

**ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, APRIL 24, 2018
ELKO CONVENTION CENTER
CEDAR ROOM 8:30 A.M.
MINUTES**

1. Roll call

ECVA Board Members Present: Matt McCarty
Dave Zornes
Delmo Andreozzi
Barry Bhakta
Reece Keener

ECVA Staff Present: Don Newman, Executive Director
Juli Nelson, Marketing Coordinator
Steve Wehde, Facility Manager
Susan Paprocki, Comptroller
Amber Merz, Administrative Assistant
Erin Myers, Events Coordinator

Visitors Doris Toothman
Gerry Miller
Toni Jewell

2. Call to order and Pledge of Allegiance

Board Chairman, Mr. Matt McCarty, called the meeting to order at 8:34 am and stated that we had a full board 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 meeting of March 27, 2018 – Action Item (public comment)

Mr. Reece Keener stated that his name was spelled wrong in the minutes, it is spelled with a “c” not “s”.

Mr. McCarty stated that his new position at GBC is the Foundation Director, not the Programs Director as stated in the minutes.

Mr. Dave Zornes made a motion to approve the minutes from the Board Meeting of March 27, 2018, with the stated corrections, Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

5A-0424-18 Review, discussion and possible approval to provide marketing funds in the amount of \$923.50 to the Friends of the Ruby Mountains – **Action Item (public comment)**

Mr. Gerry Miller stated that this request is to fund the printing of 250 brochure with detailed maps showing trails and campgrounds in the Ruby Mountains.

Mr. Newman explained that he and Tom talked about distributing them along i-80 to qualify marketing funding.

Mr. Andreozzi stated that he feels 250 copies will go very fast, have they considered making a digital or PDF version available to the public as well

Mr. Miller stated that there would be a PDF version available to people who prefer that.

Mr. Zornes asked if other entities could help fund the printing so more could be made.

Mr. Newman stated that after the first printing they should come talk to Mr. Lester about applying for a grant through the NCOT.

Further discussion took place.

Mr. Dave Zornes made a motion to approve marketing funds in the amount of \$923.50 to the Friends of the Ruby Mountains. Mr. Reece Keener seconded the motion. Motion passed unanimously.

Mr. Miller excused himself at 8:45 am.

6. OLD BUSINESS:

6A-0424-18 Update and discussion regarding the City of Elko 28 day stay ordinance and all matters related to – Non –Action Item

Mr. McCarty stated that this is on the agenda to be addressed at the city council meeting tonight. He stated that he regrets not requesting the ECVA add this item to the agenda as an action item so that he could officially present the boards full support at the council meeting. He explained that he has only one negative opinion from the lodging community and it is from the Double Dice RV Park. He stated that he expects them to come to the meeting tonight and present their opinion and if anyone else has a negative opinion he encourages them to come and explain it. Mr. McCarty then explained some of the changes required under the ordinance.

Further discussion took place.

Mr. Zornes asked Mrs. Toni Jewell if she was happy with the changes.

Mrs. Jewell stated that she was. She explained that it will require much additional training for her staff but that it is all very doable.

Mr. Keener asked Mr. Zornes if he was happy with the changes.

Mr. Zornes stated that he was.

Mr. McCarty then explained the qualification a guest must meet to be tax exempt under the ordinance. He stated that if everything goes as planned the changes will go into effect on July 1st.

Further discussion took place.

7. STAFF REPORTS:

7A-0424-18 Comptroller's Report/Approval of the March expenditures and all matters related to
– **Action Item (Public Comment)**

Mrs. Paprocki stated that room tax proceeds for February 2018 were received on April 2nd. February 2018 general fund room tax received \$47,080.37 compared to February 2017 when general fund received \$38,753.42, this is an increase of 21.49%. February 2018 marketing fund room tax received \$34,690.80; in February 2017 marketing fund room tax received \$28,555.15, also an increase of 21.49%. Year to date room tax proceeds are up 6.43%. February 2018 Ad Valorem was received in the amount of \$89,500.81, February 2017 Ad Valorem received \$59,882.99, this is an increase of 49.46% and Ad Valorem is up 11.52% year to date. Mrs. Paprocki then stated that she did not include it in her report but that she received a letter back from the Department of Taxation stating that the tentative budget was accepted.

Mrs. Paprocki stated that the total claims for the month of March 2018 were in the amount of \$213,900.23, total claims less Print 'n Copy were in the amount of \$213,466.95 and Print 'n Copy claims were in the amount of \$433.28.

Mr. Delmo Andreozzi made a motion to approve total claims less Print 'n Copy in the amount of \$213,466.95. Mr. Reece Keener seconded the motion. Motion passed unanimously.

Mr. Delmo Andreozzi made a motion to approve the Print 'n Copy claims in the amount of \$433.28. Mr. Dave Zornes seconded the motion. Mr. Reece Keener abstained from voting. Motion passed.

7B-0424-18 Convention & Tourism Report - **Non-Action Item**

Mr. Newman stated that Mr. Lester was on his way to the UK for a Sales Mission with the NCOT but that his report was included in the packet for their review.

7C-0424-18 Marketing Report - **Non-Action Item**

Mrs. Nelson explained that she has been very busy with sponsorships, advertising and the program book for the Mining Expo as well promoting upcoming Elko area events. She stated that she listed a number of the things she has been working on in her report. Mrs. Nelson then passed around publications and ads that she has been working on lately and explained each one to the Board.

Further discussion took place.

Mr. Andreozzi stated that he was in Missouri and Kansas recently and that they had recent copies of True West in the hotels he stayed in and he saw ads Mrs. Nelson had designed for Elko featured in them.

Mr. Zornes excused himself at 9:48am.

7D-0424-18 Events Report - **Non-Action Item**

Mrs. Myers stated that she is very busy working on the expo and has about 390 exhibitors registered. She stated that she has also reached out to all of the companies on the waiting list at this point but is still waiting on a response from many of them. Mrs. Myers stated that she has about 91 booths left to fill. She stated that the Golf tournament sold out in the first day as they expected it to. The opening reception will be held at the Red Lion again this year and Shell is the official sponsor. The ticket price has been raised from \$35 to \$40.

Mr. McCarty asked if having 91 available booths is on trend with where we were last year.

Mr. Newman stated that it's kind of misleading as most of those spaces are in the park and we always have available space in the park.

Further discussion took place.

7E-0424-18 Facilities Report - **Non-Action Item**

Mr. Wehde stated that the water softener has been installed in the new building. They guys will be working on landscaping all summer long, he explained that this is an ongoing project for them. He then stated that the lighting has been replaced throughout the building except in the kitchen and theater. They are currently working on getting quotes on replacing the carpet in the office as it is shot and needs to be done. They are looking at doing that sometime in June. He then stated that the new maintenance guy, Allen Dixon, has started. He came to us from Barrick and seems to be working out very well.

7F-0424-18 Administrative Report – **Non-Action Item**

Mr. Newman stated that we have added two new billboards with Saunders Outdoor Advertising. He stated that we are starting Allen off through American Staffing and then we will switch him over to ECVA as soon as we're sure he's going to stick around. He explained that we will be bringing in an AV Technician to work the Las Vegas Teachers Association that we have coming up. He was able to meet with Jason, who puts on the Firefighters Challenge, and after discussing their event and the funding that they are looking for, they determined that it would be best to fund his event out of the general fund. Mr. Newman then went over the room tax report, catering and facility report and Nevada Broadcasters report

with the board. He passed around thank you notes that the ECVA has received recently. Then he stated that while at Rural Round up he won an award for Overall Excellence in Tourism, which was a nice surprise.

Further discussion took place.

8. Public Comments – Non-Action Item

None at this time.

9. Board Comments – Non-Action Item

Mr. Reece Keener stated that he likes the nostalgic look of the new Saunders RV Billboards. He stated that he attended the Mexican Folkloric Ballet for the first time and that it was very nice, they did a great job. He explained that the city council meetings are live streamed, so tonight you can watch it online or you can follow it online and just head down when it gets close to the Room Tax Code item or any other portion you want to see. He then stated that he will be absent at the May board meeting.

Mr. McCarty stated that the candidate's forum in Spring Creek and Elko will take place before next board meeting. He stated this evening at the council meeting the Room Tax Code is item 7A on the agenda.

Further discussion took place.

10. Adjournment:

Meeting adjourned at 10:31 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