

VIRGINIA CITY TOURISM COMMISSION (VCTC)
January 13, 2022 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

Chairperson A. Perry called the meeting to order at 10:04 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
Paul Hoyle

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: Nominations of officers for 2022 – chair/vice chair

R. Gallagher made the motion to elect A. Perry and Jay Carmona for Chair and Vice Chair.

Second – Paul Hoyle

Approved – Unanimously

Chairperson A. Perry welcomed Paul Hoyle to the VCTC board, as a hotel representative.

Deny Dotson, Director, welcomed Rebecca Clark as the new administrative assistant. Deny Dotson clarified that Vanessa Stephens, Clerk Treasurer, has submitted her resignation.

4. CHAIRPERSON A. PERRY BROUGHT THE NEXT 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.

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

R. Gallagher made the motion to approve the agenda.

Second – A. Petrini

Approved – Unanimously

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

Approval of meeting minutes

A. 9 December 2021

R. Gallagher made the motion to approve the minutes.

Second – A. Petrini

Approved – Unanimously

7. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: Approval of purchase of a trolley in the amount not to exceed \$100,000.

D. Dotson presented his ideas on purchasing a trolley or short-bus that would assist in moving people about town and address parking challenges. The need becomes especially apparent during event-days. The mention of possibly charging a nominal fee was raised. D. Dotson also shared that this trolley would not compete with any attraction or tour in town.

R. Gallagher made the motion to approve the purchase of a trolley in the amount not to exceed \$100,000.

Second – Paul Hoyle

Approved – Unanimously

8. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: Financial update

A. *Tourism Tax Report*

B. *Transient Lodging Tax Report*

C. *2022-23 Budget Preparation*

D. Dotson presented the current Tourism Tax Report and the current Transient Lodging Tax Report.

P. Hoyle elected himself as the board member to sit in on the budgeting process

9. DISCUSSION ONLY: Marketing Updates

Amy Demuth, RAD Strategies, shared their monthly 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.

10. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: Business Development Updates

L. Kruse relayed information about a group containing 84 people expected to arrive this month.

11. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: Special Event Update

Jess Horning, Liquid Blue Events, shared The Devil Made Me Do It saloon crawl will return February 12th. Neil Horning shared all the upcoming events for the year.

A. Demuth debuted the new digital event calendar.

Neil Horning updated the board on the Grinch Made Me Do It saloon crawl. N. Horning shared that 349 people showed up for the Grinch bar crawl which is the most ever.

12. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM FOR POSSIBLE ACTION: APPROVAL FOR THE DEVIL MADE ME DO IT EVENT IN THE AMOUNT OF \$9000

Jay Carmona made the motion to approve budget for the Devil Made Me Do It Saloon Crawl in the amount of \$9000.

Second – Ron Gallagher

Approved – Unanimously

13. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: Non-profit alliance update

A. Perry shared that St. Mary's Art Center will be closed March and April for restoration. A. Perry stated St. Mary's Art Center will re-open for Easter Sunday.

14. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: Staff Reporting & Correspondence & Future Meetings

D. Dotson discussed the Capital Improvement Plan, including water for the fairgrounds and new visitor center location. D. Dotson shared an update on the Comstock State of Mind music video and its progress. D. Dotson emphasized the importance of ambassadors and docents.

L. Kruse stated that the next meeting will be Thursday, February 10, 2022, at 10:00 am.

15. PUBLIC COMMENT

No public comment.

16. ADJOURNMENT

Chairperson A. Perry adjourned the meeting at 11:36 am.

DRAFT