

**ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD OF DIRECTORS MEETING
TUESDAY, AUGUST 27, 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
Dave Zornes
Toni Jewell
Chip Stone

ECVA Staff Present: Katie Neddenriep, Executive Director
Cheryl Garcia, Comptroller
Amber Merz, Administrative Assistant
Erin Myers, Events Coordinator

Visitors Doris Toothman
Linda Bunch

2. Call to order and Pledge of Allegiance

Chairman of the Board, Mr. Matt McCarty, called the meeting to order at 8:32 am and stated 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 23, 2019 and the Special Session Board of Directors Meeting of July 31, 2019 – For Possible Action (public comment)

Mr. Delmo Andreozzi made a motion to approve the minutes from the Board of Directors meeting of July 23, 2019 and the Special Session Board of Directors Meeting of July 31, 2019. Mr. Dave Zornes seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

5A-0827-19 Discussion and possible approval of marketing funds for the Van Norman and Friends Production Sale, LLC (formerly High Desert Equine Events) in the amount of \$2,000.00 as recommended by the ECVA Marketing Committee – **For Possible Action (public comment)**

Mr. Chip Stone stated that he has had many conversations with people in the community about this event and he feels it brings a lot of business to the community and puts a lot of “heads in beds”.

Mrs. Linda Bunch started by thanking the ECVA and Board of Directors for their years of support. She then went on to explain that the \$2000 usually goes towards advertising in the national publication Western Horseman which is a very popular magazine in the ranching and western community.

Mr. Dave Zornes asked how many of their attendees are from out of town.

Mrs. Bunch stated that she doesn't know the exact numbers off hand but that she can say that more of the attendees are from out of town than are local. She explained that her forms ask their address so any information they provide can be used to track where attendees are from.

Mr. Stone stated that he would like it if she would provide them with that information, possibly at the next meeting after her event.

Mr. McCarty suggested that instead she could email Mrs. Neddenriep with the information so that she could present it to the Board as a part of her “Staff Report”. Mr. McCarty then asked if the ECVA was recognized in the Sale Catalog.

Mrs. Bunch stated that they were.

Mr. Delmo Andreozzi made a motion to approve up marketing funds for the Van Norman and Friends Production Sale, LLC in the amount of \$2,000.00. Mr. Dave Zornes seconded the motion. Motion passed unanimously.

Further discussion took place.

5B-0827-19 Discussion and possible removal of Executive Director, Katie Neddenriep, as signatory on investment accounts effective immediately – **For Possible Action (public comment)**

Mr. McCarty explained that this request comes from Morgan Stanley, it is their policy that anytime they do business with a family member of an employee or company that employs a family member of an employee all finances must be turned over for examination. As Mrs. Neddenrieps husband is an employee of Morgan Stanley this policy now applies to the ECVA. If the Board chooses to remove Mrs. Neddenriep from these accounts this policy will no longer be necessary.

Mrs. Neddenriep stated this is a FINRA requirement applying to all licensed securities advisors, not a Morgan Stanley policy. She then explained they would only be removing her from investment accounts, not all financial accounts. She stated it is her understanding this should not pose any problems for the ECVA as CDs can and have been rolled over without the Executive Directors signature in the past; it may occasionally require a Board member signature but we are not aware of any previous issues with this setup. She then explained she will still be very much involved in the process, simply not the one authorizing it with a signature. Mrs. Neddenriep explained leaving her on these investment accounts will not create any issues either. It may be a little bit of extra work for Morgan Stanley and our investment partners but this is certainly not the first time this situation has arisen, so can be navigated.

Further discussion took place.

Mr. Delmo Andreozzi made a motion that ECVA Executive Director, Mrs. Katherine Neddenriep, not be removed as signatory on any investment accounts. Mr. Dave Zornes seconded the motion. Motion passes unanimously.

5C-0827-19 Review and possible changes to or cancellation of Board of Directors meeting dates for remainder of fiscal year – **For Possible Action (public comment)**

Mrs. Neddenriep stated that she would specifically like to discuss the November and December 2019 meetings and whether they should be canceled or if the dates should be changed. She went on to explain that the November meeting was the week of Thanksgiving and the December meeting fell on Christmas Eve. Many of them would likely be unable to attend these meeting as they would be traveling for the holidays.

Mr. McCarty stated that what he feels has worked best in the past was moving the November meeting to a later date and canceling the December meeting.

Discussion about available dates took place.

Mr. Dave Zornes made a motion to change the date of the November 26, 2019 Board of Directors meeting to December 3, 2019 and to cancel the December 24, 2019 Board of Directors meeting. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

Mr. Stone then let them know that he would not be able to attend the September 24, 2019 Board of Directors meeting.

Mrs. Toni Jewell asked if the January meetings were affected due to the Cowboy Poetry Gathering.

Ms. Merz stated that Cowboy Poetry usually only affects the Lodging Committee Meetings.

5D-0827-19 Discussion and selection of date for Board of Directors strategic planning workshop – **For Possible Action (public comment)**

Mr. McCarty asked how soon Mrs. Neddenriep wanted to have this meeting.

She stated that she would like to do it as soon as possible.

Mr. Zornes asked if she would need them for a full day.

Mr. Stone stated that he would have a difficult time committing a full day to this matter.

Mrs. Neddenriep stated that she would need them for a full day but they could split it up over 2 half days if that worked better for their schedules.

Mr. Andreozzi suggested they push this workshop out until winter as everyone's schedules seem to open up during that time.

Mr. Stone suggested that they split it up between the afternoon of October 21st and morning of October 22nd.

Further discussion took place.

Mrs. Toni Jewell motioned to set the date(s) for the Board of Directors strategic planning workshop as October 21, 2019, 1:00-5:00 pm and October 22, 2019, 7:00-10:00 am and beginning the October 22, 2019 Board of Directors meeting immediately after, no later than 10:00 am. Mr. Delmo Andreozzi seconded the motion.

6. OLD BUSINESS:

None

7. STAFF REPORTS:

7A-0827-19 Comptroller's Report/Approval of July expenditures and all matters related to – **For Possible Action (Public Comment)**

Mrs. Garcia explained to the Board that prior to her time at the ECVA the budget for the new fiscal year was approved and should have been put into our accounting software, this was not done so she is working on that currently and will send it to them all once it is complete. Mrs. Cheryl Garcia stated that Room Tax for June 2019 was received in July and was as follows: General Fund Room Tax for June 2019 received \$84,662.22, compared to the \$86,865.58 received in June 2018 this is a decrease of \$2,203 or 2.6%. Marketing Fund Room Tax for June 2019 received \$62,382.69, compared to the \$64,006.22 received in June 2018 this is a decrease of \$1,624 or 2.54%. Year to date Room Tax proceeds are up 4.63% in General and Marketing Fund. Ad Valorem Taxes received in July 2019 were for June 2019 in the amount of \$619.31, compared to June 2018 when we received \$ 1,100.51, this is a decrease of \$481.20 or 43.73%. Year to date Ad Valorem Taxes are up 4.74% through June 2019. Mrs. Garcia then stated that the total claims for July 2019 were in the amount of \$439,079.31. She stated that they had a CD with Raymond James that matured and was rolled over.

Further discussion took place.

Mr. Dave Zornes made a motion to approve the July 2019 claims in the amount of \$439,079.31. Mr. Chip Stone seconded the motion. Motion passed unanimously.

7B-0827-19 Convention & Tourism Report - **Non-Action Item**

Mr. McCarty stated that Mr. Lester was traveling and no able to attend today but that his report was included in the packet for everyone to read through.

7C-0827-19 Marketing Report - **Non-Action Item**

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

Mrs. Neddenriep passed around thank you letters marketing and ads that Mrs. Nelson had done. She then stated that she and Mrs. Nelson have been working on the ECVA's billboard advertising, changing out the ad campaigns and billboard locations if they are not seeing results.

Mr. Stone stated that he feels the ECVA needs to hold an event for the hotels to give them information the ECVA and that they do for them.

Mrs. Neddenriep explained that this is what the Lodging Committee is about.

Further discussion regarding this matter took place.

7D-0827-19 Events Report - **Non-Action Item**

Ms. Myers stated that the Car Show is taking place next month. She stated that the ECVA is providing some marketing support for Rides and Rods but this year but the Remington's have full control of the Car Show. They will be using the Auditorium for the Awards Ceremony, the Circle Drive and some of Moren Way. She stated that she and Mrs. Nelson will begin working on the Photo Hunt and the Special Events Calendar soon. This year they are planning to request submissions of specific types of photos, for example, winter time and outdoor recreation. They will be giving out \$100 in Chamber Checks this year instead of a restaurant gift card. She then explained that they are planning to design the calendar in house this year instead of paying the Elko Daily Free Press to do it.

Further discussion took place.

7E-0827-19 Facilities Report - **Non-Action Item**

Mr. McCarty stated that Mr. Wehde was not able to attend today but that he had included a report in the packet for the first time. Mr. McCarty asked that staff thank Mr. Wehde for doing this.

Mrs. Neddenriep stated that since the completion of the rooftop project the ECVA has seen an excessive increase in the NV Energy bill, Steve has been working to figure out the reason for this but is finding it difficult to get a NV Energy representative to come here. She then stated that as we have seen the increase since the completion of the RTU project we believe this is the cause of it but we would like to get a meter put on it so that we can know for sure. The security system in the Conference Center isn't down but it does have a few cameras that are not working so they are working to get those repaired. They are looking at getting the security system in facility updated, it may mean augmenting their 5-year plan as it will be rather expensive. Ruby Dome came out and did some exploratory drilling around the theater wall, it does not look as bad on the outside as it does on the inside. Summit Engineering is working on putting together a recommendation for this project. She then stated that POOL-PACT did their Cyber Assessment and she received their report, they don't have any real areas of concern. They also did a mock OSHA walk through with Steve and he is working to fix all areas of concern that they addressed with him.

Further discussion took place.

7F-0827-19 Administrative Report – **Non-Action Item**

Mrs. Neddenriep stated that she was unable to attend the Special Session Board meeting at the end of July because she was at the DMA West Conference in California. She stated that this was a great event for her, she felt that she learned a lot, made some great connections and looks forward to attending again in the future. She then stated that the ECVA will continue to utilize the POOL-PACT resources and will likely continue to take advantage of the quarterly site visits they are entitled to as a part of their membership. She stated that she did a presentation on the ECVA at the Rotary Club meeting last week. Mrs. Neddenriep then explained that she has been meeting with Mr. Wines to discuss a number of things recently so they will be seeing some invoices from him in the near future. She then stated that Nevada Gold Mines canceled their Christmas Parties so their calendar has opened up for the holiday season. She explained that they are now advertising availability during the holidays.

Further discussion took place.

8. Public Comments – Non-Action Item

Mrs. Doris Toothman stated that she is selling raffle tickets for the ELKs Lodge.

9. Board Comments – Non-Action Item

Mr. Stone stated that he just wanted to recognize Mrs. Neddenriep and the great job she is doing and all of her hard work.

Mrs. Neddenriep thanked him and stated that she has been enjoying herself.

Mr. McCarty stated that Great Basin College is holding Open Campus on Thursday September 19th from 2-6 pm. He stated that classes began yesterday. Their headcount was at a record level, they have had an 18% increase over last 2 years. He then stated that the Boy Scouts will start selling popcorn on the 7th.

10. Adjournment

Meeting adjourned at 10:14 am.



Matt McCarty- Chairman