

VIRGINIA CITY TOURISM COMMISSION (VCTC)
June 10, 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 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 - Absent
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

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

- 10 June 2021

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R. Gallagher made the motion to approve the agenda for 10 June 2021.

Second – C. DeGasperis

Approved – Unanimously

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

- A. 13 May 2021

C. DeGasperis made the motion to approve the minutes for 13 May 2021.

Second – R. Gallagher

Approved – Unanimously

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

- *Tourism Tax Report*
- *Transient Lodging Tax Report*

D. Dotson shared the Tourism Tax Report and stated that the numbers appear to show a bit of normalcy, and the year should end well above the budgeted amount.

D. Dotson shared the Transient Lodging Tax Report and said that it also shows a bit of normalcy, and the numbers are already over the budgeted amount.

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

Ronele Dotson, RAD Strategies Inc., shared the May 2021 Marketing Report and highlights include a full year of outdoor advertising, new Hispanic outdoor advertising, excellent click through rates on paid advertising, and promotion of local merchants in Third Thursdays advertising. Regina Flores, RAD Strategies Inc., shared that all Virginia City social media, including Twitter, is still growing and that the open rate of eblasts are above industry average.

D. Dotson challenged everyone to start thinking ahead as to what future marketing looks like for Virginia City.

8. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: CONSIDERATION AND POSSIBLE EXTENSION OF LIQUID BLUE EVENTS CURRENT CONTRACT TO 12-31-2021.

D. Dotson shared that this is just a straight extension of Liquid Blue's current contract to re-evaluate what has worked and what has not worked over the last year and to avoid changing the contract in the middle of the year. Neil Horning, Liquid Blue Events, shared that he is happy to try to work out a year-long contract that is not bound by the fiscal year and that he agrees with Comptroller that things on the backend could be simplified to help both parties.

R. Gallagher made the motion to approve the extension of Liquid Blue Events current contract to 12-31-2021.

Second – C. DeGasperis

Approved – Unanimously

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

N. Horning shared that the Chili Cookoff ended up with almost 1600 tickets pre-sold and over 600 people purchased craft beer tour tickets. N. Horning shared that they did run low on chili which is a problem each year and is something that they are working through. D. Dotson commented that he liked the setup of the event and would like to continue with something similar.

D. Dotson shared that Spring Street Vibrations was a bit of a larger crowd than usual.

D. Dotson shared that the Memorial Day Cruise went well and that the first real parade will be the 4th of July parade.

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

K. Demuth shared that she now has 1219 people scheduled to come in groups in 2021. K. Demuth shared that she attended a virtual conference and met with even more people than she does when she attends the conference in person. K. Demuth reminded everyone that the Storey County BBQ is coming up and everyone is invited. A. Perry asked if K. Demuth expected to run into issues with a lack of room for groups staying overnight and K. Demuth responded that she does not expect that to be a problem as most groups come into town mid-week.

11. 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 over 600 tickets were sold for the Murder Mystery shows and that Piper's Players raised over \$1200 by hosting a raffle. W. Brunson shared that more people appear to be attending Bingo on Third Thursdays. W. Brunson said that the next Bingo is Roaring 20's themed, the Spirits with the Spirits event is joining with Bats in the Belfry for a special event, the next lecture series features Robin Holabird, and the Highlanders Pipe Band will be playing at Piper's on the 27th. W. Brunson reminded everyone that the Freight Depot and Gold Hill Depot are available for events. W. Brunson also reminded everyone that when there are no private events, Piper's is open for tours.

Nora Stefu, Historic 4th Ward School Museum, shared that there will be an educational kid's fair at the 4th Ward School on July 10th.

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

- *Director's Report*
- *Next VCTC Meeting*

D. Dotson there is a new General Manager for the V&T Railway (Allyson Bolton), and there is talk of running some special trains toward the end of the year.

D. Dotson said that the school district appears to be moving quickly with a two-year plan to build and that he has not heard anything about the grants yet, so the Visitor Center move/new build is on hold.

D. Dotson shared that he is almost done with the contract for a new Cemetery Gin distributor.

L. Kruse shared that the next VCTC Board Meeting will occur at 10:00 am Thursday, July 8, 2021, at the Storey County Courthouse (2nd floor courtroom).

13. 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.