

**ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD OF DIRECTORS MEETING
TUESDAY, FEBRUARY 25, 2020
ELKO CONVENTION CENTER
CEDAR 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: Dave Zornes
Delmo Andreozzi
Toni Jewell
Chip Stone

ECVA Staff Present: Katie Neddenriep, Executive Director
Steve Wehde, Facility Manager
Juli Nelson, Marketing Coordinator
Cheryl Garcia, Comptroller
Amber Merz, Administrative Assistant

Visitors: Patty Means, V-L Rodeo Productions
Leah Gregory, Silver State Stampede
Doris Toothman

2. Call to order and Pledge of Allegiance

Vice Chairman Dave Zornes called the meeting to order at 8:29 am.

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 January 28, 2020. – For Possible Action (public comment)

Delmo Andreozzi made a motion to approve the minutes of the January 28, 2020 Board Meeting. Toni Jewell seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

5A-0225-20 Presentation, discussion and possible approval of marketing funds for the Jake Eary Memorial Rodeo in the amount of \$2,600.00. - **For Possible Action (Public Comment)**

Dave Zornes stated that Carrie Eary was not at the meeting today and asked if Katie Neddenriep would like to say anything on her behalf.

Katie told the board that Mrs. Eary had presented to Marketing Committee and informed them that they expected roughly 350 to 425 contestants as well as the contestant's family members. She went on to explain that the request was for a total of \$2,600.00. \$2,000.00 of this would be eligible for reimbursement from the ECVA's marketing fund upon providing us with copies of qualifying paid invoices. The other \$600.00 was a request for sponsorship of a youth saddle that would need to be paid out of the general fund.

Dave Zornes stated that the ECVA has been supporting this event as long as he has been on the board.

Further discussion took place.

Chip Stone made a motion to approve marketing fund support for the Jake Eary Memorial Rodeo in the amount of \$2,000.00 and general fund support in the amount of \$600.00 Delmo Andreozzi seconded the motion. Motion passed unanimously.

5B-0225-20 Presentation, discussion and possible approval of marketing funds to V-L Rodeo Productions in the amount of \$2,000.00. - **For Possible Action (Public Comment)**

Patty Means introduced herself and stated that V-L Rodeo Productions puts on at least 3 rodeos and over 17 barell races throughout the year. She explained that the first event they do every year is their Kickoff Rodeo, this takes place in February and is very popular because it coincides with the Cowboy Poetry Gathering, the last event they do each year is their New Years Eve Rodeo. She explained that they stay busy in the months between with various other events that attract contestants from all over the western united states.

Dave Zornes asked if they track where the contestants come from.

Patty explained that they have to provide their address on their entry form and that she has a running tally comparing where the contestants have come from over the years.

Dave asked where they were planning on using their marketing funds should they be approved.

Patty stated that they would like to run radio ads in Arizona as well as Idaho, they would also like to use their funds to offset the cost of Juli's time designing ads and posters as well as printing posters and fliers.

Delmo Andreozzi asked if she would be willing to provide them with some basic information on where the contestants and/or attendees have traveled from.

Patty told him that she would be happy to send them this information.

Further discussion took place.

Delmo Andreozzi made a motion to approve marketing fund support for V-L Rodeo Productions in the amount of \$2,000.00. Chip Stone seconded the motion. Motion passed unanimously.

5C-0225-20 Presentation, discussion and possible approval of marketing funds for The Silver State Stampede in the amount of \$5,000.00- **For Possible Action (Public Comment)**

Leah Gregory introduced herself and stated that this year she would like use ECVA marketing funds for something different than they have in the past. She showed the board a copy of a publication called Pro Rodeo Sports News. Leah explained that this is a monthly, national publication that is distributed to every current and past contestant in the PRCA circuit. She told the board that she would also really like to place an ad in the Reno Rodeo Program as this rodeo falls right before the Stampede.

Dave Zornes asked how attendance has been at the Silver State Stampede.

Leah explained that Saturday is the busiest night, there is not an open seat in the stands and Friday is almost as busy as Saturday but they have added Family Day on Sunday and this has been really slow. She went on to talk about how she would like to focus on getting the word out about the fact that they have added Sunday to the event as this could be great for generating overnight stays in the area and drawing in big name contestants since Sunday rodeos are very rare so they would not have prior commitments.

Delmo Andreozzi began by disclosing that he had MC'd the Mutton Busting for the Silver State Stampede for many years but that he was still able to remain impartial and didn't feel he needed to abstain from voting on this matter. He went on to talk about how he felt this was a great heritage event for the Elko area and he would love to find other ways to support them beyond finances. He stated that he would love to find a way to bring in more big-name contestants.

Chip Stone asked how much support they received the previous year.

Katie stated that they received the \$2,500.00 that the ECVA has written into the budget for them annually.

Chip asked if they would be able to come up with the additional funds requested.

Katie stated that the marketing fund had funds available for requests, not including items written into the budget.

Further discussion took place.

Delmo Andreozzi made a motion to approve marketing fund support for the Silver State Stampede in the amount of \$5,000.00. Toni Jewell seconded the motion. Motion passed unanimously.

5D-0225-20 Review, discussion and possible approval of the Board of Directors meeting schedule for 2020. - **For Possible Action (Public Comment)**

Katie Neddenriep stated that the November and December board meetings conflict with holidays. She explained she would like to be proactive and reschedule them now so that they had the meeting schedule ahead of time. She stated that if they any other conflicts that they know of they can discuss changing those meetings now as well.

Discussion regarding rescheduling board meetings took place, the board decided to take no action at this time.

6. OLD BUSINESS:

6A-0225-20 Discussion and possible adoption of Resolution to Establish Guidelines for the Conduct of Inventory for the Elko Convention & Visitors Authority as required by NAC 354.750. - **For Possible Action (Public Comment)**

Cheryl Garcia explained that this is in regards to the corrective action required after the last audit, she went on to tell the board about how going forward inventory will be done once a year.

Delmo Andreozzi made a motion to adopt the Resolution to Establish Guidelines for the Conduct of Inventory for the Elko Convention & Visitors Authority as required by NAC 354.750. Chip Stone seconded the motion. Motion passed unanimously.

7. STAFF REPORTS:

7A-0225-20 Comptroller's Report/possible approval of expenditures for preceding month(s) and all matters related to—
For Possible Action (Public Comment)

Cheryl Garcia stated that in the interest of saving time she would allow them to read through her report on their own time and just cover the basics with them today. She stated that year to date general fund and marketing fund room tax proceeds are down 11.42 %. Ad Valorem taxes are up 1.45 % year to date, through January 2020. Total claims for the month of January 2020 were in the amount of \$254,396.03. Cheryl then read through the investment activities listed in her report.

Delmo Andreozzi stated that he wanted to bring something up for discussion and felt that this was as good of a time as any. He went on to explain that since interest rates were so good right now he would like staff to consider looking into refinancing the Conference Center early.

Katie Neddenriep agreed with him and told the board that this is something she has been thinking about a lot and would be looking into. She stated that she would keep them updated as she does research.

Further discussion took place.

Delmo Andreozzi made a motion to approve the January 2020 claims in the amount of \$254,396.03. Chip Stone seconded the motion. Motion passed unanimously.

7B-0225-20 Convention & Tourism Report - **Non-Action Item**

Katie Neddenriep stated that Tom Lester was unable to be here today as he is traveling. Katie stated that the travel writer from Men's Journal will be in Elko this week.

7C-0225-20 Marketing Report - **Non-Action Item**

Juli Nelson stated that she recently sent new video footage to CCMedia and that they would be incorporating it into the ECVAs campaigns. She then told them that the ECVA had started a new campaign with National Onboard, this is an Amtrak exclusive publication, that we have never worked with before.

7D-0225-20 Events Report - **Non-Action Item**

Events Coordinator – Erin Myers was not present.

7E-0225-20 Facilities Report - **Non-Action Item**

Steve Wehde stated that they find out that the boiler room has a leak in the line but it is still under warranty. He then stated that he had a safety meeting with the facilities crew and that it went well.

7F-0225-20 Administrative Report – **Non-Action Item**

Katie Neddenriep stated they had begun conversations about the 2021 Visitors Guide with the Free Press, there are some good ideas. She stated Karen Rogers feels they likely continue use of the ECVA after building the performing arts center. Katie then stated she had a conversation with hoteliers about Cowboy Poetry and they told her many of the properties were booked out. The ECVA brought in over \$100,000 in revenue in the month of January. The next Cowboy Country Territory meeting is taking place in March in Winnemucca.

Further discussion took place.

8. Public Comments – Non-Action Item

None at this time.

9. Board Comments – Non-Action Item

None at this time.

10. Adjournment

Meeting adjourned at 9:12 am


Matt McCarty- Chairman