

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

1. CALL TO ORDER

Vice Chairperson J. Carmona called the meeting to order at 10:00 am.

2. Pledge of Allegiance

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
Kim Burciaga, Tourism & Marketing Manager
Leah Kruse, Administrative Specialist

3. VICE CHAIRPERSON J. CARMONA 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.

Austin Osborne, Storey County Manager, stated that the capital improvement plan is still being worked on by the county commissioners and the public. A. Osborne shared that the relinquishment of C Street from Nevada Department of Transportation is still on the list of things to happen, however, the cost for improvements is now up to approximately 10 million dollars. A. Osborne shared that a new Visitor Center, more restrooms throughout town, new pavers, new sidewalks, and a new walking and bike path are all included in the plan. A. Osborne shared that the new freight depot may be available for groups as early as the summer of 2022.

A. Petrini asked if striping could be done on the parking lot by the freight depot and A. Osborne said he would get with Public Works to see if that can be done quickly.

4. VICE CHAIRPERSON J. CARMONA BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: APPROVAL OF THE AGENDA

A. 9 December 2021

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R. Gallagher made the motion to approve the agenda once the time of the next meeting is adjusted from 9:00 am to 10:00 am.

5. VICE CHAIRPERSON J. CARMONA BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: APPROVAL OF MEETING MINUTES

A. *14 October 2021*

C. DeGasperis made the motion to approve the minutes.

Second – A. Petrini

Approved – Unanimously

6. VICE CHAIRPERSON J. CARMONA 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 Report is still continuing to trend nicely and came in up about \$6000 from the year before. D. Dotson said that the Transient Lodging Tax Report is still increasing nicely and was up quite a bit from the year before.

7. VICE CHAIRPERSON J. CARMONA BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: REVIEW AND POSSIBLE APPROVAL OF THE 2021 CAMEL RACE ADDITIONAL EXPENSES IN THE AMOUNT OF \$11,652.51.

Neil Horning, Liquid Blue Events, shared that entertainment costs, printing costs, and tent rentals were all higher than they were for previous events. N. Horning stated that there were more people at the event than ever before so that increased expenses as well.

R. Gallagher made the motion to approve the payment of 2021 Camel Race additional expenses in the amount of \$11,652.51.

Second – A. Petrini

Approved - Unanimously

8. VICE CHAIRPERSON J. CARMONA BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: REVIEW AND POSSIBLE APPROVAL OF A ONE-YEAR CONTRACT BETWEEN VIRGINIA CITY TOURISM COMMISSION AND LIQUID BLUE EVENTS, LLC.

D. Dotson stated that VCTC has been using LBE since 2013 and that normally the contracts just get renewed as is. D. Dotson shared that as the events have grown we have begun to struggle with the accounting and reconciliation side on the back end. D. Dotson stated that the main change is an increase of \$200 per month in their retainer so that they can do the accounting and reconciling at LBE's office instead of VCTC's. D. Dotson said that it is set for one year so that it can be tested to make sure it works for everyone.

C. DeGasperis made the motion to approve the one-year contract between Virginia City Tourism Commission and Liquid Blue Events, LLC.

Second – A. Petrini

Approved - Unanimously

9. VICE CHAIRPERSON J. CARMONA BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: STOREY COUNTY/VCTC STRATEGIC PLANNING UPDATE

D. Dotson updated the board on the Virginia City Tourism Commission's 2022 Strategic Plan by sharing a draft of the document.

10. VICE CHAIRPERSON J. CARMONA BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: MARKETING UPDATES

K. Burciaga shared that VCTC is thinking through the next fiscal year budget.

Amy Demuth, RAD Strategies, shared their October/November Marketing Summary and the highlights include a lot of impressions from digital outdoor advertising, increased impressions from online advertising, continued online radio advertising, increased social media followers, and how advertising is going for Piper's Opera House and Cemetery Gin.

11. VICE CHAIRPERSON J. CARMONA BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: NON-PROFIT ALLIANCE UPDATE WITH CEMETERY FOUNDATION PRESENTATION BY CANDACE WHEELER

Candace Wheeler, Executive Director of the Comstock Cemetery Foundation, shared a slideshow that showcased the new Comstock Cemetery Foundation's Visitor Center.

12. VICE CHAIRPERSON J. CARMONA BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: SPECIAL EVENT UPDATE

D. Dotson shared that the Monster Truckz event appeared to go well and that the demographic was different than what is normally in Virginia City. D. Dotson stated that parking and transportation were definitely lacking, but that it is something that VCTC will focus on that if the event comes back.

D. Dotson shared that Christmas on the Comstock is on track to becoming a wonderful tradition for everyone who attends.

Jess Horning, Liquid Blue Events, shared that the Hunt for the Spirits event went well and it was great to see the crawl evolving to include other merchants besides just saloons. N. Horning shared that 349 people showed up for the Grinch bar crawl which is the most ever.

13. VICE CHAIRPERSON J. CARMONA BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: PIPER'S OPERA HOUSE UPDATE

Whitney Brunson, Piper's Opera House, shared a list of upcoming events at Piper's Opera House and stated that all previous events have been doing really well. W. Brunson also shared that she is leaving Virginia City Tourism Commission and she thanked everyone for everything they have done for Piper's Opera House and that she will miss everyone.

14. VICE CHAIRPERSON J. CARMONA BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: STAFF REPORTS & CORRESPONDENCE & FUTURE MEETINGS

D. Dotson shared that he is working on special event year-end review, 2022 events calendar, V&T Railway Commission items, a VCTC re-organization, music video production, and Rural Roundup planning.

C. DeGasperis shared that, from a scheduling standpoint, he will not be seeking re-appointment to the VCTC Board in 2022. J. Carmona, R. Gallagher, and D. Dotson thanked C. DeGasperis for his many years of service to the VCTC.

J. Carmona shared that the next VCTC meeting will be Thursday January 13, 2022 at 10:00 am.

15. VICE CHAIRPERSON J. CARMONA BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: PUBLIC COMMENT

No public comment.

16. VICE CHAIRPERSON J. CARMONA BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: ADJOURNMENT OF COMMISSION BOARD MEETING

Vice Chairperson J. Carmona adjourned the meeting at 11:35 am.