

# VIRGINIA CITY TOURISM COMMISSION (VCTC)

FEBRUARY 10, 2022 10:00 a.m.

Virginia City Conference Center  
10 South E Street, Virginia City, NV 89440

## 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 taped 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 a.m.

### 2. PLEDGE OF ALLEGIANCE

#### ROLL CALL

Rebecca Clark called roll.

**Chairperson:** A. Perry  
**Vice Chair:** Jay Carmona – absent  
**Treasurer:** Vanessa Stephens  
**Board Members:** Angelo Petrini  
Ron Gallagher  
Paul Hoyle

R. Clark noted there was a quorum present.

**Others:** Deny Dotson, Director  
Kim Burciaga, Tourism & Marketing Manager  
Leah Kruse, Event & Business Develop. Manager  
Rebecca Clark, Administrative Assistant

### 3. CHAIRMAN A. PERRY BROUGHT THE FIRST ITEM TO THE COMMISSION'S ATTENTION: NOMINATION OF OFFICERS FOR 2022 – SECRETARY

R. Gallagher made the motion to elect Rebecca Clark for Secretary.

Second – A. Petrini

Approved – Unanimously

### 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 UNDERT HIS PORTION OF THE AGENDA UNTIL THE MATTER ITSELF HAS BEEN SPECIFICALLY INCLUDED ON AN AGENDA AS AN ITEMS UPON WHICH ACTION MAY BE TAKEN.*

There was no public comment. Chairperson A. Perry moved to the next item.

**5. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: APPROVAL OF AGENDA FOR THE FEBRUARY 10, 2022 MEETING**

R. Gallagher made the motion to approve the agenda meeting.

Second – P. Hoyle

Approved: Unanimously

**6. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: APPROVAL OF MINUTES FOR THE JANUARY 13, 2022 MEETING**

Chairperson A. Perry wished to make an amendment, clarifying St. Mary's Art Center will be open for the Easter Egg Hunt, however, will remain closed for tours until restoration is completed.

P. Hoyle made the motion to approve the minutes.

Second – R. Gallagher

Approved – Unanimously

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

D. Dotson spoke of increased tourism tax revenue from the previous year. D. Dotson mentioned an improvement in revenue and room nights for hotels.

D. Dotson spoke of compiling next year's fiscal budget, which he intends to present in March.

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

K. Burciaga stated she is adding the Escape Room to the Comstock Adventure Pass.

K. Burciaga spoke of an updated voicemail recording for those customers who call in to the Visitors Center.

Ronele Dotson, RAD Strategies, spoke of updating and adding the 2022 events to the website, along with providing digital and printable event calendars.

R. Dotson presented the Diverse Culture & History posts that will continue to drive awareness of Virginia City. This current month's represented Black History Month by showcasing the first black saloon owner in the west.

**9. CHAIRPERSON A. PERRY BROUGHT THE NEXT ITEM TO THE COMMISSION'S ATTENTION: BUSINESS DEVELOPMENT UPDATE**

L. Kruse is working with D. Dotson to restructure facility fees, as well as updating rental agreements.

L. Kruse spoke of the high volume of wedding being booked and/or inquired about.

L. Kruse stated the Virginia City Freight Depot will be available to rent as of July 1, 2022.

L. Kruse will be working with tour operators that will be in Reno for a convention called Go West.

John O'Brien, Silverland Hotel owner, mentioned having a record year at over a million dollars.

D. Dotson stated the VCTC has purchased a shuttle bus to assist in transportation needs.

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

Neil Horning, Liquid Blue Events, is expecting approximately 300 people for the Devil Made Me Do It Saloon Crawl.

