

VIRGINIA CITY TOURISM COMMISSION (VCTC)
March 11, 2021 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.

1. CALL TO ORDER

Chairperson A. Perry called the meeting to order at 10:00 am.

Pledge of Allegiance

2. 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

Before moving to public comment, Chairperson A. Perry recognized three community members who have passed away with a moment of silence:
Danny (StinkE) Beason, Lucy Bolden, and Bill Copeland.

3. 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.

No public comment.

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

A. 11 March 2021

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 for 11 March 2021.

Second – C. DeGasperi

Approved – Unanimously

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

A. 11 February 2021

C. DeGasperis made the motion to approve the minutes for 11 February 2021.

Second – R. Gallagher

Approved – Unanimously

6. 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 numbers are down considerably from the same time last year, but it was budgeted appropriately, and the numbers are right where VCTC thought they would be. D. Dotson shared the numbers on the Lodging Tax Report, and they show that it is tracking above the budgeted amount.

7. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: DISCUSSION AND POSSIBLE APPROVAL OF THE TENTATIVE 2021-2022 BUDGET

D. Dotson shared a tentative fiscal year 2021-2022 budget presentation. C. DeGasperis asked if the \$580,000 that is projected for Tourism Tax revenue is consistent with the way things have been going. D. Dotson stated that it is. J. Carmona asked if there would still be speakers on C Street and Wi-Fi in town. D. Dotson stated that those items are not in the budget as most of the budget is focused on things that need to happen to get back to "normal". A. Perry asked if the increase in marketing via billboards is due to grants being received. D. Dotson confirmed that it was. D. Dotson stated that the projected ending fund balance on 6/30/2022 will be \$613,418. A. Perry asked if it would make sense to add the \$30,000 back into the budget for speakers, etc. on C Street. D. Dotson said that is up to the board and the Comptroller's office and that he would get back to the board next month with more information. A. Perry commented that last year and this year seem to be good years to invest in the community until things right themselves. C. DeGasperis asked how the million dollars (plus) for the new Visitor Center will be funded. D. Dotson said that the county is talking with VCTC regarding several ways to finance the project without depleting the ending fund balance.

C. DeGasperis made the motion to approve the tentative 2021-2022 Budget.

Second – R. Gallagher

Approved – Unanimously

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

Amy Demuth, RAD Strategies Inc., shared the February 2021 marketing report and highlights include celebrating Women's History Month with a new video series, continuing billboard advertising, digital radio advertising, and 17 pieces of earned media coverage. Regina Flores, RAD Strategies shared some social media updates and highlights include continuing growth in all social media accounts and posting in Spanish on Facebook.

9. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: CONSIDERATION AND POSSIBLE APPROVAL OF THE 2021 FATHER-DAUGHTER DAY AND DANCE BUDGET IN THE AMOUNT OF \$9,300

Neil Horning, Liquid Blue Events, shared the Father-Daughter Day and Dance Budget and stated that the event will look very similar to events that have been held lately in that there are packages to buy. Jess Horning, Liquid Blue Events, stated that tickets are already on sale and moving quicker than they have in the past.

R. Gallagher made the motion to approve the 2021 Father-Daughter Day and Dance Budget in the amount of \$9,300.

Second – C. DeGasperis

Approved – Unanimously

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

N. Horning reminded the Oyster Fry judges to meet Christine Verrier with Liquid Blue Events on the 2nd floor of Piper's Opera House on the day of the Oyster Fry event. D. Dotson pointed out that an event like the Oyster Fry, which has been spread out through town to follow the current event guidelines, would not be possible without the cooperation of the local merchants. N. Horning shared that the Oyster Fry is completely sold out. J. Horning said that he really likes the structure of this year's Oyster Fry and would not be opposed to continue with a similar format in the future.

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

K. Demuth shared that the Visitor Center door and window have been replaced. K. Demuth said that a group is coming in on March 24th and that she is getting more group tours on the books in April and May. K. Demuth stated that there is a cruise on C Street this weekend. K. Demuth reminded everyone to let her know if you are a vendor who is participating in Everyone is a Local at Night because there is some advertising associated with these events.

12. 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 the monthly events (Spirits with the Spirits, Country Dancing, Bingo, and the Lecture Series) are scheduled for March. W. Brunson said that ticket sales for the murder mystery play, "Murder at the House of Dolls" are still on sale and that the show dates are in April and May. W. Brunson said that tours are still available at Piper's when events are not scheduled.

13. 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, April 8, 2021 via Zoom.

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

Chairperson A. Perry adjourned the meeting at 11:05 am.