

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

Thursday, July 3, 2008, 8:30 am

Visitor Center
86 South C Street, Virginia City, NV

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

Roll Call:

Chairman: Angelo Petrini (excused absence)

Board Members: Shara Bouvier
Carol Fain
Joe Curtis
John Flanagan

Staff: Susan Sutton/Executive Director (excused absence)
Cory Wood/Executive Assistant
Dawn Neamo/VCCTA bookkeeper
Patrick Gilmore/Convention Services

Approval of Agenda: Fain moved to approve the July 3, 2008 agenda. Bouvier seconded and motion passed unanimously

Approval of Minutes for June 5, 2008: Bouvier moved to approve the June 5, 2008 minutes. Fain seconded, motion passed unanimously

Public Comment: Zoe Connell, Virginia City resident, introduced herself to the board. She is running for Storey County Clerk-Treasurer. Connell extended an invitation to attend the Tuesday night barbeques at the Comstock Creamery.

Stinky, Virginia City docent & volunteer, reported he receives many positive comments from visitors who have seen the Virginia City "Step Back in Time" television commercial and billboard on I-80.

John Bopko, owner of The Red Garter, introduced himself to the board. He was in attendance to participate in the discussion regarding the VCCTA's proposed property purchase.

Storey County/VCCTA Room Tax & Audit Ordinance Update: Harold Swafford, Storey County District Attorney, presented the board with recommendations & revisions for the VCCTA to collect transient room tax and the authority to audit Storey County lodging facilities & brothels. Once the recommendations are finalized, the room tax revisions are presented to Storey County Commissioners for two readings before approval. The board also discussed changing and clarifying the Nevada Revised Statues

identifying the VCCTA as a Fair & Recreation Board to a Destination Marketing Organization.

Virginia City News.com Advertising: Carl Woodmansee, owner of Virginiacitynews.com and Virginia City resident, introduced himself to the board. Woodmansee reported the amount of traffic the website receives and asked the board to consider advertising. No action taken

Financial Report: Neamo presented the current financials to the board and reported all room tax were up to date. Curtis moved to approve the financials. Fain seconded, motion passed unanimously.

Purchase of B Street Property: Sutton reported talking to Gary Brown, Amerigas representative handling the B Street property, with concerns brought up by Bopko regarding his right to access his adjacent property if the VCCTA purchased the lot. The board recommended contacting Amerigas for more information. Bouvier moved to defer action on the purchase of the B Street property. Fain seconded, motion passed unanimously.

Gunfighter Contract Continuation: Sutton reported selling the gunfighter show tickets had the potential to disrupt SLE sales. Sutton shared Silver Line Express ticket sales are a priority at the visitor center because it keeps people in town longer. Fain moved to discontinue selling gunfighter show tickets but continue promoting their shows as well as other venues. Bouvier seconded, motion passed unanimously.

Billboard Hyw 50 Contract: Sutton presented the new contract to the board for the Hwy 50 CBS billboard. She reported the yearly contract is \$8970.00. Fain moved to renew the contract with CBS Billboard for \$8,970.00. Curtis seconded, motion past unanimously.

Advertising Buys via VCCTA Marketing Committee: Sutton reported the Ad-Coop is the advisory committee to the VCCTA. Sutton recommended advertisers go before the Ad Co-Op committee with their presentation for ad buys. Sutton continued it would streamline the ad buying process. The board discussed they are responsible for the advertising dollars and would like to know where funds are spent. Sutton reported all advertising expenditures are mailed to all Ad Co-Op members and VCCTA board members. Fain moved that advertisers present their request or proposal to the Ad-Co-Op committee first, but as a recourse, may still make a request to the VCCTA board. Bouvier seconded, motion passed unanimously.

Request for funding for RSVCA Golf FAM: Sutton reported the RSCVA Summer Golf FAM (familiarization tour) is estimated to cost \$6,000.00. Sutton continued the VCCTA is hosting an event showcasing Virginia City on Saturday, July 19. Sutton reported the VCCTA does have a Nevada Commission on Tourism Rural Grant for \$3,000.00. Sutton requested \$3,000.00 to cover the cost of hosting 80 sponsors and tour

operators. Curtis moved to approve \$3,000.00 to cover costs of the RSCVA Summer Golf Adventure FAM in Virginia City. Fain seconded, motion passed unanimously.

Director's Report: Sutton reported on the following topics:

- Sesquicentennial update
- POW WOW International trade show in Las Vegas
- TAP (Travel Alliance Partners trade show) in Alaska
- Website update
- Silver Line Express (SLE) program
- 2007/2008 VCCTA budget
- Nevada Insurance Pool Meeting on Policy & Procedures
- Virginia City/Carson City Railfest

Convention Services Report: Gilmore reported receiving a sampling of extremely favorable surveys from international attendees to Virginia City for the post Pow Wow familiarization tour. Gilmore continued Nevada Commission on Tourism has purchased advertising on two London taxis for one year and invited the taxi owners to Las Vegas, Reno and Virginia City for a site tour. Gilmore continued Southwest Airlines Vacations sales representatives visited Virginia City on June 11 and will be hosting an event in Virginia City in August. Gilmore reported Cruise Oregon will have approximately 150 people and 70 classic cars in Virginia City on July 15 and have pre-purchased 135 Silver Line Express tickets.

Correspondence: Wood presented the board with hard copies of the following:

- Thank you notes from Nevada Commission on Tourism for hosting the London taxi owners.
- Post Pow Wow surveys
- Thanks you letter from Sports Leisure Vacations for helping with tour group
- Ad Co-Op meeting notes from Sutton
- Ad Co-Op letter listing advertising buys
- Copy of new billboard ad on Hwy 50
- Sesquicentennial update from Don Ayer
- List of Reno Gazette regional event ads for 2008

Public Comment: Angela Mann, editor of Comstock Chronicle reported she will be at the Sparks Farmer's Market, July 3 and July 31 handing out VC collateral. Chris Eichin, owner of B Street Bed & Breakfast, reported *Victorian Homes* magazine featured an article on their bed & breakfast. Wood reported KOLO TV was starting their contest with Virginia City lodging, attraction and dining give-aways.

Adjournment: 10:30 am