

**VIRGINIA CITY TOURISM COMMISSION (VCTC)**  
**September 9, 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.*

D. Dotson apologized for the need to rush the meeting a bit as Camel Race preparations are underway and the VCTC is short staffed. D. Dotson asked that Chairperson A. Perry move the Special Event Updates on the agenda up so team members could be excused after presenting.

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

- 9 September 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 9 September 2021 with adjustments to order.

Second – A. Petrini

Approved – Unanimously

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

- A. 12 August 2021

A. Petrini made the motion to approve the minutes for 12 August 2021.

Second – R. Gallagher

Approved – Unanimously

**6. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: REVIEW AND POSSIBLE APPROVAL OF THE SPECIAL EVENT BUDGET FOR OUTHOUSE RACES IN THE AMOUNT OF \$23,800.00.**

Neil Horning, Liquid Blue Events, shared a budget report and stated that he was keeping the 2021 numbers in line with the numbers from previous years. N. Horning stated that this is the eighth year that Liquid Blue Events has put on this event and that it is very difficult to turn a profit, but their team is looking to implement some things in 2022 that should help the event make money.

A. Petrini made the motion to approve the new special event budget for Outhouse Races in the amount of \$23,800.00.

Second – C. DeGasperi

Approved – Unanimously

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

N. Horning shared that Camel Race ticket sales have been exceeding expectation, and they are looking forward to a great weekend with lots of attendees.

D. Dotson said that there seems to be a lot of local interest in the Friday night Camel Race show. D. Dotson also reminded anyone who has tickets for the Saturday show that there will be a tribute to first responders. D. Dotson stated that the first 100 kids that show up for the Sunday show will get a free camel ride thanks to event sponsor Dolan Auto Group.

D. Dotson stated that the Ferrari Hill Climb is still happening and that they will not be offering a car show, but he will continue to work with the group in coming years to bring more of the event into Virginia City and not just on the truck route.

D. Dotson shared that a motorcycle and bulls rodeo (Virginia City Round Up) is coming to Virginia City the second weekend of October at the fairgrounds.

D. Dotson said that Hauntober is all October long and there will be some new events/activities associated with that.

D. Dotson also shared that Christmas on the Comstock planning is in full swing.

**8. 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 the Tourism Tax Report with the board.

D. Dotson shared the Transient Lodging Tax Report with the board and mentioned that we have seen some historic numbers on this report.

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

Amy Demuth, RAD Strategies Inc., shared the August 2021 Marketing Report and highlights include rotating outdoor digital advertising, Hispanic outdoor advertising, CTR is still improving on searches and radio, and examples of earned media. Regina Flores, RAD Strategies Inc., shared that all Virginia City social media is still growing, people are very interested in the new escape room, and reels and story interactions are up quite a bit.

D. Dotson asked RAD Strategies if they thought it was better to do a Spanish post on its own or a combined English/Spanish post on Facebook. A. Demuth stated that she feels it will be more meaningful to do the posts separately because they will likely reach their target audience that way. D. Dotson asked if it was possible to make a Spanish only Facebook page and R. Flores stated that it can be investigated.

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

L. Kruse shared that a group was scheduled to come the past weekend, but they cancelled due to COVID-19 and smoke concerns. L. Kruse stated that she has had some interest from larger groups coming midweek to Virginia City in 2022. L. Kruse shared that staff is working on adjusting inventory in the Visitor Center and that are filling multiple roles by helping with setup for events as well as keeping the Visitor Center open as much as possible.

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

D. Dotson shared that the Dirty Cello concert was extremely well received and that he would love to see them back at Piper's soon. D. Dotson shared a list of upcoming events that will occur through the rest of the month of September at Piper's. D. Dotson said that weddings continue to be strong money makers for Piper's and for the town. D. Dotson mentioned that the Wild West Comedy Show may be performing at Piper's throughout the winter.

A. Petrini asked where the freight depot was in terms of opening. D. Dotson stated that there are still some improvements that need to be made and that he will keep everyone updated on the progress.

**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, October 14, 2021, at the Storey County Courthouse (2<sup>nd</sup> 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 10:47 am.