

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

Thursday, November 12, 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 (absent)
Carol Fain
Leisa Findley
John Flanagan
Staff: Susan Sutton
Patrick Gilmore
Cory Y. Wood
Dawn Neamo

Approval of Agenda: Findley moved to approve the November 12, 2009, agenda. Fain seconded, motion passed unanimously.

Approval of minutes for October 1, 2009: Fain moved to approve the October 1, 2009, minutes. Findley seconded, motion passed unanimously.

Public Comment: Karen Woodmansee, Virginia City Chamber of Commerce secretary, reported Agalee Del Carlo, Virginia City citizen, needs donations for the Veteran's Day spaghetti dinner. The board recommended the VCCTA make a donation to reimburse Del Carlo for her expenses. Marshall McBride, Ad Co-op member reported the Virginia City Ad Co-op will donate \$100.00.

Virginia City Events: Woodmansee reported the Virginia City Chamber of Commerce is going dormant and will not be doing Virginia City events. Woodmansee continued she will volunteer to manage parades and maintain the Chamber's liquor license and non-profit status. Woodmansee reported she will turn over all event binders to the VCCTA. Marshall McBride, Chamber board member and representing the Virginia City Ad Co-Op, reported the Ad Co-Op would step forward to help contract with professional event planners and spearhead Virginia City events with VCCTA's cooperation in regards to marketing and advertising.

Presentation to Izabella Jones/

Karen and Carl Woodmansee: Sutton presented a commemorative plate to Karen and Carl Woodmansee for their dedication and volunteer work for Virginia City events and

parades. Sutton will present a commemorative plate to Izabella Jones (not present) for her work for Virginia City Civil War Days.

Maximizing the Long-Line V & T Train Experience: Doug Gist, Peace Officers Museum, presented a letter recommending developing a transportation system in conjunction with the long line V & T train to help arriving passenger get to venues that are not in the core of Virginia City. Gist reported the following:

- Transportation is offered to visitors to arriving on the train to only the center of town
- The difficulty getting to other venues that are not in the center of town
- Venues often missed by visitor's are The Way it Was Museum, Piper's Opera House, Peace Officers Museum, St. Paul's Episcopal Church, St. Mary's in the Mountain Church, VC Radio Museum, Comstock Gold Mill, Chollar Mine and Fourth Ward School Museum
- Suggested developing a scheduled shuttle service to and from center of town during the train visits
- Suggested adding a transportation component to the Silver Line Express ticket price

Sutton reported there are current discussions with Storey County to acquire Carson City JAC buses. Austin Osborne, Storey County Planner, reported he is researching all the requirements to obtain these buses. Sutton recommended forming a transportation sub-committee when status of the JAC buses is known.

Financials: Neamo presented the financials to the board and reported the Mustang Ranch and the Wild Horse Saloon have not paid room tax. Neamo continued she is contacting both brothels. Neamo reported room tax is up for September. Fain moved to approve the financials as presented. Flanagan seconded, motion passed unanimously.

Visitor Center South Wall Sealant: Sutton reported water seepage from the south wall of the visitor center has damaged the wallpaper. Sutton continued Reyman Brothers Construction should repair that damage at their expense due to negligence when installing the wall-paper. Sutton presented three quotes from reputable contractors; \$4,985.00, \$2,400 and \$13,800.00. Fain moved to approve \$2,400.00 to seal the south wall of the Visitor Center. Flanagan seconded, motion passed unanimously.

Director's Report: Sutton reported on the following:

- Attended Marketing Outlook Forum in October and presented the board with the first installment of notes from the conference
- Updated board on YesCo signage. County is researching locations for the installation of the signs
- Updated the board on preparations for NTA Conference in Reno including familiarization tours, sightseeing tours and coordinating volunteers
- Monroe Davis, professional photographer for NTA and Tourism Cares, will be here on Saturday and has offered to photograph Virginia City and venues

Convention Services Report: Gilmore reported on the following:

- Presented occupancy comparisons from Carson City hotels for the years 2006-2009 which show a declining occupancy rates
- Presented visitor counts and year to year comparison from the Reno Sparks Convention & Visitor's Authority
- Working with a group from Santa Rosa who want to bring 40 people to the June 9 performance of Sunshine Boys. This group will stay 2 nights in Virginia City
- Continue working with International Institute of Municipal Clerks with 1,000 members visiting Virginia City May 26, 2010

Correspondence: Wood presented the board with following correspondence:

- Thank you letter to Sutton from NCOT Director Dann Lewis's family for hosting them in Virginia City
- Copy of CBS news story on the Virginia City Camel Races
- LA Times story on the Outhouse Races
- Copy of complaint letter from Sue Jones, Virginia City resident, sent to the Storey County Commissioners regarding flyers posted on the plywood across the street from the visitor center
- Copies of notices hand-delivered to C Street merchants informing them of the importance of the NTA Convention and tour operators visiting Virginia City
- *Northern Nevada Business Weekly* article on the economic impact of the NTA Convention in Reno

Public Comment: Osborne reported the Wednesday's bus service from Virginia City to Carson City has been very successful.

Denny Dotson, Storey County Communication's officer, introduced himself to the board. Dotson reported he is fine tuning the event ordinance and event application process and will present it to the board when completed.

Flanagan reported the VCCTA website should be updated.

Adjournment at 9:40 am