

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

**Thursday, December 04, 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:**

Carol Fain  
Joe Curtis  
John Flanagan  
Leisa Findley

**Staff:**

Susan Sutton/Executive Director  
Dawn Neamo/VCCTA Bookkeeper  
Patrick Gilmore/Convention Services

**APPROVAL OF AGENDA:** Curtis moved to approve the December 04, 2008 agenda. Flanagan seconded and motion passed unanimously.

**APPROVAL OF MINUTES FOR November 06, 2008:** Fain moved to approve November 06, 2008. Curtis seconded, motion passed unanimously.

**PUBLIC COMMENT:** Jim Clarke, Virginia City resident, thanked Virginia City venues and townspeople for their cooperation during the filming of a movie pilot. Clarke reported he assisted the film crew through the Nevada Film Office securing insurance and Virginia City sites for the film project.

Tom Gray, Virginia & Truckee Railroad owner, reported the Highway 50 railroad bridge should be finished by June of 2009. Gray continued he will be able to increase capacity with his two new Pullman cars and run in the winter.

Steven Saylor, Railway Reflections artistic director, reported completion of a silver & bronze ingot celebrating the Northern Nevada Railway Foundation. Saylor continued sales of the ingot will benefit the Foundation and plans are being made for a sesquicentennial ingot. Saylor invited everyone to attend the movie, Polar Express, at Piper's Opera House on December 20, 2008 at 4:00 pm.

**Silver Terrace Cemetery Foundation Photography Project:** Candace Wheeler, Silver Terrace Cemetery Foundation reported the Cemetery foundation is producing an aerial map of the Silver Terrace Cemetery. Wheeler continued additional funding would be needed if all of Virginia City was represented. Wheeler reported she was gauging interest in the project to help with funding. The board will review the issue at a later date..

**FINANCIAL REPORT:** In order to update the VCCTA signature cards, Neamo presented Bank of America signature cards to Susan Sutton, executive director, and Angelo Petrini, Chairman of the Board for signatures. Neamo also presented Bank of America signature cards to board members Joe Curtis, Carol Fain, Leisa Findley and John Flanagan for signatures. Neamo presented the current financials and reported she has not received room tax from Seven Mile Canyon and Virginia City RV Park. Neamo also presented 2007 tax revenue comparison to 2008 tax revenue and reported a downturn. The board and Neamo discussed vouchers submitted for sales and room tax needed to be picked up at the Court House. Neamo reported the Local Government Investment Pool (LGIP) has a high interest rate and no penalties for withdrawal when funds are needed. Gilmore clarified the meal expense category in the 2007-2008 budget included familiarization tour meals. The board recommended clarifying the category to avoid confusion.

Fain moved to approve current financials. Curtis seconded, motion passed unanimously.

**SESQUICENTENNIAL UPDATE:** Curtis announced the Virginia City Sesquicentennial Cookbooks are for sale at various locations. Curtis continued he is still in contact with the film crew doing the documentary on George Hearst. Curtis discussed the idea of putting pole banners on the light posts to advertise the Sesquicentennial Celebration. Gilmore reported there will be a general meeting for volunteers and committee members Wednesday, January 21, upstairs at the Delta at 5:00 pm

**DIRECTOR'S REPORT:** Sutton presented hard copies of the Director's Report which included the following topics:

- Johnson Wales University's Hospitality Program
- Certified Destination Marketing Executive (CDME) classes
- National Tourism Association (NTA) in Reno November 14-18, 2009
- Nevada Commission on Tourism Status/Familiarization Tour Reports
- Certified Distribution Folder Contract in Sacramento/ \$344.00 a month plus cost of 45,000 brochures
- Virginia City PR/Advertising/Ad-Coop Status
- Distributed Storey County Direct Travel Impact Report
- Distributed Virginia City Domestic Visitor Program – 2006-2007 Report
- Recession Proofing Town Meeting-December 11, 2008
- Welcome buttons/merchandise bags marketing collateral
- Current VCCTA projects review

**MAKING MONEY IN THE RECESSION:** Sutton reported the VCCTA will facilitate a meeting on December 11 to discuss the downturn in this economy. The board discussed C Street businesses, hours of operation, regional advertising and economic development.

**CONVENTION SERVICES REPORT:** Gilmore reported the VCCTA participated in the Dayton Valley & Golf Club Wedding Expo. Gilmore continued Dayton Valley is interested in planning a golf tournament with Virginia City room packages. Dayton Valley has a 24 passenger van and will shuttle golfers to and from Virginia City's lodging facilities. Gilmore continued Virginia City brochures are available at the Reno Sparks Convention & Tourism Authority Convention Center during large events and conventions. Gilmore reported United States Women's Bowling Congress (over 50,000) will be in Reno from March through July. Gilmore

reported on going advertising campaign in *Northern Nevada Business Weekly* to attract small meetings.

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

- Letter to State of Nevada Department of Taxation requesting an extension for the VCCTA 2007/2008 audit
- Thank you letter to Becky Orr from Weddings of the West

**Public Comment:** Petrini reported the boarded corner lot across from the visitor center is still an eyesore for visitors and residents. The board discussed upgrading the wood, painting a mural or advertising events. Curtis reported he will contact owner and has permission to paint a mural

**ADJOURNMENT:** 10:45 am