

**ELKO CONVENTION & VISITORS AUTHORITY  
SPECIAL SESSION BOARD MEETING  
MONDAY APRIL 29, 2019  
ELKO CONVENTION CENTER  
CEDAR ROOM 8:30 A.M.  
MINUTES**

**1. Roll call**

ECVA Board Members Present: Matt McCarty  
Delmo Andreozzi  
Dave Zornes  
Toni Jewell  
Chip Stone

ECVA Staff Present: Katie Neddenriep, Executive Director  
Steve Wehde, Facility Manager  
Delynn Jones, Comptroller (interim)  
Amber Merz, Administrative Assistant

Visitors Doris Toothman  
Trent Whitaker  
Ruben Garcia  
Aron Means

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

Board Chairman, Mr. Matt McCarty, called the meeting to order at 8:37 am and stated that the full board was 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 26, 2019 – Action Item (public comment)**

Mrs. Katie Neddenriep asked that the March 26, 2019 minutes be updated to indicate that she is the incoming Executive Director, Mr. Newman is the retiring Executive Director and that Mrs. Jones is the interim Comptroller.

*Mr. Delmo Andreozzi made a motion to approve the amended minutes of the March 26, 2019 Board Meeting. Mr. Dave Zornes seconded the motion. Motion passed unanimously.*

Mr. McCarty then stated that he would like to take things out of order today and move to #6. Old Business, agenda item 6A-0429-19.

**5. NEW BUSINESS:**

5A-0429-19 Presentation, discussion and possible approval of marketing funds for the Rides & Rods Elko Classic Car Show up to the amount of \$5,000.00 as recommended by the ECVA Marketing Committee - **Action Item (public comment)**

Mr. Andreozzi stated that the Marketing Committee forwarded a unanimous recommendation that this board approves up to \$5000 in marketing support funds. He went on to explained that the event is in transition this year. This car show was originally put on by the Morrodders and then they turned the show over to the ECVA when they were no longer able to put it on. The ECVA has been working to transfer the show to the Rides and Rods. This is their first year putting the show on without the partnership of the ECVA.

Mrs. Neddenriep stated that when they are looking through the financial reports, they will see funds allocated for this event. She explained that this is because these financial statements are for our current fiscal year which includes September of 2018. Therefor the funds budgeted for this event were for LAST FALLS event, NOT the upcoming event. She explained that the 2019 Rides & Rods car show takes place after this fiscal year ends and that the ECVA did not budget to support this event. She stated that this means any funds paid to the Rides & Rods would have to qualify to come out of the Marketing Support account. She stated that Mr. Lester did suggest they apply for grant funding through NCOT and that Jeff Remington of Rides & Rods indicated recently that they had completed that application processes. She stated that he also mentioned that in the request they had indicated that they would like to budget \$800 to put towards radio ads, after submitting the request they did more research and discovered that this amount was not a reasonable or realistic amount to budget for radio ads. Mrs. Neddenriep then stated that this would be an ideal situation for us to include them in the radio programing that we have already contracted.

Mr. Chip Stone stated that he feels like it would be a good idea for him to abstain from voting on this item as he has received payment from them in the past.

Mr. McCarty stated that assuming Mr. Stone would be receiving payment for providing MC services, this would not be considered "Marketing Expenses". He explained that the Rides & Rods would only be reimbursed for the expenses that qualified as Marketing, and his services would not. He explained that he felt that due to this Mr. Stone had no pecuniary interests in Rides & Rods receiving MARKETING FUNDS, so as long as Chip felt he could remain impartial towards the event or organization he saw no reason for him abstain.

The board then discussed the fact that when the ECVA put on this event Mr. Stone was paid for his services from one of the General Fund accounts.

Mrs. Neddenriep then stated that she wanted it to be clear that going forward any organization requesting support would not just receive a check for the amount the Committee and Board approved. They would be eligible to receive up to that much in marketing support but they would have to submit a request for reimbursement from the ECVA for these funds so that staff could ensure that all funds are being spent on qualifying marketing.

Further discussion took place.

***Mr. Dave Zornes made a motion to approve marketing support funds, up to the \$5,000, for the Rides & Rods Elko Classic Car Show as recommended by the ECVA Marketing Committee. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.***

5B-0429-19 Presentation, discussion and possible approval of marketing funds for V-L Rodeo Productions in the amount of \$2,000.00 as recommended by the ECVA Marketing Committee - **Action Item (public comment)**

Mr. Andreozzi stated that the Marketing Committee forwarded a recommendation of approval for this item as well, he then explained some of the item listed on the application may not qualify for marketing funding. He then

told the board that he feels these times of transition are good times to look at how we do things and possibly changing policies.

Mrs. Katie Neddenriep stated that looking at payments for V-L in this past year it is not clear if they were a part of a Marketing Request or not. She explained that there were only 2 payments made, neither of were made directly to V-L though. She then stated that in this request it lists "Newspapers" as a means of advertising so Mr. Andreozzi had asked what newspaper they planned to advertise in.; their response was "Elko Daily Free Press". She then explained that Elko Daily does not qualify as it is a local paper. Mrs. Neddenreip then stated that we would also start tracking Mrs. Nelsons time as the cost of a graphic designer would be another expense they would have to cover if it were not for her. Mrs. Neddenreip then stated once again that we will no longer be issuing checks to the organizations for the amount that the board approves, they will only receive funds after they submit for reimbursement.

Further discussion took place.

Mr. McCarty stated that while he does feel its good to look at policies and tightening things up, he wants to be clear in saying that he does not feel that any of the marketing funds given out in the past have been misused or that any organization has taken advantage of the ECVA. He stated that he does however feel its good to periodically look at things and ensure that taxpayer dollars are being used in the most responsible way. He then said that one concern he has with the new reimbursement policy is that many of these organizations are just starting out and may not have the funding to pay for these invoices up front. He stated that it would be a good idea to consider allowing them to ask that the ECVA pay the invoice directly.

Mrs. Toni Jewell asked what would happen if an organization submit for reimbursement and the ECVA determined that the invoice was not eligible to paid out of marketing.

Mrs. Neddenreip stated that we would like to give funding to organizations and events that are sustainable enough to get things started without having to depend on our funding. She explained that of course we do want to see new events come to the area but we also need to know that they can be fiscally responsible enough to sustain themselves year over year and grow to support themselves. She then explained that if we determine that the funding submitted for reimbursement does not qualify for marketing dollars, we can also look at paying for some of it our of General Fund Sponsorships. She explained that there is a "pool" of funds in the general fund that can be used to pay for advertising and marketing locally, she stated that these funds, historically, have been used at the Executive Directors discretion and not at the approval of the Marketing Committee and Board like the Marketing Fund Sponsorship dollars.

Mrs. Nelson then stated that she wanted to mention that V-L Rodeo Productions is a "For Profit" organization.

Mr. McCarty stated that he has never understood that an organization had to be "Non-Profit" to qualify for funding.

Mrs. Neddenriep stated that she is currently trying to find something that clearly explains the qualifications for Marketing Funds Sponsorship Support.

Further discussion on the qualifications for Marketing Support took place.

Mr. Andreozzi stated that he feels we are too far down the road so if we were to take away the funds that V-L thought they were getting and that they have received in the past it could hurt their event. He stated that he would like to find a way to support them this year while also outlining what does and does not qualify for marketing support. We could then make it very clear that if they would like to receive marketing support again the following year or anytime in the future, they had to meet those specific requirements.

Discussion regarding funding V-L out of General Fund sponsorships took place.

Mr. Chip Stone stated that he feels it ok to say no funding events occasionally. He explained that in looking at the form in front of him doesn't see a plan to track attendance or any details on the event. He asked if anyone had looked back to see how many rooms had been booked during their events in previous years. Mr. Stone stated that he feels it is important to look at where we are spending our dollars and make sure that there is not maybe something that we could be doing with them to better benefit out area.

Mrs. Neddenriep stated that she agrees that there is not a clear outline of their marketing strategy or attendance history on the forms. She then stated that along with the reimbursement forms she is instituting she plans to have this form redesigned. She explained that she does not like this form and has discussed this with staff already.

Mr. Andreozzi asked if organizations are notified by official letter when they are granted funding from the ECVA.

Mrs. Neddenriep stated that currently they are notified in person if they are present at the board meeting or by phone but that this is another thing, she is planning on changing. She explained that she will have an official letter drafted that explains what does and does not qualify for marketing support, how exactly they go through the reimbursement process and it will also include the form that they must complete and submit back to the ECVA to receive reimbursement.

Further discussion took place.

***Mr. Delmo Andreozzi made a motion to approve up to \$2,000 in marketing support reimbursements to V-L Rodeo Productions with requests that staff communicate that policy revisions are being considered.***

Mr. Chip Stone stated that he would second the motion with the amendment that V-L Rodeo Productions come back to staff with attendance records for each event during the year to qualify for their reimbursement.

***Mr. Andreozzi amended his motion to meet Mr. Stones request. Mr. Chip Stone seconded the motion. Motion passed unanimously.***

5C-0429-19 Discussion and consideration of action to seek reimbursement of unauthorized expenditures billed to the ECVA by former Executive Director, Mr. Donald P. Newman. - **Action Item (public comment)**

Mr. McCarty stated that he would be tabling this agenda item for now. He explained that after discussion with legal council it was advised that this item be tabled due to the fact that Mr. Newman was not notified of this action item.

Mr. Zornes asked if the board could each receive a copy of Mr. Newmans agreed upon retirement plan to review.

Mrs. Neddenreip stated that there was not one. It was all done off the record.

Mr. McCarty stated that if they wished to discuss this matter further, they could meet with Mrs. Neddenriep in groups of no more than two at a time but that this item has been tabled for now. He then moved on to #7, Staff Reports, 7A-0429-19.

## **6. OLD BUSINESS:**

6A-0429-19 Update regarding the status of the RT-2 rooftop HVAC project and all matters related to - **Non-Action Item**

Mr. Matt McCarty explained that there were 2 members of the Chester Plumbing team here to update us on their progress.

Mr. Ruben Garcia introduced himself and stated that they were at the final stage of the project. He stated that they were still on Geothermal for their heating. He stated that the final inspections will be this week and Dan Danner, the Project Manager will be doing his final walk through this week as well. He stated that they did see some delays due to the weather but they are anticipating project completion by early next week.

Mr. McCarty stated that recently there was discussion of a few gas leaks discovered during this project and asked if they had been dealt with.

Mr. Garcia stated that they had. He stated that he and Mr. Wehde had also discussed the possibility of them going back through and check all of the natural gas lines.

Mr. Wehde stated that he would still like them to check all of the gas lines before they complete the project.

Mr. Garcia stated that they would check them before the end of this week.

Mr. McCarty stated that they would now move back to #5, New Business and proceed in order.

## **7. STAFF REPORTS:**

7A-0429-19 Comptroller's Report/Approval of the March expenditures and all matters related to – **Action Item (Public Comment)**

Mrs. Delynn Jones stated that financial statements were for the month ending March 31<sup>st</sup> 2019. She then stated that Room Tax Proceeds for February 2019 were received on April 1<sup>st</sup> and were as follows: In February 2019 General Fund Room Tax received \$36,972.01, compared to February 2018 when General Fund Room Tax received \$47,080.37 this is a decrease of \$10,108 or -21.47%. In February 2019 Marketing Fund Room Tax received \$27,242.53, compared to February 2018 when Marketing Fund Room Tax received \$34,690.80 this is also decrease of \$7,448 or -21.47 %. She then explained that Year to date Room Tax proceeds are up 6.01% in General and Marketing Funds. Mrs. Jones stated that Ad Valorem Taxes received in March 2019 were for the month of February 2019 and were in the amount of \$95,008.30, Ad Valorem Taxes received in February 2018 were in the amount of \$89,500.81 giving us an increase of \$5,507.49 or 6.15%. She then stated that Year to date Ad Valorem Taxes are up 3.83%. Mrs. Jones then told the Board of Directors that the Total Claims for March 2019 were in the amount of \$333,242.46, she read through the larger payments listed in her report and explained them. She then stated that their recent investment activity consisted of a General fund CD maturing in the amount of \$108,114 with Raymond James, this CD will be renewed for 6 months at 2.4%.

***Mr. Dave Zornes made a motion to approve the March 2019 claims in the amount of \$333,242.46. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.***

*\*Mr. Aron Means arrived at roughly 9:45 am*

Mr. McCarty stated that since Mr. Means had just arrived, he would like to revisit his request and quickly update him on their discussion and decisions. He explained to Mr. Means that his request was approved with the caveat that they would have to provide documentation on how many attendees they had for each of their events. He explained that many of examples of their desired marketing plans laid out in the request V-L turned in did not qualify for support from the marketing fund so they would have to meet with staff to discuss what does and does not qualify. He explained that they would also need to submit a request for reimbursement with invoices to the to the ECVA, anything that qualified up to \$2000 would be reimbursed.

Mr. Zornes asked Mr. Means to give the board a quick update of their events.

Mr. Means stated that they are always busy putting on various events. He stated that they had over 300 contestants at the kick off rodeo the put on in February. He stated that he does think the Cowboy Poetry Gathering helped to

increase the attendance at that rodeo. He explained that they do most of their promoting on Facebook and followers from all over the world that they interact with. He stated that they see a lot more out of town attendance and competitors during the rodeo events than the barrel race events. Mr. Means stated that he would gather the attendee and contestant data that was requested so that he could provide that to the ECVA.

Mrs. Neddenriep stated that she would be happy to meet with him and go over marketing requirements.

Further discussion took place.

Mr. McCarty thanked Mr. Means. He stated that if there were no more questions for Mr. Means he would like to proceed to the next agenda item. Hearing none he moved to the next item.

#### 7B-0429-19 Convention & Tourism Report - **Non-Action Item**

Mr. McCarty stated that Mr. Lester was not present today but his report was in the packet.

#### 7C-0429-19 Marketing Report - **Non-Action Item**

Mrs. Nelson stated that her report was in the packet as well and included most of the important updates she has. She stated that she does a lot of work on social media, they are currently working with a company called CCMedia that specialized in marketing on Facebook and other Social Media networks. She explained that she feels this would be a great company for organizations like V-L as they rely primarily on Facebook for spreading the word about their events.

#### 7D-0429-19 Events Report - **Non-Action Item**

Mrs. Neddenriep stated that Ms. Myers wasn't able to be here today. She stated that Redpath came back on as the Golf Shirt sponsor and Liebherr is sponsoring the Opening Reception at the Red Lion. She explained that the Golf Tournament is full as expected and most of the booths are as well except for primarily park booths.

#### 7E-0429-19 Facilities Report - **Non-Action Item**

Mr. Wehde stated that the maintenance crew is doing great, Roxy Weeks is fitting right in. he explained that they are just gearing up for next month as it will be a very busy one for them. He explained that they are doing a lot of work outside on the landscaping as well as working to ensure that the sidewalks and other concrete walkways are all level and that there are no tripping hazards. He explained that they rent a grinder to level out and areas where the ground has shifted and caused the cement to stick up.

Mr. McCarty state that he felt it would be a good idea to budget funds for a major sidewalk and concrete repair project into next years budget as it has been some time since they have done anything more than minor patchwork.

Mrs. Neddenriep stated that they actually have a large amount written into this year's budget. She explained that they expected large amounts of damage to the back lot due to the cranes and other heavy equipment used during the RT-U project. She stated that the funds are budgeted in this fiscal year so they are going to have to have the work done by the end of June.

Further discussion took place.

#### 7F-0429-19 Administrative Report – **Non-Action Item**

Mrs. Neddenriep stated that she and some of the other ECVA staff attended Rural Round Up, it was a great event for her to know others in the industry. She stated that Mr. Lester received the Larry J. Friedman Industry Partner of the Year Award, it was great to see him honored with this award. She stated that she asked all staff to attend Mr. Wehde's safety meeting, this is something she would like to do every quarter. She explained that she has asked the ECVA staff to each schedule a one on one meeting with her so that she can get to know them and go over what they do here. Mrs. Neddenreip then stated that she has put out an RFP for Professional Services in the Comptroller duties. She explained that we only received 2 applications that have any experience but that they do not have anything in the Governmental sector. She stated that she and Mrs. Jones will review them together but she does feel that it makes more sense to outsource the position, especially in terms of longevity.

Mr. McCarty asked if they put out an RFP or an RFQ and if it was a bid that would require a bid opening meeting and a board members presence.

Mrs. Neddenriep stated that it was an RFP with a section that requires they list qualifications. She explained that they would not require a special meeting or board member as it was just an RFP for Professional Services.

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

None at this time.

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

Mr. McCarty stated that they should look at their policy for an active shooter situation. He stated that since we regularly have large crowds on site, we could very easily be a target for that kind of thing.

Further discussion on this matter took place.

Mr. Zornes stated that he just wanted to thank Mrs. Jones for her willingness to come out of retirement and help us out until we can find a replacement.

Mrs. Jones stated that she has moved her knee surgery back another month and will be staying on with the ECVA into June.

#### **10. Adjournment**

*Meeting adjourned at 10:12 am.*

The Chairman and/or Vice Chairman reserve the right to:

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



---

**Matt McCarty- Chairman**