

**Elko Convention & Visitors Authority
Lodging Committee Meeting
Marriott TownePlace Suites
2625 E Jennings Way
Elko, NV 89801
Wednesday, May 22, 2019
6:00 PM
MINUTES**

Committee Members Present: Toni Jewell, PlayElko Prop. /Committee Chairwoman
James Leedy, Elko Inn & Suites
Chuck Bhakta, Days Inn
Dan Bhakta, Holiday Motel
Mahendra Bhakta, Budget Inn
Mike Patel, Scottish Inns
Bob Bhakta, Esquire Inn
Sam Bhakta, American Inn
Barry Bhakta, Rodeway Inn
Kris Pachigar, Thunderbird
Hannah Morrison, Marriott Townplace Suites
Alicia Brown, Marriott Townplace Suites
Haley Ragland, Marriott Townplace Suites
Michelle Mota, Ledgestone Hotel
Jolene Stone, Home2 Suites
Sarah Khouangrassvongsay, Red Lion Hotel & Casino

ECVA Staff Present: Katie Neddenriep, Executive Director
Juli Nelson, Marketing Coordinator
Amber Merz, Administrative Assistant

1. **Welcome & Introductions;** Toni Jewell, Chairwoman

Lodging Committee Chairwoman, Mrs. Toni Jewell, called the meeting to order at 6:03 pm. Introductions were made around the room.

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.

None at this time.

3. Approval of the Minutes from the March 27, 2019 meeting – **Action Item (public comment)**

Ms. Hannah Morrison made a motion to approve the minutes from the March 27, 2019 Lodging Committee Meeting. Mr. Chuck Bhakta seconded the motion. Motion passed unanimously.

4. Review of ECVA Activities and Room Tax Update - **Non-Action Item**

Mrs. Neddenriep stated that in the packet you will see she has provided them with a copy of the Administrative Report that she prepared for the April 2019 Board of Directors Meeting. She stated that in the future she will also include the report for the month prior since the Lodging Committee only meets every other month. Mrs. Neddenriep then highlighted a few of the ECVAs activities that she felt they might find interesting. She told them that the Board has approved the request for marketing support funds from Art Spot, the organization putting on the upcoming Mural Expo. She explained that the organizers of this event are based in Reno. We are hoping it will bring overnight stays from the organizers and participants who will be traveling from Reno as well as the various muralists that they are bringing in from all over the world. She then stated that she and Mrs. Delynn Jones hope to schedule interviews for the comptroller position next week. She stated that they have received three applications from qualified individuals. She then went through the 2019 Mining Expo schedule with the Committee. She explained that tickets to the Mining Expo Opening Reception held at the Red Lion are now available for purchase through EventBrite.com and invited them all to purchase one and attend. Mrs. Neddenriep then referred to the Room Tax Revenue spreadsheet and told them that those revenues have remained relatively consistent. She then stated that it was recently brought to her attention that one of the local hotels is severely delinquent in paying room tax to the City of Elko. She stated that she will be following this issue closely and speaking with the city about it. She told them that she will report back as the situation progresses.

Further discussion took place.

5. Review of ECVA Marketing Activities – **Non-Action Item**

Mrs. Juli Nelson stated that she continues to promote Elko and area events through various platforms. She passed around marketing materials she has been working on recently. Mrs.

Nelson stated that one of the more exciting marketing campaigns the ECVA has begun recently is the one through CCMedia. She explained that they help to promote your organization on various social media platforms. Until recently the ECVA had primarily focused the CCMedia campaign on promoting various destinations in the Elko area. She explained that they decided to try promoting the Halleck Bar Party through CCMedia had a great response, so they will most likely continue promoting events as well as destinations. Juli then stated that she has been very busy working on Mining Expo adverting and sponsorships. She explained that she had no sponsorships left unless they were willing to come on as a Bronze or Silver Sponsor and not be featured in the Program Book as it is past deadline to add anything new.

6. Review of ECVA Event Activities – **Non-Action Item**

Mrs. Neddenriep stated that Ms. Myers was not able to attend today. She explained that the Mining Expo was the ECVA's biggest event so Erin has been very busy. She stated the report Erin included tells them all about the things she has been working on for the Expo. Mrs. Neddenriep then stated that Ms. Myers has sold 454 booths to date. She has 364 exhibitors so many of them have multiple booths. The only spaces that she has available are 10 x 10 booths in the park. Mrs. Neddenriep then asked how the hoteliers how they are doing on occupancy during the week of expo.

Discussion regarding occupancy during the Mining Expo took place.

7. Review of ECVA Convention and Tourism Activities – **Non-Action Item**

Mr. Tom Lester went over his travel schedule with the committee. He stated that he recently got back from a sales mission to Canada with TravelNevada, they focused mainly on media and tour operators. He stated that he also attended the TAC meeting in Carson City where they reviewed and awarded rural grant requests. The marketing video that was rescheduled last summer due to the weather and then the fire is tentatively scheduled for this June. He stated that he has a sales mission to Salt Lake City coming up and he is still looking for hoteliers who would like to go with him. He explained that Travel Nevada will pay for the trip and they can promote their properties while there, they help to promote the Elko area by doing this. He stated that he met with Kitty Fu of Sparkle Tours, the largest tour operator in China, they will now be overnighing in Elko. He also met with Joy Holiday Tours who brings busses through Elko currently but he stopped and toured some locations and they are hoping to get some additional night stays. He stated that he just sent out the Cowboy Country Territory newsletter. The Territories Facebook has over 4,900 followers. Mr. Lester then went over reports for some of the campaigns he has been working on recently and passed them around for the committee to see.

Mrs. Katie Neddenriep stated that while at Rural Round up in April Mr. Lester received the Larry J. Friedman Industry Partner of the Year Award, she stated that it was great to see him receive recognition for all the hard work he does to promote the Elko Area and she felt he was very deserving of this award.

8. Discussion of lodging related opportunities or issues – **Non-Action Item**

Mr. Chuck Bhakta stated that a few years back one of the properties was not paying their room taxes. He explained that when the city approached them about it the property owner/manager claimed that they were not paying the taxes because they had not been collecting them from their guests, this was not true, they had been collecting taxes. Since the city was not aware of the fact that they had been collecting the room tax they gave them a break and only made them pay half of the estimated dollar amount in taxes due. Mr. Bhakta stated that this was not ok as all of the other properties had been following the rules and paying the full taxes due in a timely manner. He asked Mrs. Neddenriep to please speak to the city about this to ensure that this situation does not repeat itself.

Further discussion regarding delinquent room taxes took place.

Mr. James Leedy stated that there have been some setbacks with the construction of the new Holiday Inn so they will be pushing back the opening date.

9. Next Lodging Committee meeting: **July 24, 2019 – Location: Home2 Suites**

Mrs. Jolene Stone offered to host the July Lodging Meeting at the Home2 Suites and Mrs. Michelle Mota offered to host the September Lodging Meeting at the Ledgestone Hotel.

10. **Adjourn**

Meeting adjourned at 6:41 pm.


Katie Neddenriep
Executive Director