

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

**Thursday, April 2, 2009, 8:30 am**

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

**Call to Order:** Angelo Petrini called the VCCTA meeting to order at 8:35 am

**Roll Call:**

**Chairman:** Angelo Petrini

**Board Members:** Joe Curtis

Carol Fain

Leisa Findley (absent, attending Rural Round-Up)

John Flanagan

**Staff:** Susan Sutton (absent, attending Rural Round-Up)

Patrick Gilmore (absent, attending Rural Round-Up)

Cory Y. Wood

Dawn Neamo

**Approval of Agenda:** Flanagan moved to approve the April 2, 2009, agenda. Curtis seconded, motion passed unanimously.

**Approval of minutes for March 5, 2009:** Curtis moved to approve the March 5, 2009, minutes. Fain seconded, motion passed unanimously.

**Approval of minutes for February 16, 2009:** Flanagan moved to approve the February 16, 2009, minutes. Fain seconded, the motion passed unanimously.

**Public Comment:** John Mitchell, a local resident, requested an update on the plans to utilize the vacant property across from the visitor center. This issue had been discussed in an earlier board meeting. Curtis reported he had been in contact with the property owner. The owner had agreed to allow the property boarding to be utilized for i.e., a painted mural, with the understanding it would be done at no expense to her. Curtis recommended the VCCTA pay to have a mural painted on the board. The board asked that a letter be written to the District Attorney to see if there was an existing ordinance in place requiring property owners to keep their properties in proper repair.

**Financials:** Neamo reported on updates in room tax that were not reflected in the reports in board packets. Curtis reported some confusion in the layout of the financials report. Neamo addressed Curtis' concerns, and petitioned the board as to whether they would like the format changed to create a clearer report. The board agreed to leave it in its current format. Neamo reported a new vacation rental on A street. She's left a room tax notice on their door but has had no response from owners. Flanagan recommends Neamo to look at Assessor's office for contact information of property owner and name of rental

property. Neamo also reported the Tahoe House should be near to opening for rentals. Neamo reported the Old Bridge Ranch will be removed from reports as they are no longer in business. Neamo reminded the board, the Storey County ordinance passed, that authorizes the VCCTA to audit Storey County lodgings. Curtis moved to approve the financials. Fain seconded, motion passed unanimously.

**Sesquicentennial Update:** Curtis reported he had missed the last Sesquicentennial committee meeting and had not yet received an update from Gilmore. Gilmore did report to Curtis of a phone call from a Single Action Shooting Society (SASS) member that stated the group would be interested in participating in the Sesquicentennial celebration. Curtis reported the historical markers are near ready for installation.

Petrini suggests the VCCTA write a letter to the county to request the county accommodate the Civil War group with the understanding the Civil War re-enactors group will take full responsibility for any damages, if allowed to use Miner's Park. Curtis reported Gilmore had received permission to use the name "Territorial Enterprise News Paper" from Tom Luzzio, the rightful owner of the name. Gilmore and Angela Mann are working to create a mock newspaper as a program for the Sesquicentennial June 5-7 weekend.

Curtis would like to incorporate into the Sesquicentennial celebration, the installation of a new flag pole to the Fireman's Museum, along with the burial of a time capsule. Curtis added there are clues to the burial place of the time capsule in the Sesquicentennial cookbook.

**Written Directors Report:** The written Directors Report was read by Wood. Copies of the report were handed to each board member. The report contained:

- Sesquicentennial Kick-Off Party-February 8, 2009
- Docent Tutorial Class
- Billboard Contracts
- Development of television & radio advertising buys
- Preservation Magazine buy
- Silver Line Express brochure
- Sister's in History brochure
- Gilmore enrolled in TIA Sales Academy, online class
- Wood attending a two day Business Writing & Grammar class in May 2009
- Certified Destination Management Executive core class
- Website Update
- Directors meeting with G.M. "Pooch" Pucilowski
- Press releases
- Local press relationships
- The VCCTA monitoring all expenses associated with special events advertising
- Welcome to Virginia City button
- VCCTA business office cleans up
- Travel Alliance Partners (TAP)
- Letter written to Tom Brokaw
- Merchant articles published in Comstock Chronicle weekly

- VCCTA involvement in the 2009 NTA events
- VCCTA participation in 2009 BLC Tour Operators Summer Golf FAM
- SLE visitor fulfillment board development
- Finding the Joy public service announcements and television segments on Channel 8
- VCCTA facilitated the member sign-up campaign for the Ad Co-Op membership drive

**Written Convention Services Report:** Wood read the Convention Services report.

Copies were handed to each board member. The report contained:

- 800 high school students visited Virginia City on March 27, 2007,
- “Welcome Bowlers” signs were distributed to Virginia City merchants
- Tahoe Adventures have signed up 100 bowlers to visit Virginia City,
- Shara Bouvier, Living Legends Docent Liaison, and 20 docents participated in the meet and greet at the airport for the Hearth, Patio and Barbeque convention attendees,
- VCCTA to have a booth at the Women’s Expo and Wedding Fair April 4 & 5, .
- Daughters of American Revolution to hold their annual conference in Virginia City,
- Grand Sierra Adventure started a sightseeing tour
- Gilmore to represent Virginia City at Tourism Cares in Gettysburg April 17-19, 2009

**Correspondence:** Wood shared a letter that was written by Susan Sutton to Tom Brokaw inviting him to visit Virginia City during his tour of Hwy 50, a story that was written by the New York Times about the Oyster Fry in Virginia City, a Virginia City story in the Meeting Magazine, two sections devoted to Virginia City in the History Channel magazine, an article reporting the Chinese are still traveling to the USA despite their bad economic times, a page on the visitrentatahoe.com website showing Virginia City mentioned twice, TravelHost.com had a section about Virginia City, using one of Joe Curtis’ photos of the Living Legends Docents.

**Public Comment:** Angela Mann, editor of the Comstock Chronicle, inquired of the board about hosting a Virginia City booth at the Reno Farmers Market. Mann is willing to accept the same \$300 reimbursement as last year should the board decide they would like her to work the booth again this year. The board agreed it was successful, and agreed they would like to see Mann host the booth again.

Petrini requested the vacant property issue, across from the visitor center, be put on the May agenda. Curtis requested the events county ordinance be put on the May agenda. Petrini included in the public comment, the American flag was stolen from the Delta Parking lot monument. He asked the board and public if they know of anyone that would like to donate a flag to replace the stolen one.

A representative from St. Paul’s Episcopal Church announced the church will open for tours on Fridays, 10am to 3pm. The church is hoping to find somebody to open on Saturdays as well. She included St. Paul’s will be putting out a newsletter via email and welcomes information from the public to go in the newsletter.

**Adjournment at 09:57 am**

DRAFT