

VIRGINIA CITY TOURISM COMMISSION (VCTC)
August 12, 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
Treasurer: Vanessa Stephens
Board Members: Angelo Petrini
Ron Gallagher
Corrado DeGasperis

L. Kruse noted there was a quorum present.

Others: Deny Dotson, Director
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

- 12 August 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 12 August 2021.

Second – C. DeGasperis

Approved – Unanimously

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

- A. 8 July 2021

C. DeGasperis made the motion to approve the minutes for 8 July 2021.

Second – R. Gallagher

Approved – Unanimously

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

- *Budget Update*
- *Tourism Tax Report*
- *Transient Lodging Tax Report*

D. Dotson shared an unaudited current budget report with the board.

D. Dotson shared the Tourism Tax Report with the board.

D. Dotson shared the Transient Lodging Tax Report and stated that he does not remember the Virginia City occupancy rate ever being so high.

7. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: DISCUSSION AND POSSIBLE APPROVAL OF NEW CEMETERY GIN LICENSE AGREEMENT

D. Dotson shared that since Frey Ranch is no longer able to produce Cemetery Gin, he reached out to Comstock Distillers. D. Dotson shared the License Agreement between Comstock Distillers and Virginia City Tourism Commission and some of the changes that were made to the document. Jim Grimes and Randy Barnes, Comstock Distillers, shared that they are very excited to move forward in distilling Cemetery Gin and that they appreciate Virginia City Tourism Commission giving them the opportunity to make the product. Jim Grimes also shared that there will be some production in California which will allow Cemetery Gin to be sold online. D. Dotson shared that the VCTC will continue marketing the product and the marketing budget for Cemetery Gin will remain the same.

R. Gallagher made the motion to approve the new Cemetery Gin License Agreement with the changes that were discussed.

Second – C. DeGasperi

Approved – Unanimously

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

Ronele Dotson, RAD Strategies Inc., shared the July 2021 Marketing Report and highlights include outdoor advertising that is highlighting upcoming events, increases in paid searches, digital radio still has exceptionally high listen thru rates, some promotion in the Reno Dads blog, and ongoing and upcoming posts regarding Hot August Nights. Regina Flores, RAD Strategies Inc., shared that all Virginia City social media is still growing, a new C Street Celebrities blog share, and continued Spanish voiceover posts.

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

Neil Horning, Liquid Blue Events, shared that Camel Races are one month away and there is new VIP parking for the event. N. Horning stated that ticket sales are extremely high so the event will be well-attended. A. Perry asked if shuttles would be available to move people from hotels and other places around town. Christine Verrier, Liquid Blue Events, said that they have never done that before, but they can look into it.

D. Dotson shared that Hot August Nights was a success and that Virginia City had a lot of people in town thanks to the event.

D. Dotson said that Heritage Days are the first weekend of September, and the Labor Day parade will occur on Labor Day.

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

D. Dotson shared that L. Kruse and W. Brunson are handling groups that come into town. D. Dotson shared that the Visitor Center is getting cleaned out and inventory is being evaluated.

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

D. Dotson shared a list of events that are coming up at Piper's Opera House and reminded everyone that Gold Hill Depot can be used as a special event venue. D. Dotson said that the freight depot does not have a timeline for completion.

Sally Duffy, Virginia City resident, shared that visitors complained about a lack of restrooms in town during both the Fourth of July and Hot August Nights events. D. Dotson said that the list of bathrooms and where to place them during events will keep getting adjusted accordingly.

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

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

L. Kruse shared that the next VCTC Board Meeting will occur at 10:00 am Thursday, September 9, 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 10:53 am.

DRAFT