

**ELKO CONVENTION & VISITORS AUTHORITY  
REGULAR BOARD OF DIRECTORS MEETING  
TUESDAY, SEPTEMBER 24, 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, combine two or more agenda items for consideration, remove or delay discussion of 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

ECVA Staff Present: Katie Neddenriep, Executive Director  
Cheryl Garcia, Comptroller  
Amber Merz, Administrative Assistant  
Steve Wehde, Facility Manager  
Juli Nelson, Marketing Coordinator  
Erin Myers, Events Coordinator

Visitors Doris Toothman

**2. Call to order and Pledge of Allegiance**

Chairman of the Board, Mr. Matt McCarty, called the meeting to order at 8:35 am and stated that all Board Members were present except for Mr. Chip Stone.

**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 August 27, 2019 – For Possible Action (public comment)**

Mrs. Neddenriep stated there were some clarifications needed under agenda item 5B-0827-19. She told the Board she would work with Ms. Merz to get these changes noted on the record at a later time.

*Mr. Dave Zornes made a motion to approve the minutes from the Board of Directors meeting of August 27, 2019 with the request that clarification of the details surrounding the need for agenda item 5B-0827-19 be made. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.*

**5. NEW BUSINESS:**

**5A-0924-19** Review, discussion and possible approval to accept a bid in the amount of \$30,105.00 from Ruby Dome Incorporated for earthwork as part of the theater wall mitigation efforts and all related matters. – **For Possible Action (public comment)**

Mr. Matt McCarty stated that he wanted to clarify that this is not technically approval of a “bid.” He explained that anything under \$50,000.00 is approved as a quote.

Mrs. Neddenriep stated that she believed that the term was “casual bid.” She explained that they are trying to get this approved as soon as possible so that they can get the work done before there is snow on the ground. She told the Board that they only got two quotes or “casual bids” back. One from Schell

Creek Construction and the second from Ruby Dome Inc. Steve reached out to several companies and asked for quotes on the job but everyone except for these two came back saying they were unable to as they were too busy or unable to do the work. She then explained that the Schell Creek Construction quote had laid out exclusions that made both Mr. Wehde and herself somewhat uncomfortable. This is why they both feel that although it is a not the least expensive, the Ruby Dome Inc. quote is the better value of the two. Mrs. Neddenriep stated that they are asking the Board to move forward with Ruby Dome Inc and approve this quote.

Mr. Zornes asked how long this wall has been an issue.

Mr. Wehde stated that it has been a problem for years. Mr. Newman just chose not to do anything about it. The crack in the wall has just got really bad over the last year.

Mrs. Neddenriep stated that this issue was brought to her attention just recently.

Mr. Zornes asked if they had brought in an engineer yet to assess the scope of work that would need to be done.

Mrs. Neddenriep explained that when the issue was first brought to her attention she spoke with a representative from Loomis & Associates because she wanted to see about having the repairs covered by insurance. They sent someone out to look at it while she was at DMA West in California and determined that insurance would not cover the repairs. Nitin Bhakta of Summit Engineering also came out and put together a report with the scope of work that would need to be done.

Further discussion took place.

***Mr. Dave Zornes made a motion to accept the bid in the amount of \$30,105.00 from Ruby Dome Incorporated for earthwork as part of the theater wall mitigation efforts. Mrs. Toni Jewell seconded the motion. Motion passed unanimously.***

**5B-0924-19** Review and evaluate the performance of Katie Neddenriep, Executive Director and possibly establish a merit increase to take effect September 30, 2019. – **For Possible Action (public comment)**

Mr. McCarty explained that an evaluation and possible merit increase at 6 months was included in the offer letter when Mrs. Neddenriep accepted the position of Executive Director. He stated that he has worked very closely with Katie and has had the chance to see all of the hard work she has been doing during these last 6 months. He has asked her to include a Letter of Progress in the Board Packet for those who may not have been able to be as involved.

Mr. Dave Zornes stated that he was aware that Mrs. Neddenriep was not brought in at the top of the pay scale for the Executive Director position. He stated that he feels she has adapted to this new field of work very well and has done a great job so far. Therefore, he feels very comfortable supporting a merit increase for Katie.

Mr. Andreozzi stated that he too feels Mrs. Neddenriep has done a great job in her new role as Executive Director of the ECVA and supports her receiving a pay increase. He stated that he is also looking forward to discussing the pay ranges, merit increases and COLA increases for all positions at the ECVA.

Mr. McCarty explained that the offer letter did not state a dollar amount for the merit increase but that the budget allowed increases from 3% to 6%.

Mr. Andreozzi asked if there was any kind of stipulation as to how often merit increases for this position were awarded after this one.

Mrs. Neddenriep explained that when she was preparing this agenda item, she looked over old board agendas and minutes to see how Executive Director merit increases were handled. It looked like they were not addressed yearly, only every 3 to 5 years. Once the merit increase was approved, it would then be backdated sometimes for a full year.

Further discussion took place.

***Mr. Delmo Andreozzi made a motion to establish a merit increase of 6% based on the evaluated performance of Mrs. Katie Neddenriep, Executive Director of the ECVA to take effect September 30, 2019. Mrs. Toni Jewell seconded the motion. Motion passed unanimously.***

## 6. OLD BUSINESS:

### 6A-0924-19 Discussion and selection of date for Board of Directors strategic planning workshop – **For Possible Action (public comment)**

Mr. Matt McCarty explained that the dates they had selected at their prior meeting would not work for the facilitator, therefore they would need to select from the dates he has available. Mr. McCarty then asked the board to refer to the letter from the facilitator which Mrs. Neddenriep has included in their packet.

Mr. Andreozzi stated that he would be having surgery in October and would be unavailable from October 8<sup>th</sup> through November 8<sup>th</sup>. He stated that he would understand if they had to proceed with the workshop without him.

Mrs. Neddenriep stated that she would like to wait for him to be available.

Mr. McCarty explained that based on open meeting law the earliest they could hold the workshop would be September 30<sup>th</sup> and that the facilitator is unavailable on Mondays so it would actually be October 1<sup>st</sup>.

Mrs. Neddenriep stated that she would be unavailable until October 7<sup>th</sup>. Mrs. Neddenriep stated that they could still split it up over two days, for example, November 15<sup>th</sup> in the afternoon and November 16<sup>th</sup> in the morning.

Mr. Andreozzi stated that he would prefer to hold the workshop in the morning on both November 15<sup>th</sup> and November 16<sup>th</sup>.

Mr. McCarty stated that he would also prefer the workshop be held in the morning November 15<sup>th</sup> and November 16<sup>th</sup>. If they can only do one morning and one afternoon, he would like them to consider doing the afternoon workshop on the 15<sup>th</sup> of November and the morning workshop on the 16<sup>th</sup> of November as he needs to be done by noon. He then stated that as a third option they could also do an all-day workshop on the 15<sup>th</sup>.

Mrs. Neddenriep asked if they wanted to consider any dates in December, for example the 5<sup>th</sup> and 6<sup>th</sup>.

The board members all stated that they would be available December 5<sup>th</sup> and 6<sup>th</sup> as well.

Further discussion regarding available dates and times took place.

*Mrs. Toni Jewell made a motion to select possible dates and times for Board of Directors strategic planning workshop with preference as follows, first: morning of November 15<sup>th</sup> and morning of November 16<sup>th</sup>, second: afternoon of November 15<sup>th</sup> and morning of November 16<sup>th</sup>, third: all day November 15<sup>th</sup>. Should the facilitator not be available for any of those dates their second date preference is as follows, first: morning of December 5<sup>th</sup> and morning of December 6<sup>th</sup>, second: afternoon of December 5<sup>th</sup> and morning of December 6<sup>th</sup>, third: all day December 5<sup>th</sup>. Mr. Dave Zornes seconded the motion. Motion passed unanimously.*

## 7. STAFF REPORTS:

### 7A-0924-19 Comptroller's Report/Approval of August expenditures and all related matters – **For Possible Action (Public Comment)**

Mrs. Cheryl Garcia stated that Room Tax for July 2019 was received in August 2019 and was as follows: General Fund Room Tax for July 2019 received \$68,730.46, compared to the \$87,619.89 received in July 2018 this is a decrease of \$18,889.43 or 21.56%.

Marketing Fund Room Tax for July 2019 received \$50,643.50, compared to the \$64,562.02 received in July 2018 this is a decrease of \$13,918.50 or 21.56%.

Year to date Room Tax proceeds are down 13.80% in General and Marketing Fund.

Ad Valorem Taxes received in August were for July 2019 and were in the amount of \$25,522.38, compared to July 2018's \$33,901.10 this is a decrease of \$8,378.72 or 24.72%. Year to date Ad Valorem Taxes are down 24.72% through July 2019. Mrs. Cheryl Garcia stated that total claims for August 2019 were in the amount of \$236,652.81. She then read through the investment activity portion of her report, explaining that there was a CD that matured and was reinvested.

*Mr. Delmo Andreozzi made a motion to approve the August 2019 claims in the amount of \$236,652.81.*

*Mr. Dave Zornes seconded the motion. Motion passed unanimously.*

Further discussion took place.

**7B-0924-19 Convention & Tourism Report - Non-Action Item**

Mr. McCarty stated that Mr. Lester was traveling and not able to attend today but that his report was included in the packet for everyone to read through. Mrs. Neddenriep explained that she has asked Mr. Lester to please include the date, location, purpose and who is paying for his booth/entrance fee for all items listed on the "Travel Schedule" portion of his report. She stated that she has also asked him to include more information with his leads.

**7C-0924-19 Marketing Report - Non-Action Item**

Mrs. Nelson explained that she was out sick last week so her report was not included in the packet, it was handed out separately at the beginning of the meeting. She stated that she has been working with Katie to revise the Saunders billboard ads, they are hoping to see a better response with the new campaigns. She stated that their Iliad Media campaign that is currently running in the Twin Falls area is focusing on the Rides & Rods Elko Classic Car Show, Elko County Fair and the Fair Horse Races. She stated that they are still running their campaigns through CCMedia. She told the board that she, Mrs. Neddenriep and Ms. Merz had also participated in a phone conference with a representative from Travel Nevada to discuss guidelines for posting on Social Media and to get ideas for curating a social media following and how to develop a schedule of posts focused around area events. Mrs. Nelson then stated that she is also starting to work on Festival of Trees ads as this event is going to be upon us before we know it. Further discussion took place.

**7D-0924-19 Events Report - Non-Action Item**

Ms. Myers stated that the Rides & Rods Elko Classic Car Show seemed to be a success this year. She did not have a definite number but the Remington's estimated they had roughly 200 cars registered. She then stated that she and Mrs. Nelson have been working together on ads for the Elko Area Events Calendar and the Photo Hunt. She explained that they will be soliciting photos all year long instead of just during the time they do the Calendar Photo Hunt. They would like to be able to use these photos for all marketing purposes so they have been working on a general photo release form that all photo hunt submission must sign to enter their photos. This year they will win \$100 in Chamber Checks instead of a \$100 restaurant gift card. She stated that she has also started working on the Festival of Trees. They are working to delete the current Festival of Trees Facebook Group and create an event instead. She stated that in an effort to streamline the Charity Partner selection process she is working on a "Charity Partner Form." She explained that any nonprofit that is interested in applying can complete the form and submit it to her by the deadline to be considered. She stated that she is also working to research potential software for the Mine Expo so that exhibitors can potentially register online. She has been assigned some side projects as well such as turning the office into a more welcoming and accommodating "Visitor Center" by picking out new lobby displays, furniture, designing and ordering custom window films as well as a sandwich board style signs to direct visitors into the business office.

**7E-0924-19 Facilities Report - Non-Action Item**

Mr. Steve Wehde stated that he and the facilities crew have had a slower month. This has given them plenty of time to work on making all of the upgrades or repairs that were addressed in the "Mock OSHA" walk through. He stated that they have been working on lighting in the auditorium, along the stairs and on the hand rails. He then explained that some time ago the security camera system in the Conference Center went down and all records were erased and they were unable to get them online again. This issue has been fixed and the security cameras in the Conference Center are officially back on and working as they should. Mr. Wehde told the board that he is also looking into getting security cameras for the Convention Center, ideally both building's security systems would be run off of one central system. He then explained that over the last few months, since Chester has stopped working on the RTU project the ECVA's power bill has gone up a very large amount every month except for the most recent bill when it finally went down by a small amount. He is working to get a meter put on that new unit so that they can monitor it and determine if it is the reason for the increase. Mr. Wehde then told the board that the facilities and

office staff took a CPR refresher class. He went over the Health Department Inspection scores with the board. Further discussion took place.

\*Mr. Matt McCarty excused himself at 9:56 am.

#### **7F-0924-19 Administrative Report – Non-Action Item**

Mrs. Katie Neddenriep stated that they had their Cyber Assessment through POOL-PACT, and based on a discussion with the representative, there were no major areas of concern. She stated that she had received the comprehensive report but has been very busy and not had time to go through it. Once she had time to go over the report, she then planned to discuss any questions or concerns with the ECVA's IT provider, Mrs. Joli McAnany of Imagine Technologies. Mrs. Neddenriep stated that she has been calling into the NCOT meetings and explained that Mr. Newman was on the NCOT Board. Unfortunately, they had already filled his position when she was brought on at the ECVA so when they tried to get her appointed to the NCOT board there were no spots available. By calling into the NCOT meeting she is hoping to keep Elko on their radar and stay engaged in everything they are doing. She then stated that she is working on goal setting with the employees and they will all be meeting with her to go over them individually. She, Mrs. Longley and Mr. Wehde had a meeting with the ECVA Approved Caterers last night to discuss ideas and areas for improvement. She stated that although not all the ideas are feasible, they did get some great feedback. She told the board that Mrs. Longley will be implementing a customer satisfaction survey for all clients and caterers. Mrs. Neddenriep then told them that the Lodging Committee Meeting was taking place at the Ledgestone Hotel tomorrow night, September 25<sup>th</sup> at 6:00 pm. She explained that she is changing up the format of the lodging agendas and meetings. She feels that we have missed out on a lot of opportunities by not taking full advantage of our partnership over the years so she plans to use these meetings to work with the hoteliers and find out what they think the ECVA can do to better help them. She then stated that there is a VIP Reception for the Mural Expo at the Western Folklife Center on Wednesday night and the ECVA has 6 passes if any of the board members would like to attend let her know.

Mrs. Toni Jewell said that she had noticed a few Facebook ads they had run promoting availability for holiday parties. She asked if they had run these ads anywhere else and if they had been successful in booking any more events during the holiday season because of these ads.

Mrs. Neddenriep stated that they had these ads running in various location such as the Elko Daily Free Press, on Instagram, in Everything Elko and they even ran some during the Elko County Fair. She stated that they booked holiday events for 2 of the nights that had been released when the Mines canceled their Christmas Parties. Further discussion took place.

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

None at this time.

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

Mrs. Neddenriep stated that at the last meeting they had scheduled the October Board of Directors meeting to start no later than 10:00 am, after the completion of the Board of Directors strategic planning workshop. She explained that since they had rescheduled the workshop, they would need to change the October Board of Directors meeting back to its regular time of 8:30 am.

#### **10. Adjournment**

*Meeting adjourned at 10:10 am.*

  
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Matt McCarty- Chairman