

**ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, JULY 23, 2019
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; and recess the meeting and continue at another specific date and time.

1. Roll call

ECVA Board Members Present: Matt McCarty
Delmo Andreozzi
Toni Jewell
Chip Stone

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

Visitors Doris Toothman
Ginny Ousted

2. Call to order and Pledge of Allegiance

Chairman of the Board, Mr. Matt McCarty, called the meeting to order at 8:36 am and stated that Board Member Zornes would not be in attendance today but all other members were present.

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 meeting of June 25, 2019 – **For Possible Action (public comment)**

Mr. Delmo Andreozzi made a motion to approve the minutes of the June 25, 2019 Board Meeting. Mr. Chip Stone seconded the motion. Motion passed unanimously.

5. **NEW BUSINESS:**

5A-0723-19 Review and possible approval/adoption of the new ECVA Records Retention and Destruction Policy - **For Possible Action Item (public comment)**

Mrs. Katie Neddenriep stated that up until now the records retention “policy” has been to retain everything. This has created an enormous backlog of records starting from the opening of the Convention Center as nothing was ever disposed of. She explained that while she was doing research to determine the proper retention periods for our various records, she spoke with several staff members at the Nevada State Library of Archives and Public Records. They discussed various methods of electronic record keeping

and backup available. The method that she feels would make the most sense for the ECVA would be to have all paper records scanned in and stored in a digital format and have all outdated forms of audio and video recordings and old backups converted to the newest digital format. Once we have ensured that all items have been scanned and or converted successfully, they will be uploaded to the cloud and to a backup drive. At that point we can have the hard copies disposed of properly. She explained that in her research she also discovered that by law the ECVA is required to update all records to the latest and most relevant technology available, it seems that this has never been done.

Mr. Andreozzi stated that he appreciates the forethought and attention to detail she has put into this project. He stated that he also appreciates that she will be ensuring all records have been scanned in and or converted properly before having the originals destroyed.

Mrs. Neddenriep stated that she also spoke with Joli of Imagine Technology about backups and cloud storage options. She stated that in the past the ECVA had a backup schedule consisting of one external backup drive that was connected to the server by Mrs. Susan Paprocki about once a week. When Mrs. Paprocki left the ECVA this task was not assigned to another staff member therefore the server backups were not maintained. Going forward Mrs. Neddenriep has made the decision to have 5 separate backup drives, one for each weekday. At the end of each work day the appropriate backup drive will be connected to the server to perform a backup overnight and the other four drives will be stored in a secure location while not in use. She stated that she will also have several staff members trained to do the backups so that the backup schedule can always be maintained.

Mr. McCarty stated that he agrees with Mr. Andreozzi, he appreciates all of the work Mrs. Neddenriep has put into researching this project and ensuring they have properly maintained records going forward.

Mrs. Neddenriep stated that there will be a representative from POOL-PACT coming to the ECVA on the 20th of August to do a Cyber Assessment. He will essentially be trying to hack into the ECVAs network, looking for any holes in the security and reporting them back to her and the team at Imagine Technology so that they can be fixed.

Mr. McCarty asked if POOL-PACT had records retention policies, requirements for retention of records or even suggestions on what may be available for their members.

Mrs. Neddenriep stated that she had checked and they did not. She stated that she also asked Nevada State Library of Archives and Public Records the same questions and they did not have a relevant policy available. She explained that the policy she has presented them with today is based on her researching the latest NRS for records retention and then searching online for "Governmental Agency Records Retention Policy". She then took pieces of policy from various agencies based on whether they fit into the NRS guidelines for Convention Centers and or Tourism Bureaus. Mrs. Neddenriep then explained that she wrote this policy to ensure it could evolve over time and they should be able to make changes without having to rewrite and approve a new policy.

Mr. McCarty asked what would be done with audio or video marketing materials.

Mrs. Neddenriep explained that they would be retained based on the requirements laid out in the policy.

Mr. McCarty stated that at some point these video and audio files may become historically relevant and asked if they should be sent to the Nevada State Library for permanent retention.

Mrs. Neddenriep explained that NRS says you can send them to the Nevada State Library but after their discussions she has a feeling that they would choose not to retain these files.

Mr. McCarty asked if the retention was based on a calendar year or fiscal year.

Mrs. Neddenriep explained that this varies. Some items specify that they must be retained until the end of the fiscal year and others specify until the end of the calendar year.

Mr. Delmo Andreozzi made a motion to approve and adopt the new Elko Convention and Visitors Authority Records Retention and Destruction Policy. Mrs. Toni Jewell seconded the motion. Motion passed unanimously.

6. OLD BUSINESS:

None.

7. STAFF REPORTS:

7A-0723-19 Comptroller's Report/Approval of June expenditures and all matters related to – **For Possible Action (Public Comment)**

Mrs. Cheryl Garcia stated that Room Tax for May 2019 was received in June and was as follows: General Fund Room Tax for May 2019 received \$60,928.65, compared to the \$58,320.81 received in May 2018 this is an increase of \$2,607.84 or 4.47%. Marketing Fund Room Tax for May 2019 received \$44,894.80, compared to the \$42,973.23 received in May 2018 this is an increase of \$1,921.57 or 4.47%. Year to date Room Tax proceeds are up 5.75% in General and Marketing Fund. Ad Valorem Taxes received in June 2019 were for May 2019 in the amount of \$35,985.49, compared to May 2018 when we received \$68,635.65, this is a decrease of \$32,650.16 or -47.57%. Year to date Ad Valorem Taxes are down 47.57% through May. Mrs. Garcia then stated that the total claims for June 2019 were in the amount of \$342,554.72 and read through some of the larger payments she had outlined in her report for the month.

Discussion regarding the decrease in Ad Valorem taxes received took place.

Mrs. Toni Jewell made a motion to approve the June 2019 claims in the amount of \$342,554.72. Mr. Chip Stone seconded the motion. Motion passed unanimously.

7B-0723-19 Convention & Tourism Report - **Non-Action Item**

Mr. McCarty stated that Mr. Lester was not able to make today's meeting but that his report was included in the packet for everyone to read through.

Mrs. Neddenriep explained that Mr. Lester was in Salt Lake City doing sales calls, he took a few of our lodging partners with him to help promote Elko and their properties. She then told the Board about how he is trying something new on this trip, explaining that he normally buys cookies or chocolates from a grocery store at his destination to take to prospective clients but this time they had put together "Made in Elko" goody bags with items from local shops and artisans.

7C-0723-19 Marketing Report - **Non-Action Item**

Mr. McCarty stated that Mrs. Nelson was not here either but that she had also included a report in the packet for everyone to read through.

Mrs. Neddenriep stated that one of the projects that she and Mrs. Nelson had been working on was assessing the airport signage and billboards for effectiveness and to see if the signs or campaigns should be updated. These contracts are up for renewal soon so they will be making decisions on which to keep, change or release in the near future. She then stated that at the last meeting Juli had told them about a campaign with Boise Hawks where they would be giving away several weekend stays in Elko. She explained that one of these packages was won by a young girl, she and her father always go to the Boise Hawks games together. Mrs. Nelson is working with Angela of the Red Lion to alter the package and make it family ready. They have decided to come during the Balloon Festival.

Further discussion took place.

7D-0723-19 Events Report - **Non-Action Item**

Mr. McCarty stated that Ms. Myers was not here either but that she had also included a report in the packet for everyone to read through.

Mrs. Neddenriep stated that the Safety Olympiad went very well. She explained that they are also looking into transitioning this event out of the ECVA's control, currently they do very little for the event so it would make sense to give full control to the mines. She stated that the ECVA is providing some marketing support for the Rides and Rods Car Show this year but the Remington's have full control of it. They will be using the Auditorium for the Awards Ceremony, the Circle Drive and some of Moren Way.

7E-0723-19 Facilities Report - **Non-Action Item**

Mr. Wehde stated that the facilities crew is doing awesome, they have had a slower month so they were able to work on a lot of deep cleaning and repairs. They installed a new fountain in the Convention Center, it has a water bottle fill feature. He then stated that there is a wall in the theater that has been shifting and causing some concern for years now. It has become a really big issue recently. He explained that as soon as he brought it to Mrs. Neddenriep's attention, she spoke with our insurance company, he also had a conversation with Nitin Bhakta of Summit Engineering about it. They will be working to get more information on what it will take to get it repaired. He then stated that they need to get Moren Way restriped but he spoke with Dennis Strickland and found out that they will be resurfacing Moren in a few weeks so he will wait until that is finished. Mr. Wehde then explained that the old sign on the front of the facility had begun to fall apart so they took it down, Mrs. Neddenriep is working on ideas for a new one.

Mr. McCarty asked if the damage from the Mine Expo on city property has been repaired yet.

Mrs. Neddenriep stated that it has not been taken care of yet. She stated that she has to reach out to the Exhibitors again as they need to help pay for some of the repairs. If they will not, she will wait to have the repairs done until after she finds out how much the theater wall repair is going to cost us. She explained that we will probably have to augment our budget for these repairs and there is no point in augmenting it two times this year.

Further discussion took place.

7F-0723-19 Administrative Report – **Non-Action Item**

Mrs. Neddenriep stated that there was an employee retreat on the 27th of June. They had all taken the DISC assessments prior to this so they used part of this day to go over their results as well as to do some strategic planning. She then stated that she will be taking part in the NNRDA Comprehensive Economic Development Strategy Workshops. She stated that she will also be attending the DMA West Summit. Mrs. Neddenriep then explained that the ECVA Board must approve and submit their updated Debt Management Policy before August 1st, this item was historically addressed at the July meeting but it was overlooked this time. Since this item did not make it onto the agenda of this meeting, we will have to hold a special meeting prior to August 1st.

Mr. McCarty thanked Mrs. Neddenriep for catching this oversight.

8. Public Comments – Non-Action Item

Mrs. Ginny Ousted thanked the ECVA staff and Board of Directors for letting her attend this meeting. She then told them that it sounds like they have a great year ahead of them full of excitement and creativity. She is excited to see what's to come.

9. Board Comments – Non-Action Item

Mrs. Jewell asked where the July Lodging Committee meeting would be held.

Ms. Merz stated that it would be at the Home2 Suites.

Mr. Stone asked what the date for the August Board meeting would be.

Mr. McCarty stated that it would be on August 27th.

The board then discussed the date and time for the special meeting. They all agreed on Wednesday July 31st at 8:30 am.

Mrs. Neddenriep stated that she would make sure to have the Public Notice and Special Session Agenda posted in time.

Mr. McCarty stated that Great Basin College is holding Open Campus on Thursday September 19th this year.

Further discussion took place.

10. Adjournment

Meeting adjourned at 9:56 AM.



Matt McCarty- Chairman