

**VIRGINIA CITY CONVENTION & TOURISM AUTHORITY  
MEETING MINUTES**

**Thursday, August 7, 2008, 8:30 am**

**Visitor Center**

**86 South C Street, Virginia City, NV**

**Call to Order:** Angelo Petrini called the VCCTA meeting to order at 8:30 am.

**Roll Call:**

**Chairman:** Angelo Petrini  
**Board Members:** Shara Bouvier  
Carol Fain (8:42 am)  
Joe Curtis  
John Flanagan

**Staff:** Susan Sutton/Executive Director  
Cory Wood/Executive Assistant  
Dawn Neamo/VCCTA bookkeeper  
Patrick Gilmore/Convention Services

**APPROVAL OF AGENDA:** Curtis moved to approve the August 7, 2008 agenda. Flanagan seconded and motion passed unanimously

**APPROVAL OF MINUTES FOR JULY 3, 2008:** Bouvier moved to approve the July 3, 2008 minutes. Curtis seconded, motion passed unanimously

**PUBLIC COMMENT:** Dan Beeson, known as Stinky, a Virginia City docent, introduced himself to the board and requested compensation to be part of the team to help promote Virginia City. The board explained his request must be a discussion/action item at a future board meeting as no action could be taken under public comment.

Stephen Saylor, chairman of Railway Reflections, reported on the progress of the Railway Reflection events that include film festivals, art & cultural events, railway beer & wine and a special coin made by the Marshall Mint. He continued that funds raised from the events and merchandising will go to the restoration efforts for the Nevada Railway Foundation.

Jim Clark, a Virginia City resident, introduced himself to the board. He reported he is back in Virginia City assisting with the restoration efforts of the V & T Railway. Clark reported his background included supplying railroad stock for film & television. He requested to be on September agenda and will make that request in writing.

Gary Teel, TNT Stagecoach owner, introduced himself to the board. Teel reported he has started stagecoach rides at the Comstock Gold Mill.

Ross Mortensen, Horse Thief Canyon Desperados, introduced himself to the board. Mortensen asked for clarification why their group was not allowed to continue to have gunfight shows on the train. Sutton read from a statement to explain the issues that impact the VCCTA:

*“The gunfighters had performed a show as part of the V & T train ride to the Gold Hill station after which they showed a photo of St. Mary's Church and then individually robbed people for a donation (they have a bag and stand in front of people). The proceeds in fact went into paying them for their performance and a portion went to St. Mary's Church Restoration fund (which is made public). The gun show is great and adds a marketing dimension to our tourism product. However I do have a major ethical problem with the mechanism that was used. Because we receive a \$10,000 rural grant to fund the SLE ticket for marketing and collateral materials I shared with the gunfighters because of truth in lending guidelines either; the gunfighters show is included in the SLE ticket and advertised as such with a increase in the SLE ticket price or they needed to restructure how they collected their fees. I suggested perhaps saying "If you enjoyed our show today there is a donation box as you leave the train or we can collect any donations as you leave the train". Both of these solutions would be politically correct. I also suggested they state that a portion of the proceeds go to the reconstruction of the church. Again because the VCCTA sells and endorses this project I feel we have a ethical responsibility to be involved in how money is collected from this program. A gunfighter with a holstered gun might be seen as intimidating in a collection process. If the board states in a public forum there is no problem then I certainly will sanction the current process.”*

Curtis clarified the truth in lending does not pertain to this discussion. Mortensen and the board discussed the need to inform people there will be a train robbery followed by a gun show and donations are voluntary.

**SESQUICENTENNIAL UPDATE:** No update due to Don Ayer’s absence

**FINANCIAL REPORT/\***

**DISCUSSION/ACTION:** Nemo presented financials to the board and reported all lodging taxes are paid. Fain moved to approve the financial report. Bouvier seconded, motion passed unanimously.

**BOARD CONFLICT OF INTEREST/BOARD**

**DISCRIPTION & DISCLOSURE OF INTEREST AGREEMENTS**

**DISCUSSION/ACTION:** Sutton presented the board with a policy on conflict of interest statement and disclosure of interest statement to be signed by each board member. Sutton continued the VCCTA needs these policies in place to secure convention & bureau accreditation status. Bouvier moved to approve the “Conflict of Interest and Disclosure of Interest” statements. Curtis seconded, motion passed unanimously.

**NOVEMBER BOARD RETREAT**

**ENDS/MEANS DISTINCTION EXPLANATION\***

**DISCUSSION/ACTION:** Sutton reported an important aspect of a board retreat is to define the reason for the VCCTA’s existence. Sutton continued Pat Whitten, Storey County Manager, recommended using a professional facilitator. Fain moved to approve \$1,000.00 for a facilitator for a board retreat. Bouvier seconded, motion passed unanimously.

**REGIONAL EVENT PARTNERSHIP\***

**DISCUSSION/ACTION:** Sutton reported she feels strongly the VCCTA should partner with every regional event which could include ArtTown, Hot August Nights and other events. . Bouvier moved to approve VCCTA’s partnership with regional event planners. Curtis seconded, motion passed unanimously.

**DIRECTOR’S REPORT:** Sutton reported on the following subjects:

- Silver Line Express tickets are available online and sold \$1,500.00 in one week
- Developing new VCCTA’s by-laws
- VCCTA Policies and procedures
- Contract for Sesquicentennial Event Manager
- Advertising for small conventions and meetings
- VCCTA partnership with Elko CVB at National Tour Association’s convention
- Certified Destination Marketing Executive (CDME) certification training in November 2008& February 2009

**CONVENTION SERVICES REPORT**

**CORRESPONDENCE:** Gilmore reported over 150 people from Cruise Oregon spent the day in Virginia City on July 15 and pre-purchased 140 Silver Line Express tickets. Gilmore continued the RSCVA Summer Golf FAM showcasing Virginia City was a success with 80 tour operators and sponsors. Gilmore continued Sports Leisure Sales, a high end tour operator from Sacramento, is creating travel packages which will include overnight stays in Virginia City’s Bed & Breakfast Inns as well as the Ramada. Gilmore reported hosting Group Tour & Travel owners on a site visit who will add Virginia City to their itinerary. Gilmore reported Virginia City will be hosting Southwest Vacations top travel agents which will include train & trolley rides, shopping and lunch. Gilmore continued the RSCVA is in the planning stages of bringing 200 American Automobile Association (AAA) agents to Virginia City for evening events in October.

**CORRESPONDENCE:** Cory presented the board with the following correspondence:

- Thank you letters from the Nevada Commission on Tourism for VCCTA’s participation in the Post POW WOW familiarization tour and the Chinese Pre and Post POW WOW tours
- Email from Wood to Storey County notifying them of a water leak in front of the building
- Complaint letter from visitor regarding poor service and treatment at a Virginia City business

**PUBLIC COMMENT:** Angela Mann, editor of the *Comstock Chronicle*, reported distributing a large amount of collateral material for three weeks at the Spark Famers Market. Mann also reported there will be a press conference on August 14 to answer questions regarding St. Mary in the Mountains Catholic Church closing for renovation. Bouvier reported KTVN, Channel 2 television in Reno, will be in Virginia City August 17 & 18 filming a Halloween segment.

Curtis reported acquiring a sanctioned Fireman’s Muster to be held Aug 13,14 & 15, 2009 in Virginia City.

**ADJOURNMENT:** 10:05 am