

**ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, APRIL 25, 2017
ELKO CONVENTION CENTER
CEDAR ROOM 8:30 A.M.
MINUTES**

1. Roll call

ECVA Board Members Present: Matt McCarty
Delmo Andreozzi
Barry Bhakta
David Zornes

ECVA Staff Present: Don Newman, Executive Director
Juli Nelson, Marketing Coordinator
Susan Paprocki, Comptroller
Tom Lester, Tourism & Convention Manager
Kandiss Fallowfield, Events Coordinator
Amber Merz, Administrative Assistant

Visitors Doris Toothman

2. Call to order and Pledge of Allegiance

Board Chairman, Mr. Matt McCarty, called the meeting to order at 8:33 am. He then stated that Mr. John Rice would not be able to attend today's meeting and that Mr. Steve Wehde was also not able to be here as he was very busy on site.

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 meeting of March 28, 2017 – Action Item (public comment)

Mr. Dave Zornes made a motion to approve the minutes from the Board Meeting of March 28, 2017. Mr. Barry Bhakta seconded the motion. Mr. Delmo Andreozzi abstained from voting. Motion passed.

5. NEW BUSINESS:

6. OLD BUSINESS:

7. STAFF REPORTS:

7A-0425 -17 Comptroller's Report/Approval of the March expenditures and all matters related to – **Action Item (Public Comment)**

Mrs. Susan Paprocki stated that this report was for the month ending March 31st, 2017. She stated that February's Room Tax was received in March and was as follows. General Fund received \$38,753.42, an increase of \$6, 578.79 over March of 2016 or a 20% increase. Marketing Fund received \$28,555.15, an increase of \$4,847.53 over March of 2016, also a 20% increase. Year to date our Room Tax proceeds are up 4.71%. Mrs. Paprocki stated that Ad Valorem Taxes received in March 2017 were \$59,882.99. This is a decrease of \$3,940.92 over March of 2016. She stated that Year to Date Ad Valorem Taxes are down .79%.

Mr. Dave Zornes asked when the Room Tax increase went into effect.

Mr. McCarty stated that it went into effect in July of 2015.

Mrs. Paprocki stated that total claims for March of 2017 were \$202,130.13. She then read off the larger payments made in March of 2017, as listed in her board report. She stated that we did have some CDs mature and roll over to a slightly higher interest rate.

Further discussion took place.

Mr. Delmo Andreozzi made a motion to approve the March 2017 Claims in the amount of \$202,130.13. Mr. Dave Zornes seconded the motion. Motion passed unanimously.

Mr. Delmo Andreozzi stated that he loved the charts Mrs. Paprocki added into the Comptrollers report.

7B-0425 -17 Convention & Tourism Report - **Non-Action Item**

Mr. Lester read his travel schedule off of his report for the board. He stated that he just got back the NCOT Sales Mission in Vancouver. The leads for Select Travel and North American Journeys were emailed to the Lodging Partners and the Go-West Summit leads are ready and

will be emailed out this afternoon. He stated that they have finalized the schedule for Rural Round Up which will be held April 26th through 28th. Mr. Lester stated that the Meet Me in Elko campaign has started and he did receive the performance report for that, it is doing well. He stated that he wrote a grant for a new marketing DVD for the Elko Area, the one we currently have is very outdated. He also wrote one for reprinting the Adventures on the Edge brochure. He is working a grant for the Elko Classic Car show and he has also put in for some additional money as the Rides and Rods car show is merging with our car show. He stated that they are still working on redoing the Ghost Towns brochures. He explained that there is a lot of work going into this brochure and Juli has been very busy with Rural Round Up and Mining Expo but she will continue working on the brochure when she has free time. Mr. Lester then passed around publications featuring Elko and explained each one.

Further discussion took place.

7C-0425 -17 Marketing Report - **Non-Action Item**

Mrs. Juli Nelson stated that we are busy getting ready for Rural Round Up. She stated that we are honored to be hosting that event this year. She has designed signs welcoming the Rural Round Up participants to Elko and our facility. Mrs. Nelson stated that she has been working on ads, poster, fliers and postcards for various local events that the ECVA supports such as the Ruby Mountain Balloon Festival and the Jake Eary Memorial Rodeo. She stated that she designed a postcard for the Balloon Festival that lists all of the hot air balloon events happening in the state this year. She then passed around these items for the board to see as well as various other publications that she has designed or placed ads in. She stated that the Mining Expo is coming up and she has been helping Mrs. Fallowfield with sponsorships for that event as well. Mrs. Nelson then stated that she has listed everything else in her board report for them to read through.

7D-0425-17 Events Report - **Non-Action Item**

Mrs. Kandiss Fallowfield stated that the Mining Expo is keeping her very busy. She is currently working to move new vendors into the show. She stated that we are getting calls every day for new exhibitors and that she has about 100 people on the waiting list. The only spaces she has available at this point are exterior booths in the park and in the back lot. The Golf Tournament filled up in 1 day again this year and she has a waiting list going for that event as well. She stated that Mrs. Nelson has been very busy with sponsorships and they are almost full except for a lunch sponsor during the tournament and few other small sponsorships.

Mr. McCarty stated that golf sign ups were changed around this year to accommodate different teams who may not have been able to play in the past. He asked Mrs. Fallowfield if this was successful.

Mrs. Fallowfield stated that there were some companies who were able to get teams that had not in the past but she has come to realize that with the popularity of this event there is no way to accommodate everyone and make them all happy. She stated that she does feel that many of the companies recognize that the ECVA made an effort to accommodate companies who didn't get to play previously and some people have expressed gratitude for that.

She then stated that she has started to work on the Safety Olympiad as well. This event will take place July 6-8th and that Kinross Round Mountain is the hosting mine this year. She stated that the registration packets have been sent out and she expects to see them returning soon. She stated that the Elko Classic Car show will be merging with the Rides and Rods car show that used to take place during the Motorcycle Jamboree. She stated that they haven't worked out the details yet but they are very excited about it.

Further discussion took place.

7E-0425-17 Facilities Report - **Non-Action Item**

Mr. Don Newman stated that Mr. Wehde is busy setting up for Rural Round Up right now. One thing he is working on is getting quotes to get the water softener replaced in the Convention Center and having one installed in the Conference Center. They are also looking at getting a water meter for the Convention Center as the water bill at the Conference Center is much lower and there is a meter over there. He stated that they have received a few quotes but they are all over the board ranging from \$5,000 to \$37,000. They are also working on getting the last 3 light heads changed out on the light poles so that they all match.

Further discussion took place.

7F-0425-17 Administrative Report – **Non-Action Item**

Mr. Don Newman stated that he has registered all of the board members for Rural Round Up so they can attend any of the sessions at the ECVA if they are interest. He stated that they have some great session and speakers coming in. He stated that he would really like it if they could make it to the opening reception that will be held at the Western Folklife Center tomorrow night, it will be catered by Machi's. He stated he did include the schedule for them to look over. Mr. Newman then read through the schedule and explained some of the events and highlights to the board. He stated that Ruby Rose is going to be doing the landscaping for the ECVA again this year. He stated that Elko Centennial groundbreaking will be taking place on May 1st in the downtown corridor and it would be great to see them all there.

Further discussion regarding Rural Round Up took place.

Mr. Newman stated that they did have someone try to break in and steal the ATM a few weeks back. It was all caught on our security video, the alarms were triggered and the police came.

They have the window boarded up for now and the replacement glass is on order. The video was very dark so they were not able to see the persons face but the police did take fingerprints. He then stated that if you refer to Mrs. Longley's report you can see that we are still turning down bookings due to lack of availability.

Further discussion took place.

8. Public Comments – Non-Action Item

None at this time.

9. Board Comments – Non-Action Item

Mr. Barry Bhakta asked what the quotes for the water meter were coming in at.

Mr. Newman stated that the meter quotes were between \$6500 and \$7000, it is the backflow that they city wants them to put in that is causing the price to jump up to the \$32,000 range.

Further discussion on the water meter project took place.

Mr. McCarty stated that he is still working on getting an accurate quote on what it would cost for the ECVA to purchase the STAR Reports for the Elko Hotels.

Further discussion took place.

10. Adjournment:

Meeting adjourned at 9:36 am.

The Chairman and/or Vice Chairman reserve the right;

1. To change the order of agenda items; and
2. Recess the meeting and continue at another specific date and time.



Matt McCarty- Chairman