

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

**Thursday, January 8, 2009, 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 January 8, 2009 agenda. Flanagan seconded and motion passed unanimously.

**APPROVAL OF MINUTES FOR DECEMBER 4, 2008:** Fain moved to approve the December 4, 2008 minutes. Curtis seconded, motion passed unanimously.

**PUBLIC COMMENT:** None

**DIRECTOR'S REPORT:** Sutton thanked the board for coming in early so she can get to the airport to attend the American Bus Association. Sutton reported on the following topics:

- Nevada Commission on Tourism (NCOT) economic downturn and the future of obtaining rural grants.
- Recommended writing letters to state legislatures informing them the importance of NCOT
- Informed the board the reason she uses Curtis (On the Side Graphics) is his commitment to Virginia City, quotes are less expensive than bids from other companies and much of the work is offered at cost or no cost.
- \$7,500.00 marketing rural grant from NCOT for the Sesquicentennial celebration
- Invitations sent to al Virginia City, Virginia City Highlands and Gold Hill residents for Sesquicentennial kick-off party
- Pole banners and brackets for light posts have been ordered
- Event postcards are finished and will be mailed to all Storey County residents
- Silver Line Express (SLE) meeting January 29
- Northern Nevada Business Weekly meeting advertising review
- Virginia City Living Legends event participation

**NATIONAL TOUR ASSOCIATION (NTA) 2009 CONVENTION & FAMILIARIZATION TOURS/DISCUSSION/ACTION:** Sutton reported the National Tour Association's annual conference will be held in Reno in November 2009. Sutton shared there will also be a pre-FAM with an overnight in Virginia City. Sutton continued over 700 tour operators will attend and Virginia City has been chosen for 10 familiarization bus tours. The board discussed the FAM budget and itinerary and Sutton will present a proposed budget at a later date. No action taken.

**VCCTA 8-PASSENGER SHUTTLE PURCHASE/DISCUSSION/ACTION:** Sutton proposed the VCCTA purchase an eight passenger shuttle cart to transport visitors between Virginia City venues. Grant Smith, owner of the Buck Stops Here shuttle service, reported how successful his shuttle service has been and has received positive feedback from visitors and merchants. Smith continued he has several people who will assist him on busy days. Smith reported he will pay maintenance fee, gas and insurance for the VCCTA owned shuttle. Sutton reported the VCCTA will pay for insurance. The board recommended obtaining insurance information and three price proposals prior to taking action.

#### **BAR RENOVATION/BACK BAR RENOVATION & STORAGE**

**CABINET/DISCUSSION/ACTION:** Sutton reported the Nevada State Board of Taxation required the VCCTA to submit a six year plan for building restoration. Sutton presented one quote from Reyman Brothers as they were the recommended contractor specializing in historic restoration. The board discussed the original recommendations for restoration included the bar and storage. The board recommended revisiting restoration issue at a later date.

**V & T RAILWAY RECONSTRUCTION PROGRESS UPDATE:** Bob Hatfield, chairman of the Nevada Commission for the Reconstruction of the V & T Railway and Ken Dorr, Manhard Consulting, presented the following update of Phase 2C of the V & T reconstruction:

- Thanked Virginia City and Storey County for working together and providing \$2 million dollars in sales tax
- Completion of Highway 50 bridge by June, 2009
- Visibility will provide new level of support by the public
- Interim operation may start in June
- Commission submitted a request for \$12 million to Senator Harry Reid's office
- Shared they feel the slow economy is a good time to seek bids for continued construction

Dorr presented a slide show summary of the reconstruction progress.

Dwight Millard, Railway Commission, reported the need for Virginia City and Carson City to band together to attract more visitors to our destinations. Millard continued the need to package our destination so visitors will have a first class experience. Millard reported it is important for Virginia City and Carson to be supportive of how the V & T Railroad link the two cities to improve business.

#### **FINANCIAL REPORT/2007-2008 VCCTA AUDIT\***

**DISCUSSION/ACTION:** Neamo presented the current financials and reported room tax paid through November. Neamo continued vouchers have been presented to Storey County. Fain moved to approve the financials. Findley seconded, motion passed unanimously.

Neamo presented the 2007-2008 VCCTA audit which was in compliance with governmental auditing standards. Neamo reported the recommendations were to monitor transactions so state sales tax is not being paid, stale dated checks and cash on deposit

with County must be reconciled on a monthly basis. Curtis moved to approve the financials. Flanagan seconded, motion passed unanimously.

**BOARDWALK SPEAKERS\***

**DISCUSSION/ACTION:** Petrini requested discussion from the board to revisit buying speakers for the boardwalk. The board discussed changing the County ordinance, wiring and price. Petrini will research and present additional information to the board. No action taken.

**SESQUICENTENNIAL UPDATE:** Curtis announced the Virginia City Sesquicentennial Cookbooks are available. Curtis reported he is in contact with the film maker who wants to do a documentary on George Hearst.

**NEVADA COMMISSION ON TOURISM FAM TOUR/SKALS ATTENDANCE:** Findley reported participating in an international familiarization tour and felt these FAMS were an excellent economical way of marketing Virginia City. Findley continued she attended a SKALS meeting, local based organization of marketing professionals.

**CONVENTION SERVICES REPORT:** Gilmore reported meeting with Reno Sparks Convention & Tourism Authority sales managers to discuss partnering with the Safari Club convention attendees and the United States Women's Bowlers Association. Gilmore reported the RSCVA will use volunteers or docents to man the booth at the Convention Center and the bowling alley. The board recommended reimbursing the volunteers for gas and lunch expenses. Curtis volunteered to make welcome signs for the merchants for the Safari Club and the bowlers. Gilmore reported Marshal McBride has a street banner for the bowlers. Gilmore continued a group of 25 or more have contracted with the Ramada to hold a retreat for 6 nights. Gilmore reported he is working with Nevada Association Student Councils bringing 1000 students to Virginia City in March.

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

- Thank you letter from Nevada Commission on Tourism for hosting the International familiarization tour
- Newspaper and internet stories on travel to Virginia City published in the Las Vegas *Valley Scene Magazine* and *Jewish News* distributed in Los Angeles, San Francisco and Las Vegas
- *Northern Nevada Business Weekly* article featuring Virginia City tourism
- *Northern Nevada Business Preview 2009* half page advertisement for businesses and meeting planners with mass distribution in Northern Nevada

**Public Comment:** None

**ADJOURNMENT:** 11:00 am