

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD OF DIRECTORS MEETING
TUESDAY, JULY 28, 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: Delmo Andreozzi
Dave Zornes
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: Doris Toothman

2. Call to order

Delmo Andreozzi called the meeting to order at 8:30 am and stated for the record that Chairman of the Board Matt McCarty was unable to attend today's meeting and that Board Member Chip Stone was not present either.

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 June 23, 2020 – **For Possible Action (Public Comment)**

Dave Zornes motioned for approval of the minutes from the Board of Directors Meeting of June 23, 2020. Toni Jewell seconded the motion. Motion passed unanimously.

5. **NEW BUSINESS:**

5A-0728-20 Review, discussion and possible approval of the updated 2020/2021 Elko Convention & Visitors Authority Debt Management Policy and all matters related to – **For Possible Action (Public Comment)**

Cheryl Garcia stated that she prepared and completed the updated 2020/2021 Elko Convention & Visitors Authority Debt Management Policy to be submit. She stated that it was included their packets and asked if any of the Board members had questions.

Delmo stated that he had one question. He explaining that it was in reference to the first page of the policy where it lists the original construction date of 1977, original amount of \$2,500,000 and outstanding amount of \$7,455,431.

Katie stated that she was confused by this item at first as well but explained that it is just a formatting issue as we do not have an outstanding balance on the original facility. She stated that she would confirm that there is not another format they should be using before it is sent in so that they are not submitting a policy that makes it look like they owe money when they do not.

**Delmo Andreozzi stated for the record that Board member Chip Stone had arrived at the meeting.*

Dave Zornes stated that he has not had a chance to read through this and asked for a brief explanation.

Cheryl stated that it is a policy that has to be submit to the state regarding the debt that the ECVA has.

Delmo explained that this is an annual report that all jurisdictions in Nevada must complete and submit.

Katie stated that the policy, which is explained on page 1, summarizes the NRS that outlines the debt capacity of the ECVA. The ECVA is well within the eligibly of their debt capacity at only 7%. She explained that there is really not a change from last year in the amount of debt taken on or the way we are handling the debt. Katie stated that the second part of this policy is the 5 Year Capital Plan, listed on the last page of the policy. Katie then read over the 5 Year Capital Plan with the board.

Further discussion took place.

Toni Jewell motioned for approval of the updated 2020/2021 Elko Convention & Visitors Authority Debt Management Policy and 5 Year Capital Plan. Dave Zornes seconded the motion. Motion passed unanimously.

6. OLD BUSINESS:

None

7. STAFF REPORTS:

7A-0728-20 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 revenues for May 2020 were receive in July 2020. General fund room tax received \$29,778.29 in May 2020 and \$60,928.65 in May 2019. This is a decrease of \$31,150.36 or 51.13%. Marketing fund room tax received \$21,941.90 in May 2020 and \$40,894.80 in May 2019, a decrease of \$22,952.90 or 51.13%. Year to date Room Tax proceeds are down 17.85% in General and Marketing Funds. Ad Valorem taxes received in July 2020 were for May 2020 and came in the amount of \$21,572.82, compared to the \$35,985.49 received in May 2019 this is a decrease of \$14,412.67 or 40.05%. Ad Valorem Taxes are down 1.66% through May 2020. Cheryl Garcia then stated that total claims for June 2020 were in the amount of \$159,373.77.

Dave Zornes made a motion to approve the June 2020 claims in the amount of \$159,373.77. Chip Stone seconded the motion. Motion passed unanimously.

7B-0728-20

Marketing, Events, Convention & Tourism Report - **Non-Action Item**

Tom Lester stated he has still been reaching out to different motorcycle and car clubs to invite them to the area. Most of the ECVAs marketing campaigns are still on hold. The Lodging Committee met last week and during that meeting he found out that most of the chain or flag properties are selling out every night, some are event overbooking. He and Katie are still in discussions with various people/organization regarding an event to help make up for the cancelation of the 2021 Cowboy Poetry Gathering. After speaking to the various business and/or groups who have organized the vendor shows during Cowboy Poetry in the past he has found that all of them are still planning on hold the vendor portion of the Gathering as long as the Governor allows it. Tom then told the board that Sports Leisure Vacations is still planning to bring their tour group through Elko in September.

Delmo Andreozzi stated that he understands why the Balloon Festival decided to cancel but still found it very disappointing. He then asked if anyone had heard if the Elko County Fair would still take place.

Tom stated that he heard it was still on.

Chip Stone stated that he was involved with the Fair and that currently they were still planning on holding it. They did decide to cancel the big concert that was supposed to take place during the fair. Chip then explained that the only thing that would really make them cancel the Elko County Fair was if the Governor told them they were unable to do horse races.

Further discussion took place.

7C-0728-20

Administrative Report – **Non-Action Item**

Katie Neddenriep stated she and Tom met with the Elko County Natural Resource Manager and a group of locals involved with the Shooting Range to look at what improvements we would need to be able to accommodate a competitive shooting event. Katie then stated that she and Tom were working with Councilman Steiniger on the event in January. She explained this event is not intended to replace the Cowboy Poetry Gathering in future years, just during the time that was open due to the cancelation of the 2021 event. The intention is not to draw in thousands of people from all over the country and world, their target audience will likely be people from Nevada and neighboring states. She went on to explain that their next step in planning is reaching out to various potential contributors to find out who is available and willing to participate. The intent is to hold multiple small events at various venues during this time frame. They will seek sponsorship to cover the cost of ECVA facility rental fees for any shows or events held on site during this time but if sponsorship funds are not available the facility use fees will be waived. Katie then stated that they do have a waiting list started with multiple companies that have requested use of the facility at full cost during this time. Katie then stated that they had finally put sod down in area outside the theatre where the berm was removed. She stated that it looked great and encouraged everyone to go look at it before they left today. She explained that the digital sign on Idaho Street was not working because she had canceled the service with YESCO. They have been having problems with this sign for some time and the cost to repair it kept going up she decided to disconnect it for now. She explained that she is looking at the most cost-effective options for repairing or replacing it and will keep them updated as to what she finds out. She went on to let the Board know that after they approved marketing funds for several events last month the events were canceled. The first was the Wells Fun Run trophy sponsorship. The second being the Balloon Festival. She explained that Donna had submit their invoices for reimbursement prior to cancelling the event, luckily the Balloon Festival was going to be refunded for a few of the invoices they were asking for support on. The ECVA will be reimbursing them for their shirts and pins, they had the foresight to leave the year out of their artwork on these items so they will be able to

use them for next year's event. Katie then referenced Kim's facility rental report at the back of the packet and stated that in June 2020 they had 26% usage of the Convention Center and 30% usage of the Conference Center. She stated that she feels this is pretty good considering this was their first month back. The bookings they have been taking have mainly consisted of Nevada Gold Mines, various mining related contractors, attorneys/law offices, City Council Meetings etc.

Further discussion took place.

8. Public Comments – Non-Action Item

None at this time

9. Board Comments – Non-Action Item

Dave Zornes stated that he appreciates that everyone is making the best of this situation and is working so hard under the current circumstances but he is anxious to get back to normal and start working on the things discussed at the board retreat.

Chip Stone echoed Vice Chair Zornes statement.

Delmo Andreozzi agreed and stated that he is heartbroken by how divided we are as a nation.

10. Adjournment

Meeting adjourned at 9:06 am



Matt McCarty- Chairman