

ELKO CONVENTION & VISITORS AUTHORITY
AGENDA BOARD OF DIRECTORS REGULAR MEETING
TUESDAY, MAY 26, 2020, 8:30 A.M. PST
ELKO CONVENTION CENTER- ZOOM.US
([HTTPS://ZOOM.US/JOIN](https://zoom.us/join))
MEETING ID: 845 2438 1483
PASSWORD: 777434
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
Dave Zornes
Delmo Andreozzi
Toni Jewell
Chip Stone

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

2. Call to order

Chairman Matt McCarty called the meeting to order at 8:37 am and stated that all members were present via Zoom Meetings.

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.

Katie Neddenriep stated for the record that this meeting was being recorded.

4. Approval of minutes from the Special Session Board of Directors meeting of May 5, 2020 – For Possible Action (public comment)

Delmo Andreozzi made a motion to approve the minutes from the Special Session Board of Directors meeting of May 5, 2020. Dave Zornes seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

5A-0526-20 Public Hearing as required by the State of Nevada Department of Taxation for the review and possible approval of the 2020/2021 ECVA Final Budget – **For Possible Action (Public Comment)**

Katie Neddenriep stated that she would like to take the lead on this report and if she missed anything Cheryl could follow up.

Delmo Andreozzi stated that he would like Katie to clear something up for the board before she got started. He explained that they had received to different documents pertaining to the budget. The first being the summary page included in the board packet and the second being the documents she emailed

out separately to the Board of Directors. He asked which document they needed to reference during this discussion.

Katie stated that they would start out with the summary page that was included in the packet. She told them that this page reflects the changes that they have made. She stated that the General Fund was reduced by a total of 15% which includes things like the reduction to salaries and wages and capital projects. She stated that they do have permission from the county health officer to open the facilities and take bookings as long as they are in compliance with social distancing guidelines. Katie then went over the detailed report she emailed to the board members and explained how they budgeted for each fund and made decisions about various reductions.

Further discussion took place.

Katie stated that the state will not be offering grants in the first cycle and has not made it known whether they will offer them in the second cycle yet. She stated that she knows traditionally she and Cheryl would have met with each board member individually to go over this budget in detail but unfortunately due to the circumstances that hasn't been possible.

Delmo asked if they were using ending fund balances to take care of the roughly \$700,000 shortfall?

Katie stated that he was correct, they would be using the reserves.

Delmo asked if the ending fund balances in the marketing fund were restricted or could they be used to help with the refining of the Conference Center.

Katie stated that the capital outlay fund has a projected ending fund balance of \$1.9 million and it is her understanding that these funds are to be preserved for making a large payment on and then refinancing the Conference Center.

Matt stated that Katie is correct. They do not want to spend the balance down to much as the funds are also for unexpected and large repairs such as the theater wall blowing out.

Further discussion took place.

Delmo Andreozzi made a motion to approve the 2020/2021 ECVA Final Budget as required by the State of Nevada Department of Taxation. Dave Zornes seconded the motion. Motion passed unanimously.

5B-0526-20 Review, discussion and possible approval of request from the Reno Dance Company seeking ECVA sponsorship of the 2020 Nutcracker performance in the form of facility use fees waived at 100%. – **For Possible Action (Public Comment)**

Katie Neddenriep stated that the Reno Dance Company has done the Nutcracker performance in Elko for many years and in the past the use of the ECVA facilities and staff was donated. When they reached out again this year to reserve the facility, she asked to submit the proposed marketing plan and application for funds so that their request could be brought before the board. She stated that they hold auditions, a rehearsal and their performance in the facility. On their application it states that they expect between 500-1999 overnight visitors but she feels this may not be accurate as a majority of the performers are local children. While they may have that many attendees, they will most likely not be filling up our hotels. She explained that she had Kim Longley put together an estimate of what the reservation fee would be if they were to pay for the use of the facility and it would be roughly \$7,000.00.

Delmo Andreozzi stated that this comes back to a recent discussion they had; what things are nice to have versus what is a necessity. He explained that community events like the Nutcracker are great but who knows if we will even be able to hold gatherings of this size by then. It is hard to justify these expenses when we

are in the situation, we are in. Delmo then asked if Katie knew what it would cost the ECVA to hold this event versus what the ECVA would charge to reserve it.

Katie stated that they did not have those figures.

Further discussion took place.

Delmo asked if the Reno Dance Company sold tickets to this show or if attendance was free.

Katie stated that they did sell tickets to the Nutcracker. She also pointed out that the reservation estimate she had given them was at category 2 pricing which means it was discounted 25% from normal costs. Katie went on to tell them that she feels the Reno Dance Company should solicit sponsorships from companies within the community to help cover their costs.

The board went on to discuss offering the Reno Dance Company a larger discount on the facility rental fee. Delmo asked if they knew whether the Reno Dance Company would still be interested in returning if they had to pay for the rental of the facility or if they were still planning events for the fall considering the COVID-19 pandemic.

Katie stated that they did not know that.

Delmo stated that it may be a good idea to table this item until they find that out.

Chip Stone motioned to table the Reno Dance Company request until a future meeting allowing ECVA staff sufficient time to get their questions answered. Delmo Andreozzi seconded the motion. Motion passed unanimously.

5C-0526-20 Review, discussion and possible approval of recommended changes to the ECVA Facility Rental Rules & Regulations—**For Possible Action (Public Comment)**

Katie explained that the ECVA's Rules & Regulations do not specify what is included with rental of the Laurena Moren Theatre, such as podium, microphone, projector and screen. All other rooms are charged a fee for rental of these items but in the theatre, one has been included with the rental. She then stated that historically funerals and/or memorial services were charged a flat fee of \$500.00 as long as no food or beverages were served on property. This agenda item is just asking for approval to add these changes to the ECVA Facility Rental Rules & Regulations.

Matt McCarty referred to the memorandum included in the packet under agenda item 5C-0526-20 and stated that he would like clarification on the last section under Funerals/Celebrations of Life. It reads "If the Client wishes to serve food and/or beverages, \$500.00 will be deducted from the facility rental fee.". He went on to express concern with this verbiage as some rentals may come to less than \$500.00 and based on this verbiage the ECVA would then owe the client money.

Katie stated that this only applies to rentals exceeding \$500.00 but she will make sure to update the verbiage in should this make it into the Rental Rules & Regulations.

Delmo Andreozzi asked if these fees were for a 24-hour period or if they included move in time the day prior to the reservation.

Katie explained that normal move in fees do apply in these cases. Those fees are: \$75.00 per hour of ½ the rental fee, whichever is less.

Delmo Andreozzi motioned for approval of the recommended changes to the Elko Convention & Visitors Authority Facility Rental Rules & Regulations further clarifying that should any food or beverages be served in the spaces utilized they may no longer qualify for the \$500 rental fee but instead receive a discount of \$500 off of their total room rentals should it exceed \$500. Chip Stone seconded. Motion passed unanimously.

6. **OLD BUSINESS:** None.

7. **STAFF REPORTS:**

7A-0526-20 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 Room Tax for March 2020 was received in May and was as follows: In March 2020 General Fund received \$34,155.88 compared to the \$42,632.68 received in March 2019 this is a decrease of \$8,476.80 or 19.88%. March 2020 Marketing Funds were received in the amount of \$25,167.50, compared to the \$31,413.56 received in March of 2019 this is a decrease of \$6,246.06 or 19.88%. Year to date Room Tax proceeds are down 11.57% in General and Marketing Funds. She then explained that we should have received April 2020s Ad Valorem payment but have not. She did place a call inquiring about this but has not heard back yet. Total claims for the month of April 2020 are \$170,894.94.

Discussion regarding room tax took place.

Delmo Andreozzi made a motion to approve the April 2020 claims in the amount of \$170,894.94. Toni Jewell seconded the motion. Motion passed unanimously.

7B-0526-20 Marketing, Events, Convention & Tourism Report - **Non-Action Item**

Tom Lester explained that due to COVID-19 almost all of their marketing is on hold right now. He stated that he is working with Patrick Media to develop some 7-8 second ads. These will be used in marketing the Elko area on various social media platforms. They will focus on things like social distancing, getting outdoors, going back to nature etc...

Further discussion took place.

7C-0526-20 Administrative Report – **Non-Action Item**

Katie stated that they are working on the 2020/2021 budget. She explained that she has been focusing on developing their plan for reopening the facilities. The facilities team has been working hard and has really increased their sanitization. She stated that the Lodging Committee would be holding their meeting via Zoom tomorrow night and they planned to brainstorm and discuss recovery strategies for the hoteliers and the area.

Further discussion took place.

8. **Public Comments – Non-Action Item**

None at this time.

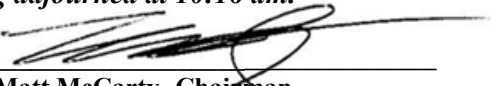
9. **Board Comments – Non-Action Item**

Delmo stated that he has doing live Facebook posts on Elko County page, he's going out into Business in the community and speaking with the public, trying to get the word out and build community confidence again. He stated that they are doing free COVID-19 testing at various times and he would appreciate it if they would all share the information to help inform the public.

Further discussion took place.

10. Adjournment

Meeting adjourned at 10:16 am.



Matt McCarty- Chairman