

**ELKO CONVENTION & VISITORS AUTHORITY  
MARKETING COMMITTEE MEETING  
ELKO CONVENTION CENTER  
TURQUOISE ROOM  
WEDNESDAY, JUNE 10, 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  
**Billie Crapo**, Elko Area Chamber  
**Steve Burrows**, Northeastern Nevada Regional Hospital

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

**Visitors Present:** **Danny Alexander**, Ruby Mountain Balloon Festival  
**Donna Engdahl**, Ruby Mountain Balloon Festival  
**Daryl Santos**, Elko County Fair

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

Marketing Committee Chairman, Chip Stone, called the meeting to order at 8:34 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 February 12, 2020 Marketing Committee Minutes. - **For Possible Action (Public Comment)**

*Steve Burrows motioned for approval of the February 12, 2020 Marketing Committee Minutes. Billie Crapo seconded the motion. Motioned passed unanimously.*

4. Presentation, discussion and possible recommendation of approval of marketing funds for the Wells Fun Run in the amount of \$500.00. - **For Possible Action (Public Comment)**

Katie Neddenriep stated that a representative from the Wells Fun Run was unable to attend the meeting today. She then told the committee that in previous years the ECVA sponsored a trophy for the Wells Fun Run in amount of \$100 out of the general fund. Last year the ECVA received an invoice in the mail for \$100 from the Wells Fun Run. After inquiring about the invoice, she found out that it was how the trophy sponsorship had been requested in previous years. Katie then reached out to the event organizers and explained that going forward they would need to submit the Marketing & Event Support application to the Marketing Committee and Board of Directors, if they wished to continue receiving support from the ECVA. She told the committee that they had increased the amount of their request from \$100 to \$500. Katie stated that this event was held in Wells therefore it booked out hotel rooms in Wells and she did not know if it was beneficial to Elko. She then stated that she did not know if they [Elko properties] got overflow bookings as this car show had a lot of participants and Wells does not have many hotel rooms. She then asked if anyone could recall the events economic impact, if any, in Elko during previous years.

Tom Lester stated that the Wells Fun Run is one of the better small car shows in the state of Nevada.

Jolene Stone stated that she agrees with Tom, it is a great small car show. She then stated that she does not remember a time when she got overnight stays in Elko because of this event. Jolene suggested that the ECVA request different sponsorship opportunities in future years as a trophy sponsorship does not offer a lot of exposure for the ECVA.

Further discussion took place.

***Jolene Stone made a motion to recommend approval of marketing funds for the Wells Fun Run in the amount of up to \$250.00, requesting they provide the ECVA with a comprehensive list of how many participants are local and how many come from out of the area to participate in the show. Billie Crapo seconded the motion. Motion passed.***

5. Presentation, discussion and possible recommendation of approval of marketing funds to Ruby Mountain Balloon Festival in the amount of \$3,500.00. - **For Possible Action (Public Comment)**

Donna Engdahl stated that Ruby Mountain Balloon Festival is having to make some changes this year due to COVID-19. She explained that many of the sponsorship opportunities, grant funds and donations they received in the past are not available due to the economic impact of this pandemic. She then stated that they have had local businesses and organizations who have offered them support as well as discounted rates. For example, they are getting a great rate on a full-page ad with Everything Elko and the Elko Lions Club had a special meeting to authorize an increase of sponsorship funds to their event. Donna then explained that they have decided to split the Balloon Glow portion of the event up between the Elko City Park and Mountain View Park in an effort to socially distance.

Danny Alexander stated that the Ruby Mountain Balloon Festival had 3 new Balloon Pilots join the event last year and they have an additional 3 joining the event this year.

Chip Stone stated that he feels this is a great family event.

***Billie Crapo made a motion to recommend approval of marketing funds for the Ruby Mountain Balloon Festival in the amount of up to \$3,500.00. Jolene Stone seconded the motion. Chip Stone abstained from voting due to his involvement in the Ruby Mountain Balloon Festival. Motion passed.***

6. Presentation, discussion and possible recommendation of approval of marketing funds for Elko County Fair & Centennial Celebration in the amount of \$10,000.00. - **For Possible Action (Public Comment)**

Katie Neddenriep stated that the ECVA gave the Elko County Fair a \$7,500. Sponsorship last year, the amount has gone up but this is due to the significance of this year's event.

Daryl Santos introduced himself and stated that this is the 100<sup>th</sup> anniversary of the Elko County Fair. He explained that the Fair Board has many ideas about what they can do to make this Centennial year special and unique. He then stated that this information was all provided to Katie with their request and has been included in the packets along with the various sponsorship opportunities/levels and incentives. He stated that they will be putting on a much larger concert this year than they have in previous years. Daryl stated that they have raised the prices for tickets, box seats and the club house prices but prices have not been raised in many years.

Steve Burrows asked what their contingency plan was should there be additional restrictions placed on events due to COVID.

Daryl stated that they did not have a contingency plan in place but that they would of course follow whatever guidelines the Governor put forth.

Further discussion took place.

***Jolene Stone made a motion to recommend approval of marketing funds for the Elko County Fair & Centennial Celebration in the amount of up to \$10,000.00. Steve Burrows seconded the motion. Chip Stone abstained from voting due to his involvement with the Elko County Fair & Centennial Celebration. Motion passed.***

7. Updates from ECVA staff.- **Non-Action Item**

Tom Lester stated that they had put all of their marketing campaigns on hold because of COVID. TravelNevada has taken a big hit so they are also pulling back on their marketing, he explained that the ECVA is waiting to see what TravelNevada is going to

do and will possibly mirror their marketing efforts. He stated that the ECVA had some 7-8 second marketing videos made out of footage they acquired during their marketing video shoot. These short videos were designed to be used on their social media account and focus on getting outside, outdoor activities/recreation and getting back to nature. Tom then explained that he has been spending a lot of time in Zoom meetings lately. He stated that the trade shows and conventions he was supposed to attend this year would become virtual meetings due to COVID. Tom then talked about how he was working to contact various organizations within the "Drive" market to promote Elko to them. These organizations include RV/Camper groups, car clubs, motorcycle clubs, mountain biking groups etc.

Danny Alexander stated that in previous years the ECVA had included the Ruby Mountain Balloon Festival in their TV commercials in Idaho, Utah and Nevada. He asked if they were going to be able to do that again this year.

Tom explained that they would most likely not be able to do this as those commercials were some of the marketing campaigns that the ECVA had to put on hold due to COVID.

Katie Neddenriep stated that the ECVA had previously purchased a center ad in the 2020/2021 Nevada Magazine Rides Guide, she stated that she wanted to thank Jolene Stone as the photo they used for that ad was from her. Katie stated that they did place an ad in the summer Mining Quarterly with information about canceling the 2020 Mining Expo. She then explained that they are really focusing on the RV markets right now as they are able to social distance. She stated that they have been able to take bookings as long as they follow social distancing guidelines, most of these are for the mines or mining related meetings.

Further discussion took place.

#### 8. Updates from Marketing Committee members. – **Non-Action Item**

Jolene Stone stated that the hotels have taken a big hit since March. She explained that the smaller properties didn't take as big of a hit as they tend to have more extended stay guests. Jolene stated that things are starting to pick up now explaining that since the 29<sup>th</sup> of May she has had ten nights where she was sold out of rooms. Jolene stated that she has spoke with a few other flag properties in the area and they have experienced this as well.

Donna Engdahl stated that the Northeastern Nevada Museum has been open again since the beginning of last week. They have had 30 visitors from out of the area in this time, 1 group of visitors was from Australia and the rest from 5 different states.

Billie Crapo stated that Business Before Hours would be held at Ignite Life Chiropractic. The Chamber would be moving forward with the Beer Festival on the 19<sup>th</sup>.

Lizz Todd stated that the Elko Daily Free Press audience numbers have insane since COVID started, their website views are way up. She then stated that she wanted to make sure everyone knew that the Free Press offers matching grant funds for marketing, if they would like to apply for these funds they should reach out.

Steve Burrows explained that during the COVID shutdown the hospital had canceled all elective procedures. They are now starting to reschedule these procedures, not at 100% as they want to ensure they prepared should COVID numbers spike again. They are allowing 1 well visitor for each patient again as well.

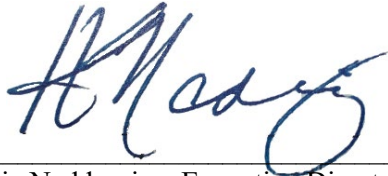
Further discussion took place.

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

Chip Stone stated that the next Marketing Committee Meeting would be held on August 12<sup>th</sup>.

10. Adjourn.

*Meeting adjourned at 10:07 am.*

A handwritten signature in blue ink, appearing to read 'Katie Neddenriep', written over a horizontal line.

Katie Neddenriep, Executive Director ECVA