

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
ELKO CONVENTION CENTER
CEDAR ROOM
WEDNESDAY, OCTOBER 9, 2019
8:30 AM
MINUTES**

Ex-Officio: Chip Stone, Marketing Committee Chairman

Committee Members Present: Steve Burrows, NNRH
Catherine Wines, Elko Arts Advisory Committee
Brad McMullen, Western Folklife Center
Lizz Todd, Elko Daily Free Press
Angela Fraser, Red Lion Hotel & Casino
Jolene Stone, Home 2 Suites by Hilton
Natacia Eldridge, Nevada Gold Mines
Tony Buzzetti, Elko County Fair Board

ECVA Staff Present: Katie Neddenriep
Tom Lester
Juli Nelson
Erin Myers
Amber Merz

1. Meeting called to order by Marketing Committee Chairmen, Delmo Andreozzi & Chip Stone.

Marketing Committee Chairman, Mr. Chip Stone, called the meeting to order at 8:31 am. Introductions were made around the room.

2. Public Comment Period- **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

3. Approval of the August 14, 2019 Marketing Committee Minutes - **Action Item (public comment)**

Ms. Lizz Todd made a motion to approve the minutes from the August 14, 2019 Marketing Committee Meeting. Mrs. Catherine Wines seconded the motion. Motion passed unanimously

4. Status Report of Convention/ Tourism Activities; Tom Lester -**Non- Action Item**

Mr. Tom Lester stated that he has been very busy. He stated that he recently attended the Small Market Meetings Conference as well as Connect and got some great leads which will be sent out to the lodging partners soon. Mr. Lester went over his upcoming travel schedule with the Committee stating that he would be doing a sales mission to Idaho, attending Nevada's Global Tourism Summit in November and attending NTA (National Tour Association) in the beginning of December. He told them that the Meet Me in Elko Redirect campaign has been going really well, he will be running the In Your Backyard campaign videos in the Idaho and Northeastern Nevada markets. Mr. Lester state that Sports Leisure Vacations will be bring a tour group to Elko in September of 2020. The AmericArt film crew was here in September, the footage they shot will be used in a six-episode docuseries that should be available to view in mid-2020. He stated that they are putting the final touches on the Elko marketing video and he hopes to have the completed version soon.

Further discussion took place.

5. Status Report of the Marketing activities; Juli Nelson - **Non-Action Item.**

Mrs. Juli Nelson stated that she continues to promote Elko and area events on various platforms. She told the Committee that the CCMedia Campaign continues to bring in great results and invited to visit the Elko Convention & Visitors Authority Facebook page to check out the "Fall Colors" campaign that they are currently running. She stated that she is starting to work on the ads for the 2019 Festival of Trees, after the Charity Partners are selected for this year's event they will be in full swing. Mrs. Nelson then passed around various marketing materials/publications with ads she had designed as well as reports from marketing campaigns she has been working on.

Further discussion took place.

6. Status Report of the ECVA Events; Erin Myers – **Non-Action Item**

Ms. Erin Myers stated that the ECVA staff had a meeting with Rides and Rods to find out how the Car Show went, they had about 260 vehicles registered in the show this year. She stated that she did ask them how many of those were from out of town and/or state and they told her they would gather that data and get back to her. She stated that she is starting to work on the 2019 Festival of Trees, it will be taking place in December this year. She stated that Mrs. Neddenriep is working to modernize the Convention Center and Business Offices procedures so this year all auction item registrations must be submit through a link on the ECVA website. Charity Partners applicants will have to fill out an application this year instead of writing a letter of interest. Ms. Myers stated that the Events Calendar and Photo Hunt was also going through the website this year, events and photos would be submit online and the photo release would be available to download from the ECVA website. Ms. Myers explained that they hope to use the photos collected

during the photo hunt for any/all forms of marketing throughout the year so they have updated their photo release form to cover that.

Further discussion took place.

7. Report on ECVA Activities and Room Tax Revenue; Katie Neddenriep - **Non – Action Item**

Mrs. Neddenriep stated that there were two reports from her in the packet as it had been 2 months since they last met. She stated that since the last meeting they have made some progress with the theatre wall issue. They have removed the berm and are working to deal with the internal issue, they will power wash it, seal it and paint it to get it through the winter. Hopefully in 2020 the Mural Expo will come back we can have a mural painted on that wall. She then stated that the ECVA Board Retreat was scheduled and would be taking place at Great Basin College. Mrs. Neddenriep then stated that the Mine Expo survey is running and asked that anyone who had ideas or opinions about the event, or knows of someone who does please take the survey. She explained that the ECVA is looking for feedback on the event so that they know what direction to go in the future. She told the committee that she would be attending the Nevada Governor's Conference on Tourism. Explaining that admission is open to anyone and reasonably priced so she recommended that they all look into attending as well. Katie then passed out notes from the last Lodging Committee Meeting and went on to tell them about the new format of these meetings and how they would now be focusing more on getting feedback from the lodging partners to work as a better team.

8. Discussion of new ideas, referrals or suggestions from committee members - **Non - Action Item**

Angela Fraser of Red Lion stated that Maverik Gaming keeps buying more properties, they close on one in Colorado tomorrow and are looking at more in Nevada. She stated that they have live music every Thursday through Saturday and that they will be giving away a truck in December.

Lizz Todd of Elko Daily stated that she has received the results of the Readers Choice Awards and is working to contact all winners to invite them to a reception event.

Brad McMullen of the Western Folklife Center stated that the Cowboy Poetry ticket sales are 8.5% over last year. He stated that they are still working on their big-name artists for this year's event. The Mural Festival was a big success them; they still have some art available for sale in the gallery.

Jolene Stone of Home 2 Suites told the committee that she has seen a little progress in construction of the new Holiday Inn Express. She stated that the room tax report tracks with what the hoteliers are seeing as well but they are hoping for a good month in August.

Catherine Wines of the Elko Arts Advisory Committee stated that the Mural Festival was a huge success. She said that all of the Muralists who came from out

of town and even out of the country told her that this was their favorite community of all they have been to while participating in Mural Festivals.

Steve Burrows of NNRH stated that they just wrapped up their Drive Thru Flu Shot Clinic and Food Drive. They broke the record in how much canned food was collected and NNRH will be matching it. He went on to tell the committee that during breast cancer awareness month NNRH will do mammograms for \$90 for patients who do not have insurance and are able to pay cash up front.

Natacia Eldridge of Nevada Gold Mines stated that they would hold a Career Fair on the 19th. She then told the committee about the Miner Support Fund and how the money would go to families impacted by the tragic Mine Bus accident.

Tony Buzzetti of the Fair Board stated that they had a good year this year, he would have the final numbers tonight. He told them that it always feels like the horse races struggle but this year he feels that it went well. He went on to talk about the 2020 fair and how it would be the 100-year anniversary, explaining that they were looking for ideas to make it special.

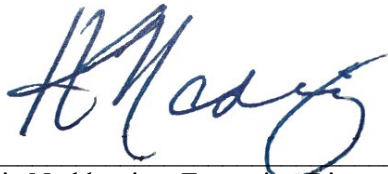
Further discussion took place.

9. Public Comment Period – **Non-Action Item**

None at this time.

10. Adjourn

Meeting adjourned at 9:28 am.



Katie Neddenriep, Executive Director ECVA