

**ELKO CONVENTION & VISITORS AUTHORITY  
MARKETING COMMITTEE MEETING  
ELKO CONVENTION CENTER  
CEDAR ROOM  
WEDNESDAY, FEBRUARY 12, 2020  
8:30 AM  
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.

**Ex-Officio:** **Chip Stone**, Marketing Committee Chair

**Committee Members Present:** **Jolene Stone**, TownePlace Suites by Marriott  
**Lizz Todd**, Elko Daily Free Press  
**Catherine Wines**, Elko Arts Advisory Committee  
**Billie Crapo**, Elko Area Chamber  
**Steve Burrows**, Northeastern Nevada Regional Hospital  
**Angela Fraser**, Maverick Gaming-Red Lion Hotel & Casino

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

**Visitors:** **Carrie Eary**, Jake Eary Memorial Rodeo  
**Aron Means**, V-L Rodeo Productions

1. Meeting called to order by Marketing Committee Chair Chip Stone.

Marketing Committee Chairman Chip Stone called the meeting to order at 8:32 am.

2. **Public Comment Period- 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.

3. Approval of the December 11, 2019 Marketing Committee Minutes. - **For Possible Action (Public Comment)**

*Billie Crapo made a motion for approval of the December 11, 2019 Marketing Committee Minutes. Jolene Stone seconded the motion. Motion passed unanimously.*

4. Presentation, discussion and possible recommendation of approval of marketing funds for the Jake Eary Memorial Rodeo in the amount of \$2,600.00. - **For Possible Action (Public Comment)**

Carrie Eary thanked the committee for having her. She explained that she is requesting \$2000.00 to be used for marketing of the Jake Eary Memorial Rodeo and a \$600.00 sponsorship for a Youth Saddle. Carrie stated that this will be the 10<sup>th</sup> annual Jake Eary Memorial Rodeo. She explained that the event has continued to grow over the years, so much so that they had to move it from the Spring Creek Horse Palace to the Elko County Fairgrounds.

Chip Stone thanked Carrie for attending the meeting and asked if she would mind telling them about Jake.

Carrie stated that Jake passed away in November of 2010 at the age of 9. She stated that he and his brothers loved rodeo. The first Jake Eary Memorial Rodeo was held in March of 2011 with over 250 contestants and the funds were used mainly to help cover the cost of medical bills. The event had so much support that they decided to make it an annual rodeo and donate funds raised to youth scholarships and youth organizations.

Katie Neddenriep asked if Carrie tracked where the contestants came in from.

Carrie stated that she had contestants from all over the western united states including California, Idaho, Utah, Oregon, Arizona and all over Nevada. She explained that she advertises in 2 national publications which really helps to get the word out.

Jolene Stone asked if her contestants or attendees ever had a hard time finding rooms due to the dates.

Carrie stated that she has never had that issue in the past. From 2016 through 2018 the Jake Eary Memorial Rodeo took place the weekend after the Mining Expo and Elko High School graduation. She stated that by the time the contestants need to check into rooms the Expo exhibitors and most of the graduation attendees have checked out.

Chip Stone asked if the sponsored saddles were purchased locally.

Carrie explained they were made by Corriente Saddle Company out of New Mexico.

Further discussion took place.

***Billie Crapo made a motion to recommend approval of marketing funds for the Jake Eary Memorial Rodeo in the amount of up to \$2,600.00. Catherine Wines seconded the motion. Motion passed unanimously.***

5. Presentation, discussion and possible recommendation of approval of marketing funds to V-L Rodeo Productions in the amount of \$2,000.00. - **For Possible Action (Public Comment)**

Aron Means introduced himself and stated that V-L Rodeo Productions puts on quite a few events each year. He explained that they hold 3 rodeos and between 16 and 20 barrel races each year. Their first event every year is the Kick Off Rodeo which is held during the Cowboy Poetry Gathering and the last is the New Years Eve Rodeo. Aron stated that they have a large presence on Facebook with followers from all over the world. Even with this large following they always appreciate the help the ECVA is able to provide especially in the form of design work done by Juli Nelson and production of fliers and posters.

Aron then explained that he wanted to make sure that the committee knew that V-L Rodeo Productions, like Carrie Eary and the Jake Eary Memorial Rodeo, had to go outside the Elko area to purchase Sponsorship/Prize Saddles that were reasonably priced.

Katie Neddenriep asked if he had dates for their 2020 Rodeos.

Aron stated that the Kick Off Rodeo took place on February 1<sup>st</sup>, the Ranch Family Rodeo is scheduled for April 18<sup>th</sup> and the New Years Eve Rodeo for December 31<sup>st</sup>.

Steve Burrows asked what form of advertising they use to reach people out of the Elko Area.

Aron explained that they rely largely on Facebook for this. He stated that the ECVA marketing funds are almost always just used for in-kind work like designing their ads, fliers and posters as well as printing of these materials.

***Catherine Wines made a motion to recommend approval of marketing funds for V-L Rodeo Productions in the amount of up to \$2,000.00. Lizz Todd seconded the motion. Motion passed unanimously.***

6. Presentation, discussion and possible recommendation of approval of marketing funds for The Silver State Stampede in the amount of \$5,000.00. - **For Possible Action (Public Comment)**

Amber Merz told the committee that Leah Gregory of the Silver State Stampede Board sent in this request but due to a fire at her business she was unable to attend the meeting today. She explained that Leah had told her some of the details of what the Silver State Stampede Board would like to do with the ECVAs marketing funds and asked Amber to share this information with the committee on her behalf. They had asked for additional

funding this year because they would like to place an ad in a very popular rodeo publication call Pro Rodeo Sports News as well advertising in the Reno Rodeo Program book. Pro Rodeo Sports News is distributed nationwide to all current and past PRCA contestants and the Reno Rodeo happens right before the Stampede.

Chip Stone asked Jolene Stone and Angela Fraser if they knew if many of the local properties sold out during the Silver State Stampede.

Jolene Stone explained that the only time that the properties have no vacancies is during the Elko Mining Expo and sometimes during the Cowboy Poetry Gathering.

Angela Fraser agreed with Jolene's statement. She explained that they do get business from these rodeos but they don't fill the town the way the Mining Expo does.

Further discussion took place.

Chip Stone expressed concern with increasing the amount awarded to the Stampede. He asked Katie Neddenriep how the ECVA would come up with those funds.

Katie explained that they already had \$2,500.00 written into the budget for the Silver State Stampede to market their event, they wouldn't have to come up with the other funds it would simply be awarded out of the "Marketing Support" funds that all marketing requests come from.

***Billie Crapo made a motion to recommend approval of marketing funds for the Silver State Stampede in the amount of up to \$5,000.00. Catherine Wines seconded the motion. Chip Stone abstained from voting. Motion passed.***

7. Review, discussion and recommendation of Marketing Committee membership for the 2020/2021 term. **-For Possible Action (Public Comment)**

Katie Neddenriep stated that she feels the Marketing Committee membership policy is outdated and it clearly has not been enforced. She told them that this would normally be something the Board of Directors would address but she would like to get their input before she moves forward. She went on to explain that she feels that they should discuss membership first starting with which members are going to be the most effective to this committee. She would also like to hear their thoughts on the various membership categories as she did not feel they made a lot of sense. Katie then read through this list of categories, businesses and representatives.

Catherine Wines stated that she agrees that the membership categories do not made a lot of sense. For example, Entertainment & Arts is not a business but it falls under the Business category whereas Northeastern Nevada Regional Hospital and The Terrace at Ruby View are both businesses but they fall under the Public at Large section.

Further discussion took place.

Katie explained that she felt the best thing they could do would be to take some time to brainstorm who would represent the Marketing Committee best, how they should restructure the various categories and if any of the current members no longer wanted to participate this would be a great time to offer them an “out”. Once they had revised the membership, categories and policies to their liking Katie and Chip would put these updates on an ECVA Board of Directors meeting agenda for review and final approval.

The Marketing Committee agreed that this was a good idea.

Katie asked that they all email her with any ideas or suggestions they have on this matter in the coming weeks.

Chip Stone stated that they would take no action on this agenda item at this time and moved to the next agenda item.

8. Review and possible approval of Marketing Committee meeting schedule for 2020. **-For Possible Action (Public Comment)**

Katie Neddenriep explained that the packet contained a schedule of all ECVA Board of Directors, Marketing Committee and Lodging Committee meetings for the 2020 Calendar year. She wanted to give it to them ahead of time in case they needed to change the date of a meeting due to conflicts or holidays. For example, the Lodging Committee voted to move their November meeting up a week because it falls the day before Thanksgiving and the Board of Directors usually votes to change their December meeting due to Christmas.

The Marketing Committee agreed that the meeting dates were fine.

***Billie Crapo motioned for approval of Marketing Committee meeting schedule for the 2020 calendar year. Jolene Stone seconded. Motion passed unanimously.***

9. Review and discussion of ECVA Marketing, Event, Convention & Tourism, Operational Activities and room tax reports. - **Non-Action Item.**

Katie stated that the staff reports were all in the packet for the committee to read through at their leisure. She then asked the staff if there was anything they didn't include in their reports they wanted to go over.

Juli Nelson stated that she included all of her big projects in her report.

Tom Lester stated that Ghost Town brochures are finally done and they have come in, they look amazing. They are also reprinting the trifold brochures; they were very popular. The Elko marketing video has launched and it looks amazing.

Katie stated that Erin Myers is very busy working on the Elko Mining Expo. Registration has opened and she has been busy processing those. This is the 35<sup>th</sup> anniversary of the Expo so they are trying to think of ways to celebrate that. Katie then stated that they are working on updating the Elko Area Visitors Guide, it has had the same content for years so they are reaching out to people within the community to ask for write ups and fresh content. She stated that they also need a contact within the Native American community so that they can be included in the Visitors Guide.

Steve Burrows stated that Erin and the rest of the staff did a great job with the Festival of Trees. They had a great turnout and it looked to like the number of items donated was up.

Katie stated that they did have a record number of trees donated this year. They also had great feed back from the Charity Partners about moving their booths into the lobby and spacing them out. She stated that they were worried when the mines canceled their Christmas parties this year but they ran ads for available holiday party rentals and ended up making up a lot of that lost revenue. They also had a booth at the Bridal Expo and it went over really well, they got some great feedback and had a lot of people say that they didn't realize they facilities were available for rent to the public.

Further discussion took place.

10. Updates, referrals and suggestions from committee members -  
**Non - Action Item**

Jolene Stone stated that they are still seeing a decrease in Room Tax. It did seem to pick up a bit in January, mostly due to the Cowboy Poetry Gathering. She stated that this was the first year she has had no vacancies during the Gathering since 2011.

Billie Crapo stated that the Chamber did the groundbreaking for the new Greater Nevada Credit Union, they will have a new branch in Walmart and one on 12<sup>th</sup> street. Plumblin and Cowboys will host business after hours this month. They are under new ownership and have made some changes, it now has a lot more of a sports bar feel and is going to be open a lot earlier.

Steve Burrows stated that they are excited about the Health and Fitness Fair. NNRH will do the Blood Draw and Health Screening in the Conference Center during this event. He told them that the hospital is welcoming a new General Surgeon, and that they are saying goodbye to Dr. Sharma and Dr. Curtis the OB/GYNs at the hospital. They are hoping to find two new OB/GYNs to replace them.

Catherine Wines stated that they did 3 Mural Tours with more than 200 people in attendance during the Cowboy Poetry Gathering. They are considering doing Mural Tours ahead of the Wine Walks and charging about \$5 a head, all the money will go into a fund to pay for more art.

Lizz Todd stated she has started working the Adventure Guides. She stated that they will be launching a new product soon that she is very excited about, she can't tell them what it is just yet but she can say its related to texting.

Angela Fraser stated that Maverick Gaming is still buying up properties all over the country, most recently they acquired some in Louisiana as well as by Lake Tahoe. They are rebranding and refreshing the restaurants in the Red Lion as well as updating the hotel. They hope to have this done by June. They are also really pushing hard to bring back the Casino Express flights.

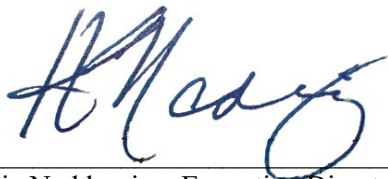
Further discussion took place.

11. Public Comment Period – **Non-Action Item**

None at this time.

12. Adjourn

*Meeting adjourned at 9:56 am.*



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Katie Neddenriep, Executive Director ECVA