

**Elko Convention & Visitors Authority
Lodging Committee Meeting
Stockmen's Casino & Ramada Hotel
Diamond Room
340 Commercial Street
Wednesday, January 22, 2020 at 6:00 PM
MINUTES**

The Chair reserves the right to: change the order of agenda items, combine two or more agenda items for consideration, remove or delay discussion on an item, and/or recess the meeting and continue at another specific date and time.

Committee Members Present: Toni Jewell, PlayElko Prop. /Committee Chairwoman
Fawn Lininger, Red Lion Hotel & Casino
Sarah Khouangrasvongsay, Red Lion Hotel & Casino
Taurn Ahrlich, Best Western Elko Inn
Callie Tregidga, Hilton Garden Inn
Katie Blanchard, Hilton Garden Inn
Linda Schlegel, Leisure Hotels & Resorts
Kathy Estridge, Baymont Inn
Carrie Massie, Home2Suites
Alicia Brown, Home2 Suites
Haley Ragland, Marriott Townplace Suites
Bailey Benson, Stockmen's Casino & Ramada Hotel
Jacqueline Ramirez, Stockmen's Casino & Ramada Hotel
Sam Bhakta, American Inn

ECVA Staff Present: Katie Neddenriep, Executive Director
Juli Nelson, Marketing Coordinator
Tom Lester, Tourism & Convention Coordinator
Amber Merz, Administrative Assistant

Visitors: Sherry Smith, FISH

1. Welcome & Introductions; Toni Jewell, Chairwoman

Chairwoman Toni Jewell called the meeting to order at 6:00 pm, introductions were made around the room. Toni thanked the Stockmen's Casino & Ramada Hotel for hosting this meeting.

2. Public Comments – Non-Action Item

Pursuant to N.R.S. 241.020, 2 (c) (3) this time is devoted to comments by the general public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified to be an action item.

Sherry Smith of FISH (Friends In Service Helping) introduced herself to the committee and told them that she was here to give them some information on the 2020 PIT (Point In Time) count. She stated that this year the PIT count will take place on January 30th, it will be conducted in person and over the phone. She then explained that the PIT count is mandated by HUD to collect data on homeless individuals. It is important to participate in this count because the data collected is used to determine the amount of federal funding awarded to homeless services programs in rural Nevada. She explained that they will be asked various questions and it is important that they answer to the best of their knowledge. She gave examples of some of the questions they would be asked such as: Are any of your hotel guests homeless or at risk of becoming homeless? Are any of them living in your hotel due to lack of housing in the community? Are any of these guests' children or persons with children?

Katie Neddenriep told Sherry that the ECVA would be happy to email all of their lodging contacts regarding the Point In Time count, she would just ask that Sherry provide them with any materials she may have explaining what the count is and why they should participate.

Sherry stated that she would email them some documents to distribute ASAP and then thanked the ECVA and the Lodging Committee for their time.

3. Approval of Minutes from November 20, 2019 meeting – **Action Item (public comment)**

Jacqueline Ramirez motioned to approve the minutes from the November 20, 2019 Lodging Committee meeting. Sam Bhakta seconded the motion. Motion passed unanimously.

4. Review and discussion of ECVA Marketing, Event, Convention & Tourism and Administrative/Operational Activities and Room Tax reports - **Non-Action Item**

Chairwoman Toni Jewell stated that the ECVA staff reports were included in the packet for the committee members to review.

Tom Lester stated that the 2020 Elko Area Visitors Guides were done and that they had brought cases for the committee members. If any of them would like to take some they could grab them by the front door on their way out at the end of the night.

5. Review of the 2020 Marketing Calendar and Leads process – **Non-Action Item**

Katie Neddenriep stated that she would like to use this time to go over the ECVA's marketing calendar for 2020 with the members. She explained that this is the schedule of shows and other events the Tom Lester will be attending and promoting Elko at in the coming year. She then held up the calendar of 2020 to show them the schedule while

Tom listed off each sales mission, event or trade show he or another ECVA staff member or representative would be attending this coming year. Tom and Katie also used this time to explain why they chose these markets to promote Elko or how they had been beneficial in the past.

Tom Lester then explained that when he goes on sales missions, he likes to bring hoteliers to partner with the ECVA. They get to join him on the trip and promote their property while also helping to promote the Elko area.

6. Discussion of opportunities for further partnership between the ECVA and lodging partners to enhance and develop marketing and tourism efforts – **Non-Action Item**

Sarah Khouangrasvongsay asked if these trips were open to anyone or if he only brought certain properties.

He stated that these sales missions fill up quickly. He explained that all properties were welcome to participate but when he had spots available, they had to be able to commit right away. He stated that he had offered up the opportunity at a lodging meeting a while back and Laurie with the Hampton jumped at the opportunity to join him right away.

Katie suggested that in the future should a spot come available they may consider typing up the offer to join Tom and emailing it out to all lodging partners.

Further discussion took place.

Tom Lester stated that the ECVA regularly gets questions about renting snow mobiles and for a long time this was not an option in the area. He stated that he recently found out about a new business called NVSleds and he will be meeting with the owner next week to find out about what he offers.

7. 2020 Lodging Committee meeting calendar - **Non-Action Item**

Amber Merz passed around the 2020 Lodging Committee meeting calendar and explained that there was a spot to sign to host each meeting as well as a spot to sign up to be the alternate locating. She asked that the committee members pass this calendar around and sign up to host or be the alternate for any Lodging Committee meeting that they were able to.

Katie stated that the November 2020 meeting fell right before thanksgiving and asked if they would like to cancel or reschedule it.

Sam Bhakta suggested that they move the meeting up one week.

The committee agreed that this was the best option.

Toni Jewell stated that the new date for the November 2020 Lodging Committee meeting would be November 18th.

8. Adjourn

Meeting adjourned at 6:49 pm.



Katie Nøddenriep
Executive Director