

**ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD OF DIRECTORS MEETING
TUESDAY, JANUARY 28, 2020
ELKO CONVENTION CENTER
TIMBERLINE ROOM 8:30 A.M.
MINUTES**

The Chairman and/or Vice Chairman reserve 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.

1. Roll call

ECVA Board Members Present: Matt McCarty
Toni Jewell
Dave Zornes
Delmo Andreozzi
Toni Jewell
Chip Stone

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

Visitors Kerry Aguire
Jan Peterson
Les Brown
Ken Adams

2. Call to order and Pledge of Allegiance

Chairman Matt McCarty called the meeting to order at 8:38 am and stated that they had a full board present.

3. 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.

None at this time.

4. Approval of minutes from the Board of Directors meeting of December 3, 2019. – For Possible Action (public comment)

Chip Stone made a motion to approve the minutes of the December 3, 2019 Board Meeting. Toni Jewell seconded the motion. Mr. Delmo Andreozzi abstain from voting as he was not present at said meeting Motion passed.

5. NEW BUSINESS:

5A-0128-20 Presentation, discussion and possible approval of marketing funds for Ride Around the Rubies: Gravel Ride on behalf of Elko Desert Sunrise Rotary Community Fund in the amount of \$3,767.00. - **For Possible Action (Public Comment)**

Kerry Aguirre introduced herself and explained that the Ride Around the Rubies: Gravel Ride is an endurance cycling event that the Elko Desert Sunrise Rotary Community Fund is putting on. She stated that these types of events are very popular with cyclists and they expect it to draw in a lot of participants from outside of the area as well as a lot of local participants. She told them that they had more than 20 cyclists signed up already and are expecting many more. This event will take place the same weekend as the Ruby Mountain Relay so they plan to promote both events and hopefully get people to participate in both. Kerry stated that they have received support for their event from TravelNevada in the form of a match grant in the amount of \$3,500. So far, they have about \$10,000 in financial support for this event and \$4,000 in in-kind donations.

Delmo Andreozzi asked if there was another event like this in the state.

Kerry stated that there was.

Delmo stated that he read in the request that they were having some professional drone videography done. He asked Kerry if she would be willing to share this footage with the ECVA to be used in marketing the Elko area and local events.

Kerry stated that she would love to, the drone footage was done by SkyFall Video. They got some great content; it should be ready to publish in the next few weeks.

Further discussion took place.

Delmo Andreozzi made a motion to approve marketing funds for Ride Around the Rubies: Gravel Ride on behalf of Elko Desert Sunrise Rotary Community Fund in the amount of \$3,767.00. Chip Stone seconded the motion. Motion passed unanimously.

5B-0128-20 Presentation, discussion and possible approval of marketing funds for The Great Basin Gear Show & Bit Making Contest on behalf of the Cowboy Arts & Gear Museum in the amount of \$2,500.00. - **For Possible Action (Public Comment)**

Jan Peterson introduced herself and thanked the Board for having her today. She explained that in the past the Great Basin Gear Show was hosted by the Northeastern Nevada Museum and cosponsored by the ECVA and JM Capriola. She stated that last year the event was moved to the Cowboy Arts & Gear Museum and they added the Bit Making Contest. This was a very popular addition to the show. So far this year they have sent out 23 raw bits and have received 19 back ready for the contest. They have also received over 15 items to be entered in the Gear Show for the Raffle Auction portion. She explained that the artists that participate in both portions of this event travel from all over the country and vary in age from 20 to 79. She stated that she feels they have a lot of potential to grow the event into a major contest.

Dave Zornes made a motion to approve marketing funds for The Great Basin Gear Show & Bit Making Contest on behalf of the Cowboy Arts & Gear Museum in the amount of \$2,500.00. Chip Stone seconded the motion. Chairman McCarty clarified that ECVA staff has discretion as to how donated funds are allocated. Motion passed unanimously.

5C-0128-20 Presentation, discussion and possible approval of marketing funds for POW*MIA Awareness Association in the amount of \$2,500.00. - **For Possible Action (Public Comment)**

Les Brown of POW*MIA Elko introduced himself and explained that the ECVA has been a sponsor of this event for many years. He explained that the event was originally held at the Red Lion but they outgrew that venue many years ago. Because of this growth they had to move to the Convention Center as it is the only facility large enough to house them. Les then stated that the Chili Feed has continued to grow every year.

Katie Neddenriep stated that she had always believed this event was more for locals. She went on to explain that while discussing of this event at the December Marketing Committee Meeting, she learned that POW*MIA holds a regional meeting during this event that draws in members from all over the country.

Les Brown went on to explain that leaders of POW*MIA groups from all over come to the Chili Feed and attend the meeting where they plan out the yearly calendar for all POW*MIA events. He explained that members from

different areas try to travel around and support each other's events so they like to plan their calendar out together to make sure they don't have any conflicts. Les then stated that this event is their biggest fundraiser of the year and even helps to fund their national organization in Washington DC. He explained that the first year they held the Chili Feed it only took up half of the ballroom at the Red Lion and now it is the premier POW*MIA fundraising event.

Delmo Andreozzi stated that he didn't see a breakdown of advertising that would qualify for support from the marketing fund.

Les explained that they would like to use the funds for marketing the event nationwide on Facebook, and on POW*MIA websites as well as by distributing fliers nationwide at various POW*MIA events.

Katie explained that in the past design and printing support provided by Juli Nelson and the ECVA were given "in-kind" but they are now factored into a dollar amount and subtracted from the marketing funds awarded.

Dave Zornes asked if these organizations ever report back after the events so that the ECVA can track the results.

Katie stated that she didn't believe anyone had done that before.

The board went on to discuss the matter of tracking the ECVA's donations of marketing fund to specific events as well as tracking attendance to these events and hotel stays year over year as a way to ensure that these funds are being used efficiently.

Chip Stone made a motion to approve marketing funds for POW*MIA Awareness Association in the amount of \$2,500.00. Delmo Andreozzi seconded the motion. Chairman McCarty clarified that ECVA staff has discretion as to how donated funds are allocated. Motion passed unanimously.

5D-0128-20 Election of the Chairman and Vice Chairman for the 2020 ECVA Board of Directors. - For Possible Action (Public Comment)

Delmo Andreozzi stated that he would like Matt McCarty to retain his position as Chairman of the Board.

Members Dave Zornes and Toni Jewell agreed.

Delmo Andreozzi then stated that he would like to nominate Dave Zornes for Vice Chairman.

Toni Jewell made a motion to retain Matt McCarty as Chairman and appoint Dave Zornes as Vice Chairman for the 2020 term of the Elko Convention and Visitors Authority Board of Directors. Delmo Andreozzi seconded the motion. Motion passed unanimously.

5E-0128-20 Election of the ECVA Board Representatives for the 2020 Lodging and Marketing Committees. - For Possible Action (Public Comment)

Matt McCarty asked Toni Jewell and Chip Stone if they would like to retain their Board Representative positions 2020 Lodging and Marketing Committee terms.

Toni Jewell stated that she would.

Chip stated that he thought he was co-chair with Delmo for the Marketing Committee.

Katie stated that was incorrect. She explained that the motion at the January 2019 board meeting specified that they would co-chair for 2 meetings after which point Chip Stone would take over on his own.

Further discussion took place.

Dave Zornes made a motion to retain Toni Jewell as the Elko Convention and Visitors Authority Board Representative for the 2020 Lodging Committee Term and Chip Stone as the Elko Convention and Visitors Authority Board Representative for the 2020 Marketing Committee Term. Delmo Andreozzi seconded the motion. Motion passed unanimously.

5F-0128-20 Discussion and possible approval of changes to the ECVA Personnel Policies regarding holidays and pay days. - **For Possible Action (Public Comment)**

Katie Neddenriep stated that there were two parts to this agenda item, the first one she would like to go over was regarding changing the scheduled pay days. She explained that the current pay period is every 2 weeks, Monday through Sunday. Timecards are due on Monday and payroll must be submit by 1 so that employees can get their direct deposits on Wednesdays. If there is a holiday on Monday payroll must be submit early on Friday or else employees will not get paid on time, which has happened several times already. This means staff has to estimate on their timecards for Friday through Sunday and any variance has to be added or subtracted out of the next paycheck. She went on to explain that the suggested change is to move payday from Wednesday to Friday. This would go into effect in April giving employees more than 60 days to make the necessary changes to automatic withdrawals and bill payments. Katie then stated that the second part of this agenda item is regarding Christmas Eve. She explained that in the past the ECVA has closed early on Christmas Eve at the Executive Directors discretion but she would like to add it to the holiday schedule so that it is automatically closed every year. She stated that Chairman McCarty had asked her to look at the bookings on Christmas Eve in the past to see if it would affect bookings. She went on to explain that historically the only organization that used the facility on Christmas Eve was Living Stones Church.

Dave Zornes asked if the City of Elko took Christmas Eve off.

Delmo Andreozzi stated that the City did not take it off. He expressed concern with changing Christmas Eve to an official holiday. He stated that he is okay with making changes to paydays but not so much with changing holidays.

Dave stated that he doesn't mind if the staff takes the day off but he isn't sure he is comfortable with adding it to the handbook as an official holiday.

Delmo explained that adding an additional holiday could affect the accrual of PTO and PERS. He feels it may be better to table it until they can do more research on the legality of the matter.

Toni Jewell asked if the facility takes many bookings on Christmas eve.

Katie explained that they did not find record of any, only Living Stones Church and this was for moving out.

Matt McCarty expressed concern with this change affecting PTO and PERS as well. He went on to explain that he feels as it has always been closed in the past it would be nice to let the constituents know if going forward it would be "officially" closed. Matt then stated that he agreed it may be in their best interest to table this item until they were able to do more research and find out if they were able to designate Christmas Eve an official holiday.

Dave Zornes made a motion to approve the change of the ECVA Personnel Policy regarding the change of pay days from Wednesday to the following Friday. Toni Jewell seconded the motion. Motion passed unanimously.

Toni Jewell made a motion to table the change of the ECVA Personnel Policy regarding holidays. Delmo Andreozzi seconded the motion. Motion passed unanimously.

5G-0128-20 Discussion possible approval of process for conducting annual performance appraisal for the Executive Director role. - **For Possible Action (Public Comment)**

Matt McCarty stated that based on discussion between himself and Katie Neddenriep she had requested that they establish a policy for performance appraisals of the Executive Director. He went on to explain that in the past this was only addressed every few years.

Katie Neddenriep explained that the current evaluation process does not address the Executive Director, only their roll in evaluating the rest of the staff. She stated that she had reached out to various other entities and CVAs to ask about their policies. Katie went on to explain that various methods are used across the county and state. She stated that these methods include doing review at a board meeting, creating a subcommittee, interviewing the employees and various stakeholders etc....

Katie referenced the various review forms included in the packet and discussed them with the board.

Matt stated that someone had suggested that the Chairman take on this process but he was concerned that this would suggest that the chair was the Executive Directors supervisor which is not really the case, the entire board is. He then stated that it would now require an agenda be posted if 2 or more board members met for review purposes. He went on to discuss the various forms in the packet and then stated that in his opinion the 360 Input Form is the best one. He stated that they could have each board member complete it and hand it over to the attorney until a time when it could be addressed on an agenda. He stated that another option would be to have the Executive Director complete one on themselves, as well as someone who reports to the Executive Director and someone who the Executive Director reports too.

Delmo Andreozzi stated that he feels it would be uncomfortable for an employee to have to complete a review form for their supervisor.

Toni Jewell stated that she feels its an issue that the board does not have day to day contact with the Executive Director the way the staff does. She suggested offering the employees the option to submit the 360 Input Form anonymously.

Matt suggested having the employees deliver their forms to Cheryl in a sealed envelope and she could compile a condensed version of their responses.

Chip Stone stated that he would like to see all of the forms.

Delmo stated that he would not be able to support this. He explained that he is not comfortable asking the employees to evaluate their supervisor, he feels that is their responsibility as a board.

Further discussion on this matter took place.

Toni Jewell made a motion to approve the process of utilizing the updated 360 Input form for conducting the annual performance appraisal of the Executive Director. Toni Jewell specified that the ratings be updated to remove option 1 and change option 2 to 1, 3 to 2 and 4 to 3. The Executive Director and each board member would complete said form the review would be conducted during the meeting.

Discussion took place.

Toni Jewell amended her motion to have all board members and the Executive Director submit their 360 input forms to the Chairman of the Board to be compiled and reviewed at the March Meeting. Dave Zornes seconded the motion. Chip Stone opposed. Motion passed 4-1.

6. OLD BUSINESS:

6A-0128-20 Discussion, possible acceptance and signing of letter to the Department of Taxation regarding corrective action taken towards fiscal year 2018-2019 audit findings. - **For Possible Action (Public Comment)**

Katie explained that Cheryl put the letter together after closing out the audit. She explained that the finding was that inventory was not completed within the appropriate time. The letter states that it was not done within this time period but was done once it was brought to our attention. She then explained that the resolution was not put on the agenda at this time but they would be sure to put it on the next agenda.

Dave Zornes made a motion to accept and sign the letter to the Department of Taxation regarding corrective action taken towards fiscal year 2018-2019 audit findings. Delmo Andreozzi seconded the motion. Motion passed unanimously.

7. STAFF REPORTS:

7A-0128-20 Comptroller's Report/Approval of November/December expenditures and all related matters – **For Possible Action (Public Comment)**

Cheryl Garcia stated that room tax received in November 2019 was for October 2019. General fund room tax for October 2019 came in the amount of \$59,523.83 compared to the \$59,240.19 received October 2018 this is an increase of \$283.64 or 0.48%. Marketing Fund Room Tax for October 2019 came in the amount of \$43,859.67 compared to the \$43,650.66 received in October 2018 this is an increase of \$209.01 or 0.48%. Year to date Room Tax proceeds are down 13.7 1% in General and Marketing Fund. Ad Valorem Taxes received in December 2019 were for October 2019 and came in the amount of \$65,839.87. compared to the \$36,728.74 received in October 2018 this is an increase of \$29,111.13 or 79.26%. Year to date Ad Valorem Taxes are up 1.53% through November 2019. Cheryl then stated that total claims for the month of November 2019 were in the amount of \$145,572.67. Room tax received in December 2019 was for November 2019 as follows. General fund room tax for November 2019 was received in the amount of \$38,794.03, compared to the \$42,102.89 received in November 2018 this is a decrease of \$3,308.86 or 7.86%. Marketing Fund Room Tax November 2019 was received in the amount of \$28,585.07 compared to the \$31,023.18 received in November 2018 this is a decrease of \$2,438.11 or 7.86%. Year to date Room Tax proceeds are down 12.97% in General and Marketing Fund. Ad Valorem Taxes received in January 2020 were for November 2019 and came in the amount of \$22,278.59, compared to the \$23,052.73 received in November 2018 this is a decrease of \$774.14 or 3.36%. Year to date Ad Valorem Taxes are up 1.08% through December 2019. Total claims for December 2019 are in the amount of \$177,453.65.

Delmo Andreozzi made a motion to approve the November 2019 claims in the amount of \$145,572.67 and December 2019 claims in the amount of \$177,453.65. Toni Jewell seconded the motion. Motion passed unanimously.

7B-0128-20 Convention & Tourism Report - Non-Action Item

Tom Lester stated that he had included a report in the packet. It detailed his travel schedule, upcoming FAM Tours and various projects he has been working on. He stated that they were welcome to read through it and ask him any questions they may have.

7C-0128-20 Marketing Report - Non-Action Item

Katie stated that she and Juli have working on updating the ECVAs Billboard advertising so they should all look for those while traveling along I-80 over the next few months.

7D-0128-20 Events Report - Non-Action Item

Matt McCarty stated that Erin had included a report in the packet for them to read through.

7E-0128-20 Facilities Report - Non-Action Item

Katie stated that they had the new sidewalk put in outside the theatre in time for cowboy poetry. She went on to explain that they would wait to finish the landscaping in the spring. She stated that the smell in the conference Center is back, they think they have it figured out now though.

7F-0128-20 Administrative Report – Non-Action Item

Katie stated that her report is in the packet as well. she stated that she is working closely with Erin on the Mining Expo. They are also getting ready to start their budget process soon. the Cowboy Poetry Gathering is this week so they are very busy with that.

Further discussion took place.

8. Public Comments – Non-Action Item

None at this time.

9. Board Comments – Non-Action Item

Dave Zornes asked about a follow up for the Board retreat.

Katie stated that she sent suggestions to Fred and is hoping meet in March.

Toni Jewell stated that Restless Heart will be playing at the Red Lion during Cowboy Poetry.

Further discussion took place.

10. Adjournment

Meeting adjourned at 11:05 am.


Matt McCarty- Chairman