

NEVADA COMMISSION FOR THE RECONSTRUCTION OF THE V&T RAILWAY

Minutes of the Wednesday, July 24, 2024 Meeting

Page 1

A regular meeting of the Nevada Commission for the reconstruction of the V&T Railway was scheduled for 9:00 a.m. on Wednesday, July 24, 2024, in the Community Center Robert “Bob” Crowell Boardroom, 851 East William Street, Carson City, Nevada.

The meeting video is available on Carson City’s website by clicking on the link below:

https://carsoncity.granicus.com/player/clip/2487?view_id=2&redirect=true

PRESENT: Chairperson David Peterson
Vice Chair Clay Mitchell
Treasurer Leah Kruse
Secretary Stephanie Hicks

STAFF: Mihaela Neagos, Deputy District Attorney
Briana Munoz, Deputy Clerk
Minutes by: Tamar Warren, Senior Deputy Clerk

1 – 3. CALL TO ORDER, ROLL CALL AND DETERMINATION OF A QUORUM, PLEDGE OF ALLEGIANCE

Chairperson Peterson called the meeting to order at 9:01 a.m. Roll was called and a quorum was present. Commissioner Schmitter was absent. Chairperson Peterson led the Pledge of Allegiance.

4. PUBLIC COMMENT

Chairperson Peterson entertained public comments; however, none were forthcoming.

5. FOR POSSIBLE ACTION: APPROVAL OF MINUTES OF THE JUNE 26, 2024 MEETING

Chairperson Peterson introduced the item and entertained comments, edits, or a motion.

MOTION: Secretary Hicks moved to approve the minutes of the June 26, 2024 meeting. The motion was seconded by Vice Chair Mitchell and carried 4-0-0.

6. FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION REGARDING THE V&T COMMISSION’S STATEMENT OF ACCOUNTS PAYABLE CHECKS PAID JUNE 1-30, 2024.

Chairperson Peterson introduced the item and referenced the information presented in the Staff Report, which is incorporated into the record. There were no comments; therefore, he entertained a motion.

NEVADA COMMISSION FOR THE RECONSTRUCTION OF THE V&T RAILWAY

Minutes of the Wednesday, July 24, 2024 Meeting

Page 2

MOTION: Treasurer Kruse moved to approve the payable checks totaling \$74,233.81, from June 1, 2024, through June 31, 2024. The motion was seconded Secretary Hicks and carried 4-0-0.

7. FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION REGARDING THE ADJUSTED V&T COMMISSION'S FISCAL YEAR ("FY") 2023/2024 BUDGET REPORTS, PERIOD ENDED JUNE 1-30,2024.

Chairperson Peterson introduced the item and reviewed the Staff Report which is incorporated into the record. He also responded to clarifying questions. Vice Chair Mitchell pointed out several expenditures that were placed in different categories. There were no public comments.

MOTION: Treasurer Kruse moved to approve the Budget Reports as presented. The motion was seconded by Vice Chair Mitchell and carried 4-0-0.

8. FOR DISCUSSION ONLY: DISCUSSION AND PRESENTATION REGARDING FISCAL YEAR 2023/2024 FALL/SPRING MEDIA CAMPAIGN RECAP – MELISSA DEITZ, DEITZ MEDIA & MARKETING.

Chairperson Peterson introduced the item. Melissa Deitz of Deitz Media and Marketing reviewed the Staff Report, which is incorporated into the record, and responded to clarifying questions. Chair Peterson inquired about the fall campaign. Ms. Deitz believed that due to the election campaigns, inventory was getting lower on posters. She wished to have a decision on the overall budget and noted that the outdoor media was set; however, she believed the Commission should forgo the television ads due to the political "noise" and recommended radio and online ads instead. Ms. Deitz offered to turn over some of the advertising funds to social media, if needed. Vice Chair Mitchell inquired about opportunities next year and Ms. Deitz noted that with the political ads gone, she believed more creative ads and digital media buys should be considered. Chairperson Peterson inquired about tapping into the Sacramento and Bay Area markets and Ms. Deitz noted that a budget increase would be required. Discussion ensued regarding a workshop discussion to tapping into the cash reserves for additional marketing and co-marketing opportunities with Virginia City and Carson City tourism marketing. There were no public comments. This item was not agendized for action.

9. FOR DISCUSSION ONLY: DISCUSSION AND PRESENTATION REGARDING FISCAL YEAR 2023/2024 SOCIAL MEDIA RECAP – REGINA FLORES, LUMONT MEDIA.

Chairperson Peterson introduced the item. Regina Flores of Lumont Media reviewed the social media campaign report as incorporated into the Staff Report and the record. She also responded to clarifying questions. Chair Peterson applauded the consistency in messaging and thanked Ms. Flores. Vice Chair Mitchell inquired about marketing opportunities on LinkedIn to be part of corporate retreats and off-sites. He also believed that documentation existed for corporate events.

NEVADA COMMISSION FOR THE RECONSTRUCTION OF THE V&T RAILWAY

Minutes of the Wednesday, July 24, 2024 Meeting

Page 3

Treasurer Kruse offered to work with Ms. Flores and return with further information at the Commission's August meeting. Chair Peterson thanked Ms. Flores. There were no public comments. This item was not agendized for action.

10. FOR DISCUSSION ONLY:

MONTHLY NON-ACTION ITEMS:

a. EXECUTIVE ASSISTANT UPDATE

b. OPERATIONS/TRAINS REPORT

VTRR Sales and Marketing Coordinator Candy Duncan expressed concern regarding cancellations and low ticket sales for the upcoming weekend. She attributed the decline to the hot weather as the cars do not have air conditioning. She also announced two wine train events for August 17, 2024 and September 21, 2024 with "brisk" ticket sales. Ms. Duncan also reported on a great deal of interest on the rail bikes and believed they would return next year. She noted that interest in the Polar Express tickets had already begun, adding that many of the riders had been from far away states. Ms. Duncan stated that the cleanup around the depot had been going on as well. It was agreed to have social media announcements and email notification announcing the Polar express ticket sales dates.

c. UPCOMING MEETINGS:

1. V&T COMMISSION MEETING ON WEDNESDAY, AUGUST 28, 2024 AT 9:00 A.M.

Chairperson Peterson read the upcoming meeting date into the record.

11. COMMISSIONER COMMENTS OR ANNOUNCEMENTS, AND REQUESTS FOR INFORMATION.

Vice Chair Mitchell updated the Commission on the conversations with the State regarding the Commission and offered to bring back any updates that occur. Chair Peterson announced that his term would expire on July 31, 2024.

CLOSED NON-MEETING TO CONFER WITH OPERATIONS MANAGER AND COUNSEL.

This item did not take place.

12. PUBLIC COMMENT

Chairperson Peterson entertained final public comments; however, none were forthcoming.

13. FOR POSSIBLE ACTION: TO ADJOURN

NEVADA COMMISSION FOR THE RECONSTRUCTION OF THE V&T RAILWAY

Minutes of the Wednesday, July 24, 2024 Meeting

Page 4

Chairperson Peterson adjourned the meeting at 10:05 a.m.

The Minutes of July 24, 2024, Nevada Commission for the Reconstruction of the V&T Railway meeting are so approved on this 28th day of August 2024.

Stephanie A. Hicks
STEPHANIE HICKS, Secretary