

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

**Thursday, August 27, 2009, 8:30 am**

**Delta Ballroom  
18 South C Street,  
Virginia City, NV 89440**

**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 (excused absence)  
John Flanagan  
Leisa Findley

**Staff:**

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

**APPROVAL OF AGENDA FOR AUGUST 27, 2009:** Findley moved to approve the August 27, 2009 agenda. Flanagan seconded and motion passed unanimously.

**APPROVAL OF MINUTES FOR AUGUST 6, 2009:** Deferred to next meeting as August 6, 2009 minutes have not been completed.

**APPROVAL OF MINUTES FOR AUGUST 20, 2009:** Findley moved to approve minutes for August 20, 2009. Findlay seconded, motion passed unanimously.

**PUBLIC COMMENT:** Flanagan reported the V & T Excursion trains from Carson City to Virginia City are doing very well with most Saturday round trip's sold out.

Austin Osborne, Storey County planner, reported the transporting of the V & T passengers to C Street with the trolley and the golf carts is going very smoothly. Osborne thanked everyone who helped, including Storey County Sheriff, Jim Miller, and deputies dressed in period police uniforms.

Sutton reported efforts should be made to keep and protect our destination brand and the Virginia & Truckee Railroad is a component of that brand. Flanagan reported Storey County is discussing the possible purchase of the freight depot on E Street.

**REQUEST FOR FUNDING FOR INTERNATIONAL CAMEL RACES:** Shara Bouvier, Camel Race Coordinator, reported camel race planning is moving along well. Bouvier reported Charter Cable donated \$6,000.00 worth of advertising. Bouvier requested a loan for \$7,500.00 to pay the promoter. Neamo reported the VCCTA budget is getting hit hard and asked what other avenues are in place to increase revenue from the camel races. The board requested a full accounting of all camel race receipts for 2009. Fain moved the VCCTA loan \$7,500.00 to the

Virginia City Chamber of Commerce, with the stipulation that the VCCTA receive a full accounting of all revenue and expenditures for 2009 camel races. Findley seconded, motion passed unanimously.

**VIRGINIA CITY CHAMBER OF COMMERCE POSSIBLE MERGER WITH DAYTON CHAMBER OF COMMERCE:**

Karen Woodmansee, Virginia City Chamber of Commerce secretary-treasurer, introduced Susan Skaggs, executive director of the Dayton Area Chamber of Commerce. Woodmansee said the Virginia City Chamber cannot function without membership and reported the following:

- Chamber receives no funding except from membership
- Dayton Chamber has 250 members and is not tourism based but economically base to attract more businesses
- Merger could increase membership and add volunteer help with events
- Dayton Chamber has very strong board and business and community focused
- A detailed plan to present to Dayton and Virginia City Chamber boards will be completed in September
- Merger could be beneficial to both cities could promote each city's businesses

**FINANCIAL REPORT:** Neamo presented the monthly financials to the board. Sutton reported \$64,118.00 Silver Line Express (SLE) tickets have been sold since July 2009. Neamo reported Sesquicentennial funds from Storey County is included in the 2008/2009. Fain moved to approve current financials. Flanagan seconded, motion passed unanimously.

**YESCO SIGNAGE/REVIEW CONTRACT**

**FINAL AUTHORIZATION:** Sutton reported YESCO sign company sent a contract and payment plan which totaled \$30,508.00, The board approved \$22,500.00 at the August 6, 2009 meeting. The board recommended Sutton contact YESCO for clarification and renegotiate. Item carried over to October board meeting agenda.

**DIRECTOR'S REPORT:** Sutton reported on the following:

- Received positive feedback for the Virginia City/Carson City Railfest VIP reception on August 14
- Invited to sit on Hospitality Sector of the Nevada Department of Employment, Training & Rehabilitation (DTR). The board recommended Sutton not accept the invitation at this time
- Update on National Tourism Association (NTA) in Reno November 14-18, 2009
- CBS Billboard contract completed for illuminated board on HWY. 50 at Strawberry
- Nevada Commission on Tourism invitation to participate in Addison Travel Show in Montreal and Ottawa in October. Sutton and Petrini to decide whether Sutton attends

**CONVENTION SERVICES REPORT:** Gilmore reported on the following:

- Bonanza Convention in Lake Tahoe will be bringing 120 people to Virginia City on September 10, 2009
- Santa Maria Travel Club will be bringing 45 people purchasing train & trolley SLE tickets
- Hyde Tours from Salt Lake City – 50 people
- Plans are in place to market room - show packages to Del Web communities in the Sacramento area using a variety of lodging facilities

- Ann Thomas, Western Discovery Tours, will assist selling room packages that include Silver Line Express tickets, show and dinner
- Sutton & Gilmore invited by the Reno Sparks Convention & Tourism Authority to do a sales presentation to their sales team
- Gilmore invited by NCOT to attend Quartzsite Travel Show in January and the Los Angeles Times Travel Expo in February
- International Institute of Municipal Clerks (IIMC) may bring 1,000 people to Virginia City on May 26, 2009

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

- Letter from Toronto freelance writer thanking VCCTA, Cobb Mansion and NCOT for hosting her visit and accompanied article in the *Toronto Star*
- Website stories on Virginia City from the UK Metro and the Elk Grove Citizen
- Thank you letter from the Fraternal Order of Eagles responding to their convention in August
- Letter of thanks to VCCTA and CCVB from Ardelle Gray responding to the Railfest reception

**PUBLIC COMMENT:** Woodmansee reported there will be a Saloon Challenge for this years International Outhouse Races.

Austin Osborne, Storey County Planner reported he will be distributing a letter from VCCTA to Tahoe Reno Industries (TRI) businesses serving as a welcome and invitation to experience Virginia City at no charge.

Sonja Freshour, represented the Silverland Inn & Suites introduced herself to the board

**ADJOURNMENT:** 10:20 am