

**VIRGINIA CITY TOURISM COMMISSION (VCTC)**  
**October 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 recording of these proceedings will be kept for review.

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**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 - Absent  
Corrado DeGasperis

L. Kruse noted there was a quorum present.

**Others:** Deny Dotson, Director  
Kim Burciaga, 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.*

Marshall McBride, Storey County business owner, shared compliments to the VCTC Board and to Deny Dotson and his staff regarding how things have been handled over the last year. M. McBride stated that the turnaround from cruises back to parades was great and he thanked Liquid Blue Events for their hard work on special events over the last year. M. McBride stated that he understands that the VCTC does get complaints, but he personally has not seen the special events handled better than they are now.

Mike Sprinkle, Manager of the Comstock History Center, stepped forward to introduce himself.

D. Dotson welcomed VCTC's new Tourism & Marketing Manager, Kim Burciaga.

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

- 14 October 2021

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C. DeGasperis made the motion to approve the agenda for 14 October 2021.

Second – A. Petrini

Approved – Unanimously

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

A. 9 September 2021

J. Carmona made the motion to approve the minutes for 12 August 2021.

Second – A. Petrini

Approved – Unanimously

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

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

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

D. Dotson shared the Transient Lodging Tax Report with the board.

D. Dotson shared a quarterly budget report with the board and cautioned that some of the event funds have not been moved over from holding accounts and that the report is unaudited.

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

Amy Demuth, RAD Strategies Inc., shared the September 2021 Marketing Report and highlights include rotating outdoor digital advertising which showcased the Adventure Pass, Camel Races, and Hauntober, Hispanic outdoor advertising, online and digital impressions continue to increase, and an increased marketing push for Christmas on the Comstock. A. Demuth shared that social media is still growing quickly and that Hispanic Heritage month was highlighted via social media, and it was well-received.

D. Dotson asked RAD to prepare a year-over-year report that showcases online usage during COVID lockdown versus a "normal" year for the next meeting.

**8. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: REVIEW AND POSSIBLE APPROVAL OF THE HUNT FOR THE SPIRITS BUDGET IN THE AMOUNT OF \$6,705.00.**

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 the last year's ticket sales were capped, but he hopes to increase the number of participants this year.

C. DeGasperis made the motion to approve the new special event budget for The Hunt for the Spirits in the amount of \$6,705.00.

Second – A. Petrini

Approved – Unanimously

**9. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: REVIEW AND POSSIBLE APPROVAL OF THE GRINCH MADE ME DO IT SALOON CRAWL BUDGET IN THE AMOUNT OF \$2,040.00**

N. Horning shared that the budget is very basic and includes advertising, basic supplies, and some operational expenses. N. Horning shared his screen and shared an update budget for this event for the board. C. DeGasperis read the numbers into the record.

C. DeGasperis made the motion to approve the new special event budget for The Grinch Made Me Do It Saloon Crawl budget in the amount of \$2,040.00 with changes noted.

Second – A. Petrini

Approved – Unanimously

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

N. Horning shared that the Camel Races total revenue was well above previous numbers. Jess Horning, Liquid Blue Events, shared that although prices continue to rise for this event, it is not causing people to stop coming to the event. J. Horning shared that better sound, air conditioning in VIP tent, and the entertainment budget were all investments that were made to the show to continue to improve upon the ticket holder's experiences. J. Horning stated that his team will be focusing more on the different theme days for each day of shows. D. Dotson shared that the additional expense approval will come back to the board in the December board meeting.

J. Horning shared that the Outhouse Races are dependent on the Bucket of Blood parking lot, and he thanked M. McBride for letting LBE continue to use that space. J. Horning said that 15 outhouses participated this year, which is less than normal, but he sees an opportunity to involve local high schools in the future. J. Horning stated that even though there weren't as many outhouses racing, but crowd levels were still very high.

D. Dotson shared that the new Biker Roundup Rodeo was a success, and he is excited to see how the event matures in the coming years with better marketing behind the event.

D. Dotson shared that the VC Grand Prix is next weekend, and a good crowd is expected.

D. Dotson reminded everyone that Hauntober and the Veterans Day Parade and Monster Truckz will occur before the next meeting.

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

L. Kruse shared that groups in town are still slow, but there has been a lot of interest in 2022 and she will update as soon as those are confirmed. L. Kruse said that two conferences will be coming to Virginia City in 2022. L. Kruse shared that the Visitor Center is selling locally made jams/jellies/honey from Misbeehaven Farm (located in Dayton, NV).

#### **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 it is wedding season at Piper's, so they are very busy. W. Brunson shared that monthly events are still in full swing: Lectures, bingo, and Spirits with the Spirits. W. Brunson said that people are already booking events in 2022 and even 2023. W. Brunson shared that there will be a new Christmas event at Piper's that will include a visit from Santa and a book reading by the Holly Jolly Elf.

#### **13. 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 shared that the VCTC is working on a lot of new projects and some possible restructuring as the VCTC is now fully staffed. D. Dotson stated that his team is working on a merchant information page on the Virginia City webpage. D. Dotson shared that grant funding has occurred for the new music video project. D. Dotson stated that Cemetery Gin may be out of stock in the next few months due to lack of product/glass.

Austin Osborne, County Manager, shared that Storey is planning a town hall meeting in November at Piper's. A. Osborne shared that the strategic plan is approximately 70% completed and he looks forward to utilizing the document throughout the years. A. Osborne shared that Lara Mather has accepted the Director of Emergency Management position.

A. Perry shared that Saint Mary's Art Center has a current art exhibit that focuses on three local artists and that there are Halloween events at Saint Mary's Art Center and if there is interest, please check their website.

L. Kruse shared some correspondence that the VCTC received.

L. Kruse shared that the next VCTC Board Meeting will occur at 10:00 am Thursday, December 9, 2021, at the Storey County Courthouse (2<sup>nd</sup> floor courtroom).

#### **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 11:38 am.