

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD OF DIRECTORS MEETING
TUESDAY, JUNE 23, 2020
ELKO CONFERENCE CENTER
RUBY MOUNTAIN 1B 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: 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

Visitors Present:

Danny Alexander, Ruby Mountain Balloon Festival

Donna Engdahl, Ruby Mountain Balloon Festival

Daryl Santos, Elko County Fair

2. Call to order and Pledge of Allegiance

Chairman of the Board, Matt McCarty, called the meeting to order at 8:36 am and lead attendees in the Pledge of Allegiance. Chairman McCarty then stated for the record that all Board members were present today.

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 May 26, 2020 – For Possible Action (Public Comment)

Delmo Andreozzi motioned for approval of the minutes from the Board of Directors meeting of May 26, 2020. Toni Jewell seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

5A-0623-20 Review, discussion and possible approval of request for funds from the Wells Fun Run in the amount of \$250.00 as recommended by the Marketing Committee – **For Possible Action (Public Comment)**

Matt McCarty began by explaining that they had quite a few items on the agenda today so in the interest of time management the individuals representing each organization would not be presenting. Instead ECVA staff or Marketing Committee Chair, Chip Stone, would summarize each request and the Marketing Committees opinion. The Board could then direct any questions they may have to the representative in attendance. Matt then apologized for the time constraints and thanked them all for making time to attend the meeting today.

Katie Neddenriep stated that a representative from the Wells Fun Run was unable to attend the June 10th Marketing Committee meeting or the meeting today. She went on to explain that the previous year she received an invoice in the mail for \$100 from the Wells Fun Run with no other information. Upon further investigation she found out that it was a “request” for a \$100 trophy sponsorship for the Wells car show and that the ECVA had been sponsoring a trophy at the \$100 level, out of the general fund, for many years. She let them know 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. They did request \$500 which is a lot more than they have received in past years. One of the topics discussed with Marketing Committee members was if Elko got overnight stays from this event. Katie explained that per the Marketing & Event Support application their projected overnight visitors were between 500-999. It was determined that Wells has roughly 250 hotel/motel rooms available but the properties in Elko don’t recall seeing overflow from participants who couldn’t find a room in Wells. The committee recommended supporting this event at \$250.00, which is less than they asked for but still more than double what they received last year. They are also asking that the Wells Fun Run provides the ECVA with a comprehensive report on their event including number of participants and how many are local to Wells, Elko County, from the Nevada and out of State. They would also like to see how the ECVA is represented at the show and if they can choose to provide a different kind of sponsorship as they feel like trophy sponsorships don’t aren’t a great way to promote tourism.

Delmo Andreozzi stated that it has been a few years since he went to the Wells Fun Run but whenever he did attend it was a great event with awesome attendance.

Dave Zornes stated that he hasn’t been to this car show in a few years either but he agrees with Delmo, it’s an awesome car show with impressive attendance. He stated that he would be interested in seeing the comprehensive reports they provide as he does believe they fill up all the rooms in Wells and would like to know if Elko gets any overflow.

Delmo Andreozzi motioned for approval of the request for funds from the Wells Fun Run in the amount of \$250.00 as recommended by the Marketing Committee. Dave Zornes seconded the motion. Motion passed unanimously.

5B-0623-20 Review, discussion and possible approval of request for marketing funds from Ruby Mountain Balloon Festival in the amount of \$3,500.00 as recommended by the Marketing Committee – **For Possible Action (Public Comment)**

Matt McCarty stated that before they address any more requests, he would like to thank ECVA staff for updating the “Marketing & Event Application for Support” form. He feels that the updated version is a great improvement over the previous one.

Katie Neddenriep stated that the ECVA has supported the Ruby Mountain Balloon Festival for many years. She explained that in previous years they had not come before the Marketing Committee, they sent the ECVA a letter requesting support along with an invoice and received payment. After payment last year she approached the event leaders and explained that they would need to go through the proper channels to continue receiving support. She stated that she does feel that it is appropriate to continue supporting this event as it generates tourism. This event also lends itself to social distancing in nature as it is held outdoors.

Donna Engdahl stated that they got a great deal on an ad in Everything Elko to promote this year's event. They also received a great deal of support from the Elko Host Lions Club to help cover the cost of their insurance policy.

Danny Alexander of the Ruby Mountain Balloon Festival explained that they had made some changes this year. They would be launching all balloons from various locations in Elko instead of just one location in Elko and one in Spring Creek. They have also split up the Balloon Glow between two parks instead of just holding it at one in the hopes that this will encourage social distancing.

Delmo Andreozzi asked if Tom could include Balloon Festival footage in the new marketing videos he was shooting.

Tom Lester explained that the new videos were actually short clips of footage they had previously shot that had been compiled into 7 or 8 second videos geared towards social media users.

Delmo then asked if they had thought about running ads in Reno leading up to the hot air balloon event they hold.

Delmo Andreozzi then stated that he needed to disclose that he was involved with the Elko Host Lions Club who are involved with the Ruby Mountain Balloon Festival but does not feel that this created a conflict of interests as he has no pecuniary interests in this event. He feels he can remain fair and impartial when voting on this matter.

Further discussion took place.

Dave Zornes motioned for approval of the request for funds from Ruby Mountain Balloon Festival in the amount of \$3500.00 as recommended by the Marketing Committee. Toni Jewell seconded the motion. Chip Stone abstained from voting as he was involved with this event. Motion passed.

Donna thanked the ECVA Board and staff and excused herself from the meeting.

5C-0623-20 Review, discussion and possible approval of request for marketing funds from Elko County Fair & Centennial Celebration in the amount of \$10,000.00 as recommended by the Marketing Committee – **For Possible Action (Public Comment)**

Katie Neddenriep stated that the Marketing Committee had forwarded a recommendation of support for this event. She explained that this will be the 100th anniversary of the Elko County Fair so that feels like a significant milestone but like everyone else they are facing major setbacks due to the effects of COVID-19 on the economy. She referenced the information included after their request in the Board Packet and stated that Indian Relay Races are still not confirmed. The Fair Board has secured various marketing campaigns outside of the Elko area to promote this event. They also invited the ECVA to put a flag in the rodeo arena so staff is in the process of acquiring one for display during the fair.

Daryll stated that the Fair Board was working on bringing a carnival in during the Elko County Fair. It was not set in stone yet but they hope to know soon.

Tom Lester let Daryll know if he had a commercial that he would like to send to the ECVA Tom could include it in their TV marketing campaigns running in Reno, Salt Lake City, Boise, Twin Falls etc.

Delmo Andreozzi motioned for approval of the request for funds from the Elko County Fair & Centennial Celebration in the amount of \$10,000.00 as recommended by the Marketing Committee. Dave Zornes seconded the motion. Motion passed unanimously.

Daryll thanked the Board and ECVA staff and then excused himself.

5D-0623-20 Review and possible approval to apply for POOL/PACT Risk Management grant funding
– **For Possible Action (Public Comment)**

Katie explained that POOL/PACT is the company we contract with for insurance and HR. she has been working closely with them over the last year taking advantage of the benefits that they offer. While working on the contract renewal she realized that one of the benefits they offer is grant funding. Because the ECVA is governed by a Board of Directors they must approve the grant funding applications before she can submit them. She explained that she will be able to apply for grant funding through POOL/PACT 2 times a year. The first application she asking them to review and approve today is to address the 2 areas of risk identified in the cyber-security audit that POOL/PACT did previously. These areas include the exposed wiring and electronics located near the Convention Center kitchen hallway and in the Convention Center copy room. The recommendation is to enclose them in a secure, airtight, locking case. The second grant application she would like approval on is addressing a concern brought to their attention during the COVID-19 shutdown. She explained that the Convention Center men’s restrooms does not have automatic sensors on the sinks or the toilets/urinals. Because of COVID-19 sanitation is an area of concern and hands-free sensors will help to reduce the spread of germs. Katie then went on to explain that with the POOL/PACT grants the recipient must cover 25% of the cost to qualify.

Delmo Andreozzi motioned for approval to apply for POOL/PACT Risk Management grant funding. Toni Jewell seconded the motion. Motion passed unanimously.

6. OLD BUSINESS:

6A-0623-20 Resume 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 stated that she followed up with Donald of the Reno Dance Company after the last meeting and asked if they would still be interested in holding the Nutcracker here if the ECVA did not approve the request of a 100% discount on facility rental and labor and Donald said no. He let her know that Elko would most likely have to be cut from their lineup and explained that in all the other locations on their lineup they were sponsored by local arts councils who covered all of their costs, not just the cost of the facility. The economic impacts of COVID had depleted their reserves so they were struggling this year.

Delmo Andreozzi stated that this was a very difficult decision. It was a great event and everyone loved but they had to look at it objectively as they were also facing hardships because of COVID.

Toni Jewell stated that this was one of her favorite events.

Dave Zornes agreed with Toni Jewell and stated that they do a great job with this show.

Matt McCarty stated that he was very torn on this issue. He stated that he feels this is a great event but doesn't understand why they wouldn't work with the Arts Council here if they work with them in all of the other areas they travel to. He explained that he feels like the ECVA should help them to connect with the local Arts Council and hope that in the future they can partner.

Katie stated that it was probably too late for them to partner with anyone for this year's event. She went on to suggest that they could approve the request for the 2020 Nutcracker but tell them that going forward they would have to get sponsorships to cover the cost. She suggested that the Board and ECVA staff set the Reno Dance Company up with connections to various local organizations who may be interested in partnering and/or sponsoring the Nutcracker in future years.

Further discussion took place.

Delmo Andreozzi motioned for approval of a request from the Reno Dance Company seeking ECVA sponsorship of the 2020 Nutcracker performance in the form of facility use fees waived at 100%, understanding that Reno Dance Company must attempt to fundraise 50%+ facility use fees for 2021 as cost will not be waived at 100% after 2020. Dave Zornes seconded the motion. Motion passed unanimously.

7. STAFF REPORTS:

7A-0623-20 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 received in June was for the month of April 2020 and was as follows. General fund room tax for April 2020 was received in the amount of \$23,934.76, compared to the \$41,256.28 received in April 2019 this was a decrease of \$17,321.52 or 41.99%. Marketing fund room tax for April 2020 was received in the amount of \$17,636.14, compared to the \$30,399.37 received in April 2019 this is a decrease of \$12,763.23 or 41.99%. Year to date Room Tax proceeds are down 12.02% in general and marketing Fund. She then stated that the most recent Ad Valorem payment was received in May and it was for April 2020 in the amount of \$6,043.25. this is down \$17,939.05 or 74.80% from the \$17,939.05 received in April of 2019. Year to date Ad Valorem Taxes are down 1.19%. Cheryl then told the board that the total claims for the month of May 2020 were in the amount of \$93,456.72.

Matt McCarty stated that he was disappointed that the room tax was down 41% but also somewhat relieved because he had been afraid that it was going to be down even more.

Further discussion took place.

Toni Jewell made a motion to approve the May 2020 claims in the amount of \$93,456.72. Delmo Andreozzi seconded the motion. Motion passed unanimously.

7B-0623-20 Marketing, Events, Convention & Tourism Report - **Non-Action Item**

Tom Lester explained that they had put all of their marketing campaigns on hold for now. He stated that he was working to reach out to 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.

He stated that they had 7-8 second marketing videos that were designed to be used on social media.

Further discussion took place.

7C-0623-20 Administrative Report – **Non-Action Item**

Katie stated that the ECVA may get some reimbursements through CARES, she is still working on it and will keep them updated as she moves forward. The National Guard and Elko County held a COVID-19 testing event in the ECVA parking lot. Unfortunately, they damaged a pylon on our property during that event but the National Guard will be paying for the repairs. Katie then told the Board how she and Tom would be working with the shooting ranges to talk about the possibility of putting on a shooting/marksmanship competition. Katie stated that they had some computer hardware removed from one of the machines of the eliminated staff members. It was discovered during the transition of files/programs and because of this she will be speeding up the timeline for installing a surveillance/security system in the Business Office. She told the Board that Cheryl Garcia would be moving downstairs into the office previously used by the Marketing Coordinator. Katie then referenced her report in the packet and stated that Kim Longley has started taking bookings again so she has included that report for them to read through. She explained that they are not charging a cancellation fee if the event has to cancel due to COVID-19 and they are discounting additional space utilized because of social distancing requirements.

Further discussion took place.

8. Public Comments – Non-Action Item

None at this time.

9. Board Comments – Non-Action Item


Matt McCarty asked Katie to please thank the staff for their hard work during this difficult time and to let them know how much they are appreciated for working so hard to get the facility up and running again after the closure.

Delmo Andreozzi stated that the County Commissioners are sending a letter to the Western Folklife Center and their Board asking them to reconsider the cancellation of the Cowboy Poetry Gathering and explaining that if WFC does not hold it the County will look into holding an event of their own. Delmo stated that he did not know what to expect from this but he would be sure to keep everyone informed. He then stated that they are seeing a huge spike in COVID-19 cases right now but luckily have not had any new hospitalizations.

Further discussion took place.

10. Adjournment

Meeting adjourned at 10:10 am.



Matt McCarty- Chairman