expense is for room rental and that the rest is for some advertising. Jess Horning, Liquid Blue Events, stated that this is a great experimental event to host and that providing packages to future visitors to Virginia City may be a great way to operate. D. Dotson stated that he is aware that the Governor has extended Nevada's statewide pause, but the appropriate approvals will be obtained prior to the event.

J. Carmona made the motion to approve the Devil Made Me Do It Valentine's Day budget in the amount of \$6800.00.

Second – R. Gallagher

Approved – Unanimously

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

N. Horning shared that discussions are underway regarding whether or not Oyster Fry 2021 can happen. N. Horning said one solution they are looking at is to sell reservations to the Fry. J. Horning said the reservations allow visitors to be in Virginia City for several hours.

D. Dotson said that he is working with event planners in order to attempt a 2021 special event calendar. D. Dotson said that a virtual calendar, that can be changed as required, will be posted to the website.

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

K. Demuth shared a VCTC 2020 review that outlined all of the projects and cleaning and small events that were completed by VCTC staff.

K. Demuth shared that Rural Roundup in Virginia City is being pushed once more to April 2022.

**9. 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 that most events at Piper's are limited to 50 people due to COVID-19 restrictions. W. Brunson said that Bingo is back on every third Thursday of each month. W. Brunson shared that a new lecture series will be happening soon at Piper's and all proceeds will be going to The Comstock Foundation and Piper's Opera House. W. Brunson shared that she is still booking events and weddings for 2021 and 2022.

**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, February 11, 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 11:26 am.