

Board Members
A. Perry
Jay Carmona
Ron Gallagher
Paul Hoyle
Angelo Petrini

NOTICE OF PUBLIC MEETING
**Virginia City Tourism Commission
Meeting**

DAY: Thursday
DATE: November 10, 2022
TIME: 10:00 am
LOCATION: Storey County Courthouse (2nd Floor)
26 S. B Street
Virginia City, NV 89440

This meeting can be attended in person or via Zoom:

Join Zoom Meeting

<https://us02web.zoom.us/j/112736881?pwd=akJZeTFVeFZwUINBL21EbDhSYUQ1Zz09>

Meeting ID: 112 736 881
Passcode: 318577

Dial in by calling one of the following numbers:

1 669 900 6833 US
1 253 215 8782 US
1 346 248 7799 US

NOTICE: A POSSIBLE QUORUM OF THE MEMBERS OF THE STOREY COUNTY BOARD OF COMMISSIONERS MAY BE AT THIS VIRGINIA CITY TOURISM COMMISSION BOARD MEETING. NO OFFICIAL COUNTY BUSINESS WILL BE CONDUCTED.

AGENDA

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE & ROLL CALL**
- 3. PUBLIC COMMENT: * The public is invited at this time to comment on and discuss any topic that is relevant to or within the authority of this public body.**

***PUBLIC COMMENT LIMITATIONS: The Virginia City Tourism Commission will provide at least two public comment periods in compliance with the minimum requirements of the Open Meeting Law prior to adjournment. Public comment will be taken at the beginning of the agenda, before any action is taken, and again at the end, before adjournment. No action may be taken on a matter raised under public comment unless the item has been specifically included on the agenda as an item upon which action may be taken. The Chair may call for or allow additional individual-item comment at the time of the body's**

consideration or the item when: (1) the comment will be provided from a person who is directly involved with the item; or (2) it involves any person's or entity's due process appeal or hearing rights provided by statute. Comments may be limited to three minutes per person or topic at the discretion of the Chair to facilitate the meeting.

4. **FOR POSSIBLE ACTION:** Approval of Agenda for the November 10, 2022 meeting.
5. **FOR POSSIBLE ACTION:** Approval of Minutes for the October 13, 2022 meeting.
6. **FOR POSSIBLE ACTION:** Approval of a Contract for Pyrotechnics and Services with PyroGuys, Inc. for two fireworks shows for Christmas on the Comstock.

Staff summary: The fireworks shows this year are scheduled for December 3 and December 10 at 6:00 p.m. immediately following the Parade of Lights which starts at 5:00 p.m... The shows are an important feature of Christmas on the Comstock and is very popular with visitors. The cost of the fireworks have increased from \$7,500 to \$9,000 for each show.

7. **FOR POSSIBLE ACTION:** Approve of the Believe Again Christmas Shopping Giveaway as part of Christmas on the Comstock.

Staff summary: Last year, the Believe Again Christmas Shopping Giveaway provided that shoppers could receive one entry into the contest for every \$5.00 of purchases made from Virginia City Merchants. The prize was two \$500 shopping sprees in Virginia City shops. This arrangement presented two challenges – (1) at only \$5.00, calculating the number of tickets a shopper was entitled to took a great deal of staff time, and (2) arranging for the shopping spree with Virginia City merchants whereby a winner could spend their prize in different shops was a challenge. In order to simplify the contest, staff would like to propose the following: That tickets for a chance to win would be provided for every \$10 in purchases and that the prize be 10 - \$100 cash prizes. Those prizes would be picked up at the Visitors Center, making it likely that the cash will be spent in Virginia City shops. These changes will make the implementation of the promotion much easier, which is appreciated considering the limitation on staff levels.

8. **DISCUSSION ONLY:** Marketing Updates
9. **FOR POSSIBLE ACTION:** Approval of a Contract for Services with RAD Strategies, Inc. for marketing and public relations services.

Staff summary: The last contract with RAD Strategies, Inc was approved in May of 2015. At that time, the monthly retainer amount was \$2,375. Currently the monthly retainer amount is \$3,000 month, plus \$500 per month for Cemetery Gin and \$500 per month for Pipers. The proposed contact for services includes the following services and monthly hours:

Strategic planning and support	2 - 4 hours
Public relations, media outreach	10 – 12 hours
Social media consulting & mgmt.	10 – 14 hours
Email outreach and eblasts	4 hours
Paid advertising placement	5 hours
Account management	10 – 12 hours
Administrative	1 hour

The monthly compensation for these services will be \$4,150, which will also include marketing for Cemetery Gin. Pipers will continue to be a separate item.

10. **FOR POSSIBLE ACTION:** Approval of a proposal to retrieve all VCTC creative content held by RAD Strategies, Inc. for a total cost of \$5,500.

Staff summary: RAD Strategies has been the marketing contractor for VCTC since 2012. Throughout that time, as creative content (photos, videos and related graphics) was produced, RAD provided an opportunity for VCTC staff to download the content onto VCTC data storage systems. We didn't always have the ability to do that due to lack of storage capacity. Storey County IT has since developed data storage capabilities that will allow us to obtain and keep all of our past content. Staff feels that acquiring those assets is important. However, all of that content has been co-mingled with other RAD owned assets. Separating and transferring that information will require 50 – 60 hours of staff time for RAD Strategies.

11. FOR POSSIBLE ACTION: Approval of a revised organization chart for the VCTC reflective of current staffing, contractors, and other considerations.

Staff summary: The position of Marketing and Tourism Manager has been vacant since May of this year. Duties originally envisioned for that position are now being accomplished by the marketing contractor (RAD), the Events and Business Development Manager and the Interim Tourism Director. The job description for the Events and Business Development Manager has changed and a new title for the position is being proposed – Tourism and Event Manager. The new job description and associated classification of the position is scheduled to be approved by the Storey County Commissioners on November 15, 2022. With these changes and because the VCTC uses contracts with private sector companies to accomplish its mission, a new organization chart reflecting the reality of how work gets done is being proposed. This revision drops one FTE, which is the same staffing level prior to fall of 2021.

12. FOR POSSIBLE ACTION: Appointment of Leah Kruse to serve as Acting Tourism Director effective November 15, 2022.

Staff summary: Due to other demands, Linda Ritter will have to step down as Interim Tourism Director effective November 15, 2022. The high event season has passed, so losing a half time position is possible and won't negatively affect the organization. Until a new Tourism Director is selected, Leah Kruse can manage the day-to-day operations of the VCTC and lead planning efforts for the 2023 event season. Although she won't be serving as Director, Linda will continue to be available to provide assistance on any administrative or other matters for the VCTC. Additionally, Chairperson Perry will be available to assist where needed.

13. DISCUSSION ONLY: Special Events Update

- Special Events Calendar for November and December

14. DISCUSSION ONLY: Presentation of possible changes to the contract for services with Liquid Blue Events.

Staff summary: It is time to renew the contract for services with Liquid Blue Events. Liquid Blue currently plans, organizes and manages the following events:

- Devil Made Me Do It Valentine's Event
- Rocky Mountain Oyster Fry
- Father Daughter Day & Dance
- Chili on the Comstock
- International Camel & Ostrich Races
- World Championship Outhouse Races
- The Hunt for the Spirits
- The Grinch Made Me Do It Saloon Crawl

VCTC staff and Liquid Blue will present a list of possible changes to the contract for discussion by the Commission. The actual contract will be presented to the VCTC at their December meeting for approval.

15. DISCUSSION ONLY: Business Development Updates

- Groups and Conferences

16. DISCUSSION ONLY: Updates from tourism supporting non-profit organizations

17. DISCUSSION ONLY: Financial Updates

- Tourism Tax collections
- Room Tax collections
- Budget update
- October vouchers

18. DISCUSSION ONLY: Staff Reports & Correspondence & Future Meetings

- Director's report
 - Metrics
 - Visitors Center
 - Cemetery Gin
 - 2024 Rural Roundup
 - Tourism Director Selection Process
- Next regular VCTC Meeting *** 10:00 A.M., DECEMBER 8, 2022 ***

19. PUBLIC COMMENT

20. ADJOURNMENT

NOTICE: This notice is posted pursuant to NRS 241 at the Virginia City Public Works, Storey County Courthouse, Virginia City Visitor Center, and Virginia City Fire Department, and the Nevada State Public Notices Website. Anyone interested may request personal notice of the meeting. Agenda items must be received by 5:00PM Thursday preceding the regular meeting. Items may not necessarily be heard in the order they appear. The public body may combine two or more agenda items for consideration; and the public body may remove an item from the agenda or delay discussion relating to an item on the agenda at any time. For placement, call the Director at 775-847-7500. Virginia City Tourism Commission recognizes the needs and civil rights of all persons regardless of race, color, religion, sex, disability, family status or origin. Notice to persons with disabilities: Members of the public who are disabled and require special assistance or accommodations at the meetings are requested to notify the Virginia City Tourism Commission office, in writing, at P.O. Box 920, Virginia City, Nevada 89440. Virginia City Tourism Commission has been advised by Nevada Attorney General's Office to limit public comment to three (3) minutes or less to minimize lengthy meetings.

Certificate of Posting

I, Rebecca Clark, with the Virginia City Tourism Commission, do hereby certify that I posted, or caused to be posted, a copy of this agenda at the following locations in compliance with NRS 241.020(3): Virginia City Public Works, Storey County Courthouse, Virginia City Visitor Center, and Virginia City Fire Department. In addition, this agenda has been electronically posted in compliance with NRS 241.020(3) at <https://visitvirginiacitynv.com/about/>, and NRS 232.2175 at <https://notice.nv.gov/>. To obtain further documentation regarding posting or supporting materials, please contact Rebecca Clark at (775) 847-7500 or RClark@storeycounty.org.