

**ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD OF DIRECTORS MEETING
TUESDAY, AUGUST 25, 2020
ELKO CONVENTION CENTER
TURQUOISE 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
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: Anthony Sandoval
Fred Steinmann

2. Call to order

Chairman of the Board, Matt McCarty called the meeting to order at 8:38 am and 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 July 28, 2020 – For Possible Action (Public Comment)

Dave Zornes made a motion to approve the minutes from the Board of Directors meeting of July 28, 2020. Delmo Andreozzi seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

5A-0825-20 Review, discussion and possible approval of request for marketing funds & facility use fee waiver from the Rides & Rods Elko Classic Car Show not to exceed a total value of \$11,000.00 as recommended by the Marketing Committee – **For Possible Action (Public Comment)**

Katie stated that the Elko Classic Car Show originally belong to the Morroders Car Club, they passed it off the ECVA when they could no longer keep it going. The Rides and Rods Car Show began as a part of the Elko Motorcycle Jamboree, when the Jamboree was canceled the ECVA invited them to join their car show with the intent of eventually handing over full control of the event to the Rides and Rods organizers, Jeff and Stormy Remington. In 2019 the Remington's held the Rides and Rods Elko Classic Car Show on their own for the first time. This marketing support request includes 2 parts. The first being up to \$5,000 in marketing funds eligible for reimbursement from the ECVA. The portion of their request is asking that the ECVA allow them use of the parking lot, patio and portions of the facilities and waive the use fees 100%. Kim met with the Remington's to figure out what space they would like to use and then put together a quote to asses the value of their requested fee waiver. The value of the facility use fees they are asking to be waived comes to \$6,000. Katie then explained that in the past they have used the ECVA facility for free they just didn't go through the process of bringing the waiver of fees to the board. She then stated that they have not had anyone ask to rent the facility during the days that the car show will be using it so they are not losing out on any facility use fees during this time. Katie then explained that the Remington's are going before the Elko City Council tonight to get the final approval on their special events permit. She then explained that it is her suggestion that the board make their motion contingent upon the organization receiving approval from city council.

Matt McCarty asked if the \$5,000 in marketing support was consistent with what the ECVA had in the budget.

Katie stated that they did have funds in their budget for this. She then explained that they had awarded funds to some events that were canceled therefore funds were not paid out. Because of this they did have additional funds in the Marketing Sponsorship account.

Delmo Andreozzi stated that he appreciated katie's suggestion about not paying out unless the City approves the special event permit etc. He explained that he was not personally aware of any directives that would interfere with the City Council approving their requests.

Dave Zornes asked if they would know whether or not they received approval by this evening.

Katie stated that the City Council meeting was tonight so they should know by then. She went on to explain that most events that were canceled due to COVID did not incur costs that qualify for marketing reimbursement however if they did it would be evaluated and possibly reimbursed. She explained that the Balloon Festival had purchased Pins and T-shirts for their event but had the foresight to leave the date and year off of these items so that they could be used in the event they were forced to reschedule. Because these items were purchased and can be used in the future the ECVA is reimbursing them. Katie stated that the Remington's have implied that they will not enter into any of the more expensive marketing campaigns until they know that they have approval from the City Council and the ECVA Board has approved their marketing request. They have done some smaller marketing campaigns that will qualify for reimbursement should their request be approved. Katie then explained that the ECVA does not want to see any of these great events die off due to over expenditure trying to promote an event that gets canceled so they will try to help with reimbursement if they can.

Chip Stone stated that he attended the Battle Mountain Car Show. The event organizers did a great job putting on an awesome car show while still following COVID guidelines.

Katie stated that they did discuss using ECVA property for Car Show participants to ensure that they maintain proper social distance.

Further discussion took place.

Dave Zornes motioned for approval of a request for marketing funds & facility use fee waiver from the Rides & Rods Elko Classic Car Show not to exceed a total value of \$11,000.00. Toni Jewell seconded the motion.

Delmo asked if they should put a stipulation on the motion regarding approval from the City.

Further discussion took place.

Dave Zornes amended his motion to approval of a request for marketing funds & facility use fee waiver from the Rides & Rods Elko Classic Car Show not to exceed a total value of \$11,000.00. Consisting of up to \$6,000.00 in waived facility use fees and up to \$5,000.00 marketing funds, contingent on their ability to hold the event in a legal manner within the ECVA taxing district. Toni Jewell seconded the motion. Motion passed

5B-0825-20 Review, discussion and possible approval of request for marketing funds for the 2020 Gold Rush Bull Riding Challenge not to exceed \$3,500.00 as recommended by the Marketing Committee – **For Possible Action (Public Comment)**

Anthony Sandoval introduced himself and stated that their request has changed a bit since it was first turned in., He explained that they were not aware that the funds had to be used to market outside of the area when he filled out the request. Anthony stated that once they found out that they had to use the funds out of the area they looked into other options but considering the time constraints they currently only have one item, radio advertising in the Winnemucca area. He then stated that they have come up with at plan for social distancing as well safety guidelines. He gave the board a printout of their COVID safety guidelines as well as a layout of the fairgrounds and bleachers that mapped out their social distancing plan for contestants and spectators. Anthony then explained that they also have to go to the City Council meeting for final approval this evening.

Delmo asked if they were going before City Council to get a permit to serve liquor during their event.

Anthony said that he believed that was what they were waiting for approval on.

Delmo asked if they would still have the event if they did not get the permit and were unable to have a bar.

Anthony stated that it would not be ideal but that he thought they would still move forward even if they did not get to have a bar.

Matt McCarty stated that the agenda and application list different dollar amounts, Anthony only asked for the \$550.00 to cover the radio advertising in Winnemucca so he would like clarification on how much they are requesting.

Anthony stated that when the application was filled out, they were not aware that the funds had to be spent out of the area. Since they found out about this, they secured the quote for \$550 in radio ads and are asking for funding to cover this as it is out of the area.

Katie stated that the funds are approved in amounts “up to” the requested dollar amount as they are reimbursed to the event organizer once they submit qualifying invoices to the ECVA. She explained that the Marketing Committee approved up to \$3500.00 in hopes that they would be able to secure out of the

area marketing. She stated that during the meeting a committee member with the Free Press offered to swap out the EDFP print ad for an online ad that would qualify for reimbursement.

Matt stated that some Ruby Radio ads would qualify as they reach outside of Elko.

Further discussion took place.

Delmo stated that he would like to suggest that they have a sign in and sign out sheet for all contestants during the event. He explained that this would be useful in the event of contact tracing.

Dave Zornes motioned for approval of the request for marketing funds for the 2020 Gold Rush Bull Riding Challenge not to exceed \$3,500.00, contingent on their ability to hold the event in a legal manner within the ECVA taxing district. Delmo Andreozzi seconded the motion. Motion passes unanimously.

Matt McCarty stated that he would like to move the agenda items around and go to the Comptrollers Report at this time.

7A-0825-20 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 per their previous conversations she will be reporting tax revenues quarterly instead of monthly. She then stated that the total claims for the month of July were in the amount of \$228,568.44. She then read through the larger claims that were detailed in her report as well as investment activity in the form of maturing CDs.

Further discussion took place.

Delmo Andreozzi made a motion to approve the July 2020 claims in the amount of \$228,568.44, Chip Stone seconded the motion. Motion passed unanimously.

Matt McCarty stated that they would then move back to New Business, Agenda Item 5C-0825-20

5C-0825-20 Review, discussion and possible adoption of the Elko Convention & Visitors Authority 2020-2025 Strategic Plan and all matters related to – **For Possible Action (Public Comment)**

Fred Steinmann thanked the Board for having him and introduced himself to those he had not met. He went on to explain that he was here today to go over the strategic plan that he had helped Katie and the Board of Directors put together back in October of 2019. He explained that this strategic plan had a 5-year horizon. Fred then asked everyone to ensure they had a copy of the strategic plan in front of them and asked that they follow along as he read through the plan and showed them a slide show that covered the key details. Fred explained that there were portions of the plan that would need to be revised due to the laps in time since it was first prepared and because of recent events such as the COVID-19 pandemic.

Delmo stated that he remembers they spoke about threats to the organization in their strategy session and they have definitely experienced one with COVID-19. He then stated that he feels that the construction of the new EHS Performing Arts Center could also be a threat to the organization. He then expressed concern that the Spring Creek High School would decide to put up their own Performing Arts Center once

EHS finishes theirs. Delmo then expressed how thankful he was for the diversity in this community using the 2 marketing requests on today's agenda as an example.

Dave stated that he would like to get the Board of Directors back together for another strategy session to go over the plan and fine tune everything.

Matt stated that he agrees with Dave, especially considering the current climate and all of the changes they have had to make due to the COVID-19 pandemic. Matt then asked Fred how often it was recommended that they get together to go over their strategic plan.

Fred stated that he suggests they meet and discuss it at a minimum once a year.

Further discussion took place.

Delmo Andreozzi motioned for approval of the Elko Convention & Visitors Authority 2020-2025 Strategic Plan understanding that some portions need revisions. Dave Zornes seconded the motion. Motion passed unanimously.

6. OLD BUSINESS:

None

7. STAFF REPORTS:

7B-0825-20 Marketing, Events, Convention & Tourism Report - **Non-Action Item**

Tom Lester stated that his report is in the packet and it contains all pertinent information.

7C-0825-20 Administrative Report – **Non-Action Item**

Katie stated that they have started working with EDFP on the 2021 Elko Area Visitors Guide. They are planning on gutting and completely redoing the guide this year. Tom has been reaching out to various poets and artist to gauge their interest in participating in the Elko Cultural event they are working on for January. Cheryl has been working with the Auditors at Eide Baily to get everything they need for our annual audit. She and Kim have placed an order with Print N Copy for social distancing signs and floor decals. She then stated that they did have some vandalism on the outside of the facility, someone tagged the front of the Convention Center and on one of the electrical boxes. Rafael got paint swatches as they are considering painting the interior of the Convention Center all one color.

Further discussion took place.

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

Chip Stone stated that they had a local police officer injured during an arrest yesterday, he is doing better today and in stable condition.

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

Dave Zornes stated that they are losing a lot of business at the golf course due to the timing of the pond relining project. He stated that he is concerned that they will lose so much money they may risk losing their golf course altogether. He went on to state that he hopes the upcoming changes in the golf course

staffing will be good for the community. He talked about how he hopes they are able to make it through the end of the year and find a viable replacement.

Delmo stated that he agrees and hopes they are able to find someone who is right for the position.

Matt stated that the Chamber of Commerce and EDFP are partnering for candidate forums this year. They will hold 4 forums and they will all be broadcast on Facebook Live.

Further discussion took place.

10. Adjournment

Meeting adjourned at 10:30 am.



Matt McCarty- Chairman