

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

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

**Comstock History Center  
20 North E Street  
Virginia City, NV 89940**

**Call to Order:** John Flanagan called the VCCTA meeting to order at 8:30 am

**Roll Call:**

**Chairman:** Angelo Petrini (excused absence)

**Board Members:** Joe Curtis (excused absence)  
Carol Fain  
Leisa Findley  
John Flanagan

**Staff:** Susan Sutton  
Patrick Gilmore  
Dawn Neamo

**APPROVAL OF AGENDA FOR JULY 2, 2009:** Flanagan requested the following items be removed from the agenda: Gift Shop Computer Register, Sesquicentennial Report, Redevelopment District Update, Restroom Use Ordinance and Corner Lot/C Street. Findley moved to approve the July 2, 2009 agenda as amended. Fain seconded, motion passed unanimously.

**APPROVAL OF MINUTES FOR JUNE 4, 2009:** Findley moved to approve the June 4, 2009, minutes. Findlay seconded, motion passed unanimously.

**PUBLIC COMMENT:** Karen Woodmansee, representing the Virginia City Chamber of Commerce, thanked the VCCTA for the \$5,000.00 to help pay for the fireworks. Woodmansee reported donations and raffle funds collected on July 4 will be paid back to the VCCTA.

**OPEN AIR MARKET:** Austin Osborne, Storey County Planner, presented Storey County Planning Commission's staff report for a special use permit for Richard McGregor, applicant, to manage and operate an open air market in Virginia City. Osborne reported the planning commission is recommending denial of the permit as outlined in the report (included in board packets). McGregor, Osborne and the board discussed the following with public input:

- Vendors undercutting costs of C Street merchants
- Types of merchandise including arts & craft items that do not compete with C Street merchants
- Appearance of the market would be a deterrent attracting a more affluent visitor to Virginia City
- Vendors paying all applicable taxes

- Appearance of an open air market would conflict with visitor's expectations of Virginia City
- Market would not be held during event weekends
- Stipulations in contract on appearance of the market and restrictions on type of merchandise allowed

McGregor reported his idea for an 'open air market' was to attract more visitors to Virginia City. McGregor addressed issues and concerns from the public including sales taxes, business licensees, merchandise sold, appearance and safety.

The board reported the open air market had been discussed at the May 7, 2009 meeting and a motion was made to move forward to the Storey County Planning Commission. No action taken.

**VCCTA SHUTTLE UPDATE:** Grant Smith, Virginia City resident, reported all his paper work and applications to operate the shuttle have been submitted to the state. Smith continued his hearing is on July 16.

**FINANCIAL REPORT:** Neamo presented the current financials and included more detail per board's request. Fain moved to approve the financial report. Findley seconded, motion passed unanimously.

**BOOMTOWN KIOSK UPDATE:** Sutton requested clarification on the sign kiosks YESCO would like to donate to Virginia City. Bert Bedeau, Comstock Historic District manager, recommended discussing the proposed signs with Nevada Department of Transportation before moving forward. Osborne reported there have been discussions with Dean Haymore, Storey County Community Development Manager, Joe Curtis and NDOT as part of the C Street beautification project. Fain moved to continue Boomtown kiosk discussion to August board meeting. Findley seconded, motion passed unanimously.

**VIRGINIA CITY BILLBOARD/NORTH TOWN ENTRANCE/**

**LEGAL RESPONSIBILITY/BRAND POSITIONING:** Sutton reported the new billboard at the north entrance to Virginia City is not consistent with Virginia City's brand awareness. Sutton emphasized the board had made a motion at the May 7, 2009 board meeting to be consistent with brand positioning for marketing purposes and continuity. Sutton continued the billboard perhaps presented a safety hazard and it should be noted VCCTA is not involved in its development. No action taken.

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

- Travel Alliance Partners (TAP) Marketplace Report
- TAP tour operators will be visiting Virginia City at VCCTA's invitation
- Destination Marketing Association International (DMAI) Certified Destination Management Executive Program completed
- Hours of operations for visitor center have been expanded to 9am – 5 pm Monday through Friday and 9am – 6pm Saturday and Sunday

- VCCTA will partner with Elko CVB and participate in the RSCVA's golf familiarity tour July 18 – 20
- Virginia City/Carson City Railfest will include a VIP inaugural ride to the Highway 50 Bridge. Virginia City will host a reception for 200 VIP's on August 14 from 4:30 pm – 6:00 pm. VCCTA also host the V & T inaugural run to of the track to Highway 50 Bridge
- Nevada Commission on Tourism and the VCCTA participated and hosted a familiarization tour of German travel writers
- Per Senator Ensign's office, 6.2 million grant money is available for rural community development. Some of this funding might be available for the restoration of C Street
- Presented 2007 traffic counts from Nevada Department of Transportation. 2008 counts will be available at the end of June
- Coupon advertising of the Silverland Express Ticket in 101 Things to Do – VCCTA is tracking those coupons
- Virginia City advertising continues with a blanket radio campaign and generic television campaign

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

- Attended Sunset Celebration Weekend June 6 & 7 - 23,000 in attendance
- Attended Affordable Meetings in San Jose June 10 & 11 acquiring leads to bring small meetings and conferences to Virginia City
- Your Man Tours will be bringing 2 or 3 busses to Virginia City weekly until the end of October. The tour operator sells the Silver Line Express tickets on the bus as it departs for Virginia City
- Far West Ski Association group of 20 tour operators and one travel writer enjoyed a custom designed tour that included lunch on the train and entertainment by Horsethief Canyon Desperados
- Graham Auto Club spent the day in Virginia City, 120 members visiting many attractions

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

- Complaint letter reference complaining about rude treatment by a volunteer on the wine train. Sutton responded to letter
- Letter to AD CO-OP members with the VCCTA marketing plan
- *Las Vegas Review Journal* article on tourism and the economy
- Article on from *Reno Gazette Journal* announcing Virginia City as one of the best places to buy an old house, as reported in *This Old House* magazine
- Thank you letter to Sutton for participating in the Travel Alliance Partners familiarization tours
- Thank you letter from Nevada Commission on Tourism new director, Dann Lewis for welcome gift

**PUBLIC COMMENT:** Wrangler Rich Wontorski introduced himself to the board and reported he will be opening Silverland Stables upon approval of the Storey County Planning Commission. Rich continued he will be offering horseback riding, trail rides, weddings, moonlight dinner rides and scheduled events.

Angela Man, *Comstock Chronicle* editor, shared she is attending four Sparks Farmers Markets to distribute Virginia City collateral.

**ADJOURNMENT:** 10:15 am