

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, APRIL 26, 2016
ELKO CONFERENCE CENTER
LAMOILLE ROOMS 8:30 A.M.
MINUTES

1. Roll call

ECVA Board Members Present: Gary Morfin
Matt McCarty
John Rice
Delmo Andreozzi

ECVA Staff Present: Don Newman, Executive Director
Delynn Jones, Comptroller
Juli Nelson, Marketing Coordinator
Tom Lester, Tourism & Convention Manager
Steve Wehde, Facility Manager
Kandiss Fallowfield, Events Coordinator
Amber Merz, Administrative Assistant

Visitors Doris Toothman
Stacey Sawyer
Jeff Remington
Linda Bunch
Teri Gage

2. Call to order and Pledge of Allegiance

Board Chairman Gary Morfin called the meeting to order at 8:39 am.

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 22, 2016 – Action Item (public comment)

Mr. Delmo Andreozzi made a motion to approve the minutes from the March 22, 2016 Board Meeting, Mr. Matt McCarty seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

5A-0426-16 Presentation, discussion and possible approval of a request for marketing support funds From the Rides & Rods Car and Bike Show in the amount of **\$2500.00 as approved by the ECVA Marketing Committee – Action Item (public comment)**

Mr. Jeff Remington introduced himself and stated that this would be the 6th year of doing the Rides & Rods Car and Bike Show. He stated that it goes on during the Elko Motorcycle Jamboree in front of the old movie theater. He then told the board about the things he does to draw people in such as bring in celebrities and Playboy Bunnies. He stated that another thing that they do is provide really large trophies to the winners. He stated that he really just needs help getting the word out so that he can grow the show and draw in contestants from out of the area.

Mr. Andreozzi stated that he would like to go over some things that were discussed at the marketing meeting. He explained that in the 6 years Mr. Remington has been doing this show this is the first time he has asked for any financial support. Jeff did request \$5000 on his application but unfortunately the marketing fund only has \$8000 left for this fiscal year. Mr. Andreozzi stated that he spoke with Mr. Newman prior to the marketing meeting and his suggestion was that the committee offer \$2500 in marketing support and then advise Mr. Remington to see about combining advertising with the EMJ and the High Desert Bull Bash to help save money as the events are all put on in conjunction with one another. Ms. Notestine, Mrs. Bunch and Mr. Remington discussed this at the marketing committee meeting but explained that they do this when they can but these events all target very different crowds so they are all promoted in different markets.

Mr. Lester stated that he feels Mr. Remington should apply for marketing funds through the NCOT. He stated he is more than happy to help him with the process.

Mr. John Rice arrived at 8:41 am.

Mr. Remington thanked Mr. Lester for his advice and asked when he could apply for the funding.

Mr. Lester stated that he could apply in October. He explained that unfortunately it would not help with this year's event but that it would give him plenty of time to promote next year's show.

Mr. Andreozzi stated that Rides & Rods and High Desert Bull Bash are both add on events taking place during the Elko Motorcycle Jamboree.

Further discussion took place.

Mr. Matt McCarty made a motion to approve the request for marketing support funds from the Rides & Rods Car and Bike Show in the amount of \$2500.00 as approved by the ECVA marketing committee, Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

5B-0426-16 Presentation, discussion and possible approval of a request for marketing support funds from the High Desert Bull Bash in the amount of **\$2500.00 as approved by the ECVA Marketing Committee – Action Item (public comment)**

Mrs. Linda Bunch showed the board her poster and stated that her event is a new event which is very scary for her. It is taking place in conjunction with the Elko Motorcycle Jamboree, which she is hoping will help to draw in a good crowd. She stated that since this is a new event she is really starting off with nothing so any support is appreciated. She stated that she has done ads in Progressive Rancher and she has a meeting with Ruby Radio this afternoon to get some radio ads going. Mrs. Bunch stated that she is also very interested in what Mr. Lester said about the NCOT

grants. Any additional funds would be very helpful for next year as she is going to try to get it sanctioned as a PBR Event now that the fairgrounds have upgraded their chutes. She stated that becoming a sanctioned PBR Event comes with a lot of additional cost due to their requirements, for example you are required to use a PBR approved announcer from a list they provide and they require you pay their PRB approved rates.

Mr. Lester stated that she would also qualify for those grants and that he would be happy to help her when she is ready.

Further discussion took place.

Mr. Andreozzi stated that he would like to go over some things that were discussed in the marketing meeting. He stated that he just wanted to point out the beautiful posters that Mrs. Bunch had designed and printed for this event. He explained that as with the previous request the High Desert Bull Bash is also an ad on event to the Elko Motorcycle Jamboree. Mrs. Bunch had requested \$3500 originally, but in speaking with Mr. Newman prior to the marketing meeting the same issue of the remaining \$8000 balance in the marketing fund arose. He explained that for this event Mr. Newman also suggested \$2500 in marketing support as well as combining advertising with the EMJ and Rides & Rods. He stated that the same issue of different targeted audience was brought up during discussion of combining of ads as he had explained with Mr. Remington's request. He stated that the marketing committee was very appreciative of all of the work that is being done to bring people into town and to help grow the Jamboree. He feels that there is a lot of promise with this event and there is a great variety of things going on during that time.

Mr. John Rice stated that he thinks this event is a great idea. It's great to see this addition to an event like the Jamboree. He stated that the City has been going over the costs of the Jamboree and really it is all about putting heads in beds and room tax revenue so he thinks it's a terrific idea to ad on to the EMJ.

Mr. John Rice made a motion to approve the request for marketing support funds from the High Desert Bull Bash in the amount of \$2500.00 as approved by the ECVA marketing committee, Mr. Matt McCarty seconded the motion. Motion passed unanimously.

5C-0426-16 Presentation, discussion and possible approval of a request for marketing support funds from the NQHA in the amount of **\$4500.00 as approved by the ECVA Marketing Committee – Action Item (public comment)**

Mr. Newman explained that Mrs. Wachtel couldn't be here today. He explained that this is an event that we had budgeted for as we have supported them for years. He stated that they did originally request a little bit more money but the committee only approved the amount that they had in the budget.

Mr. Andreozzi stated that again he would like to share some things that were discussed in the marketing meeting. He stated that the request was for \$5000 but they were awarded \$4500 as that is the amount that the ECVA had budgeted. He stated that this event has continued to grow over the years, with that the amount of marketing support the ECVA provides has also grown. Last year we gave them \$4000 and this year \$4500.

Further discussion took place.

Mr. John Rice made a motion to approve the request for marketing support funds from the NQHA in the amount of \$4500.00 as approved by the ECVA marketing committee, Mr. Matt McCarty seconded the motion. Motion passed unanimously

5D-0426-16 Discussion and possible approval of Eide Bailly CPA's & Business Advisors to provide audit services to the ECVA for the fiscal year ending June 30, 2016 - **Action Item (Public Comment)**

Mrs. Teri Gage introduced herself and stated that included in the packet is the engagement letter for the June 30, 2016 audit, there are no changes from the previous year. She then stated that she would be happy to answer any questions that they may have.

Mr. McCarty asked Mrs. Gage where it stated the fee.

Mrs. Gage stated that it was on page 5.

Mrs. Gage then stated that she is not anticipating any changes from the previous year. The only thing that may be a little bit different is that they have the building lease that they will have to add on. This may create some stress for Delynn.

Mr. McCarty asked if Mr. Newman knew of any firms who could handle the scope this audit.

Mr. Newman stated that he doesn't think so. He feels that locally they are the only firm who could handle it. There are out of town firms that could handle it but he would much prefer to work with a local firm.

Further discussion on accounting firms took place.

Mr. Matt McCarty made a motion to approve Eide Bailly CPA's & Business Advisors to provide audit services to the ECVA for the fiscal year ending June 30, 2016, Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

6. OLD BUSINESS:

7. STAFF REPORTS:

7A-0426-16 Comptroller's Report/Approval of the March expenditures and all matters related to –
Action Item (Public Comment)

Mrs. Delynn Jones stated that financial statements are for the month of March 2016. In the month of March our room tax payments were for the month of February and they were pretty much equal to what they were last year. So year to date our room tax proceeds are down about 7%. Mrs. Jones stated that we have not yet received our first payment on facility expansion room tax and normally we receive this in February or March.

Further discussion on the facility expansion room tax payment took place.

Mrs. Jones stated that February's Ad Valorem taxes are up about \$13,000.

Mr. Andreozzi referenced Mrs. Jones statements and asked what the payment to Rick Crawford Monster Truck is for.

Mr. Newman stated that it is a sponsorship. We have our logo on his Monster Truck, he travels around in it and does shows, rides and photo ops.

Further discussion took place.

Mr. Matt McCarty made a motion to approve the March 2016 claims in the amount of \$196,894.42. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

7B-0426-16 Convention & Tourism Report - **Non-Action Item**

Mr. Tom Lester stated that his travel schedule is listed in his report in the board packet. He is going on the European Sales Mission with the NCOT. He stated that we are receiving our first tour from the Netherlands. The Cowboy Country Territory has over 2100 likes on Facebook. He then talked about Jason Pruitt, the winner of the Car Show Vacation Give Away and showed them the questions that they had to answer to enter. Mr. Lester then stated that the Cowboy Country Territory also won an award for Best Marketing Video in the State at Rural Round up.

Mr. Rice asked who made the video.

Mr. Lester stated that it was made by himself and Patrick Ferris. He stated that the video is on the website. He stated that he got an additional \$5000 on top of the grant he wrote to put towards the Meet Me in Elko campaign. He will be putting it into a retargeting campaign with Cable One, he also negotiated and got over 300 thirty second commercials with that campaign. So it is an enormous value that he was able to negotiate. He then explained that how he came to negotiate the campaign and stated that those will run in the Boise and Twin Falls area. He sent out an RFP for the Meet Me in Elko DVD to Todd at TH Visuals and to Patrick Ferris. Mr. Lester then referenced the upcoming conferences portion of his report and read them off for the board.

Mr. McCarty suggested that Mr. Lester indicate which conferences are secured or just prospective with an asterisk or separate them into 2 sections in the future.

Mr. Andreozzi stated that the fans that the ECVA had made for Rural Round Up were awesome.

Mr. Newman stated that he has extra fans for the board but he forgot them in his office so they can stop by and get them after the meeting.

Further discussion took place.

7C-0426-16 Marketing Report - **Non-Action Item**

Mrs. Juli Nelson stated that she is staying busy promoting Elko as always. She stated that they are starting to focus more on advertising in the Boise Market. She told the Board that she did include a Board Report in the packet so they could read through that and ask her any questions they may have. She then passed around Travel West and explained that this was the ad that Mark Gibbs brought to the marketing committee and requested funds for. She stated she has also been working on promoting local events such as the Jake Eary Rodeo and NQHA event. As always

she is busy promoting Elko and area events on social media. She has been trying to use Twitter more lately although she feels Facebook and LinkedIn are the most successful. She has also stayed very busy helping Kandiss with sponsorships for the Mining Expo.

Mr. Newman stated that they are selling window advertising in the Conference Center. All of the printing for those advertisements must be sent by the company to Print n'Copy. These must be done by Print n'Copy because of the specific window cling material and the window measurements, which they have been working with himself, Kandiss and Juli on for some time.

7D-0426-16 Events Report - **Non-Action Item**

Mrs. Kandiss Fallowfield stated that her main focus is of course the Mining Expo. She is very busy placing new exhibitors. She stated that there was a short periods of time where she was worried about not being able to fill all of the booths but she is starting to feel a lot better now. Mrs. Fallowfield referenced the booth map and explained that due to the new facility they did decided to decrease the number of booths in the Mining Mall by about half, they added a few booths on Moren Way, of course added the interior booths inside of the Conference Center and then the booth layout in the back lot has changed a little. The Golf Committee had their first meeting in March, it went well. Redpath will be sponsoring the golf shirts again which is great as they are the biggest sponsor due to the cost of the shirts. The next meeting is going to be held on April 28th at the golf course, she will be taking the sample shirts to the committee and they will pick their favorites which she will then send to Redpath for their final approval. The Opening Ceremonies Banquet will be held at the Redlion this year as the Flying Fish closed unexpectedly. Luckily we were able to get the Redlion at the same time on the same day as we had the original venue scheduled. The Safety Olympiad is the next event that she is working on. She only has 2 teams registered as of today, one being Barrick Cortez and the other Rio Tinto Kennecott out of Utah. Barrick Goldstrike is hosting this year's event which is taking place July 7-9.

7E-0426-16 Facilities Report - **Non-Action Item**

Mr. Steve Wehde stated that the maintenance crew is doing great. They are staying very busy between the two buildings. The new guys are working out well. He stated that they did purchase 2 new storage trailers and sold the old 40 foot one. Green Day is working on the landscaping around the Conference Center. They are trying to find time to get everything organized between the two buildings. He stated that Mr. Newman ordered new signs for the property. They are working with Core still on getting the warranty issues repaired. Mr. Wehde stated that the flag pole will be put up in a few weeks.

Mr. Andreozzi stated that grounds look great. The crew is doing a great job. He stated that the only area he can foresee us having any issues with in the future, as far as landscaping, is right behind the Conference Center. He is afraid we may have issues with controlling weeds between the fence and the back of the building on the slope there.

Mr. Wehde agreed with Mr. Andreozzi.

7F-0426-16 Administrative Report – **Non-Action Item**

Mr. Newman stated that as Mr. Wehde had said, the new guys are working out well. He explained that they have 3 new maintenance employees. They hired Ken a few months back, he was brought on full time. They then decided to add another maintenance position. During the interview process for that position Tino left and went back to California so they ended up hiring 2 new people. Frontier came in and installed the new phone system while they were at Rural

Round Up. He will be coming back to do some work today because they are having an issue with an echo. He stated that Nevada Bank and Trust is going to be putting a new ATM in the Conference Center, which has been ordered. He stated that they are also considering getting a snack machine for this building as well. Mr. Newman then stated that he is trying to bring in Terry Fader, the ventriloquist from the Mirage in Las Vegas, to perform during Rural Round Up 2017. He approached them about doing a show in our auditorium, the first 300 seats would be for the Rural Round Up attendees and they would sell the other 600 seats to the public for his profit. He stated that they did order the bench for the JD McBeth dedication during the Mining Expo. The \$42,000 was put towards the first payment on the Conference Center lease. He stated that Pac Van painted the new storage containers to match the facility so that is really nice. He then referenced the Nevada Broadcasters page of the packet and stated that we are getting a great return on our dollar for this campaign, it is really a great value. He then referenced the facility usage page of the packet and stated that somehow we are staying so busy that we continue to turn away business even with the new facility. He stated that the revenues will be enough to cover the lease payment again this month. Mr. Newman then passed around a stack of thank you cards sent to the ECVA.

Further discussion took place.

Mr. John Rice state that GBC got new LED lighting and a new lighting board for their theater. He stated that it is amazing. He stated that the project will cost between \$70,000 and \$100,000 but it will pay for its self over time.

Further discussion on new lighting took place.

8. Public Comments – Non-Action Item

Ms. Stacey Sawyer stated that she would love to see new lighting in the auditorium at the Convention Center.

9. Board Comments – Non-Action Item

Mr. Matt McCarty stated that we are seeing more sold out nights city wide so he hopes that means we will start to see a stabilization in our room tax dollars.

Mr. John Rice stated that the city has been taking a look at the costs associated with putting on parades. He stated that he doesn't know the exact dollar amount but that it could cost the city as much as a few thousand dollars for every parade that an event puts on. He stated that they really are just examining the costs and returns. They will be going over this at the meeting tonight as well as the Jamboree.

Further discussion took place.

10. Adjournment

Meeting adjourned at 10:10 am.

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

A handwritten signature in black ink, consisting of several overlapping, sweeping strokes that are difficult to decipher. The signature is positioned above a horizontal line.

Gary Morfin, Chairman