

**Elko Convention & Visitors Authority  
Lodging Committee Meeting  
Best Western Elko Inn  
1930 Idaho Street, Elko, NV 89801  
Wednesday, November 20, 2019 at 6:00 PM  
MINUTES**

The Chair reserves 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.

**Committee Members Present:** Toni Jewell, PlayElko Prop. /Committee Chairwoman  
Denise Goff, Best Western  
Varun Dharni, Best Western  
Sam Bhakta, American Inn  
Alicia Brown, Home2 Suites  
Haley Ragland, Marriott Townplace Suites  
Carrie Massie, Wingate by Wyndham  
Kathy Estridge, Baymont Inn  
Fawn Lininger, Red Lion Hotel & Casino  
Sarah Khouangrasvongsay, Red Lion Hotel & Casino  
Jolene Stone, Marriott Townplace Suites  
Jacqueline Ramirez, Stockmen's Casino & Ramada Hotel  
Bailey Benson, Stockmen's Casino & Ramada Hotel

**ECVA Staff Present:** Katie Neddenriep, Executive Director  
Juli Nelson, Marketing Coordinator  
Amber Merz, Administrative Assistant

**Visitors:** Scott A Gavorsky, U.S. Census Bureau

**1. Welcome & Introductions;** Toni Jewell, Chairwoman

Lodging Committee Chairwoman, Mrs. Toni Jewell, called the meeting to order at 6:01 pm. Introductions were made around the room.

**2. 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.

Amber Merz stated that the ECVA was finishing the 2020 Visitors Guide. She passed around the Lodging Information pages and asked the partners to confirm that their properties information was correct for publication.

3. Approval of Minutes from September 25, 2019 meeting – **Action Item (public comment)**

*Jolene Stone made a motion to approve the minutes from the September 25, 2019 Lodging Committee Meeting. Denise Goff seconded the motion. Motion passed unanimously.*

4. Review and discussion of ECVA Marketing, Event, Convention & Tourism and Administrative/Operational Activities and Room Tax reports - **Non-Action Item**

Toni Jewell stated that the ECVA staff reports were included in the packet for review and discussion.

5. Discussion of lodging related opportunities or issues – **Non-Action Item**

Katie Neddenriep stated that the ECVA has been exploring their options for tracking room occupancy numbers. The numbers the city provides give them very limited information so they are speaking with outside companies such as STR reports and C-Source. She stated that they continue to research the best way to market Elko to their target audience. They are also still looking for ideas regarding a Visitors Survey. Katie stated that she and Tom Lester will be working on a new marketing calendar and travel schedule. They will be assessing each event he attends to ensure it is a good fit for the ECVA.

Toni Jewell asked if they had discussed placing the Visitors Survey anywhere other than the hotels.

Katie stated that there had been discussion of putting them in various locations such as each of the area museums, the Chamber of Commerce and other tourism destinations around the area.

Further discussion regarding the Visitors Survey took place.

Katie stated that the ECVA was contacted by a representative from the Fallon Festival of Lights. She explained that they have a raffle auction as a part of their event and were asking the ECVA to donate a “vacation getaway” consisting of a comped 2-night stay and dinner for 2 at a local restaurant, the same as they had been given in the past. She stated that she was hesitant to do this as she doesn’t see the benefit but she thought that she would give the hoteliers the option to participate if they would like.

Jolene Stone stated that she feels this should only be considered if they were to do it as trade. If Elko donates a vacation getaway to the Fallon Festival of Lights then Fallon should donate a vacation getaway for the ECVA’s Festival of Trees. She stated that she would be willing to donate the 2-night stay if they agreed to this trade. She stated that she also wanted to discuss the RFP process and that this felt like a good time to do that. She

explained that in the past RFPs would only go out to certain properties and she didn't feel that this was ok.

Katie stated that she would reach out to Fallon and offer them the opportunity to participate in a trade. She stated that she agrees with Jolene about the RFPs and has been addressing this issue. She went on to explain that the best way to distribute RFPs was through emails so each property needed to make sure to provide Tom and Amber with the correct email address to ensure that they would receive every RFP that went out.

Further discussion took place.

Katie Neddenriep then stated that Scott from the U.S. Census Bureau was here to talk to them today.

Scott Gavorsky introduced himself and stated that he would like to go over a few things regarding the upcoming census with them. Scott stated that the contractors, miners and other transient guests that stay at the Elko lodging properties don't usually get counted in the Elko area during the Census. He explained that if anyone is staying at their property long term, technically, they should be counted as a part of Elko, the same goes for hospitals, jails and various other locations that are considered "group quarters". Scott went on to talk about how 2020 would be the first time that the census would be available online and that the census phone banks would open on March 12<sup>th</sup>. He explained that the census takers would go out in person during May and June to cover any areas that did not respond to via phone or internet.

Further discussion took place.

6. Discussion of opportunities for further partnership between the ECVA and lodging partners to enhance and develop marketing and tourism efforts – **Non-Action Item**

The decision was made to combine agenda item 5 and 6 as they covered the same topics.

7. Next Lodging Committee meetings:

- **January 22, 2020 – Location:** Stockmen's Casino & Ramada Hotel
- **March 25, 2020 – Location:** Baymont Inn & Suites  
(Best Western Elko Inn, backup location)

8. **Adjourn**

*Meeting adjourned at 6:52 pm.*

  
\_\_\_\_\_  
Katie Neddenriep  
Executive Director