

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
ELKO CONVENTION CENTER
WEDNESDAY, AUGUST 12, 2015 – 8:00AM
MINUTES**

Committee Members Present: PAM BORDA, NNRDA
CATHERINE WINES, Northeastern Nevada Museum
JAMES WILEY, Elko Parks and Recreation
LIZZ TODD, Elko Daily Free Press
STACEY SAWYER, Gold Dust West
JOHN CARPENTER, Cimarron West
KATIE AIKEN, Western Folklife Center
MARK GIBBS, Elko Regional Airport
TONY BUZZETTI, Elko County Fair Board
NATACIA ELDRIDGE, Newmont
LISA DITTMAN, California Trail Center

Committee Members Absent: JAMES BROWN, Gold Dust West
JAIRAH RAMIREZ, Hilton Garden Inn
TROY EDLER, KENV TV
LYNN RUBEL, Ruby Mountain Symphony
MALIA LEHRER, California Trail Center
DELYNN JONES, DBA
JEN SPROUT, Elko Area Chamber of Commerce
LENNY MARTINEZ, Red Lion Inn and Casino

Ex-Officio: Delmo Andreozzi

ECVA Staff: Juli Nelson
Kandiss Fallowfield
Amber Merz

Visitors: LINDA BUNCH, Van Normans Horse Sale
PRANAV BHAKTA, Elko Volleyball Club

1. Meeting called to order by Marketing Committee Chairman, Delmo Andreozzi.

Mr. Delmo Andreozzi called the meeting to order at 8:08 am.

2. **Public Comment Period- 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.

3. **Approval of the June 10, 2015 Marketing Committee Minutes - Action Item (public comment)**

Mrs. Pam Borda made a motion to approve the June 10, 2015 Marketing Committee Minutes. Ms. Lizz Todd seconded the motion. The motion passed unanimously.

4. **Presentation, discussion and possible approval of a request for marketing support funds from the City of Elko/Elko Regional Airport in the amount of \$1990.00 – Action Item (public comment)**

Mr. Mark Gibbs stated that the request was actually on behalf of the City of Elko and it is only for \$995. He was contacted by Travel West Magazine, a high end travel publication. Next Spring they will be doing a feature on Nevada so they reached out to him and offered him a promotional price for an ad run along with the Nevada feature. The promotion includes two ads in the magazine along with a full page editorial. He stated we could reuse the editorial written for the Delta Magazine fall issue.

Mrs. Juli Nelson asked if the ECVA would need to design the ads.

Mr. Gibbs said that the ECVA could use one of their current ads, design a new ad or he could have one designed.

Further discussion on Travel West Magazine took place.

Mrs. Pam Borda made a motion to approve a request for marketing support funds from the City of Elko/Elko Regional Airport in the amount of \$995, with the understanding that the ECVA would design the ads. Ms. Stacey Sawyer seconded the motion. Motion passed unanimously.

Mrs. Juli Nelson stated that she after reading through the pricing guide and emails Mr. Gibbs provided she believes this is a great deal and that we will be getting 3 full pages of coverage between the two full page ads, and the full page editorial.

Further discussion on the promotional pricing took place.

5. Presentation, discussion and possible approval of a request for marketing support funds from the Elko Volleyball Club in the amount of **\$3000.00 – Action Item (public comment)**

Mr. Peter Bhakta stated that this is the 6th tournament they will be holding here in Elko. The last one was in 2010, they would have liked to have held one every year but were not able to. The last tournament had about 20-25 teams and it was very successful. The Red Lion made about \$80,000 with all of the gambling the families did during the tournament. They estimate that they did over a \$100,000 in business with all of the hotel stays, eating out at restaurants, liquor and beverages as well as gambling that took place. Each hotel has agreed to provide \$50 room rates for people coming to town for the tournament this year. So far they 16 teams signed up with over 200 people, they are coming in on busses from Houston, Minnesota, and Los Angeles. They still have a month to go before the tournament so they are expecting at least 30-35 teams in total. They are asking for support to help pay for the cost of renting the gym, trophy's and vegetarian food options as most Indian families are vegetarians.

Mrs. Wines asked if any of the \$3000 will be spent on marketing.

Mr. Bhakta stated that they have sent out flyers and posted on websites but in their culture word of mouth is the best way to spread the word about events.

Mrs. Borda stated that with those kind of numbers she feels this is a no brainer.

Mrs. Pam Borda made a motion to approval of a request for marketing support funds from the Elko Volleyball Club in the amount of \$3000.00, Mr. Mark Gibbs seconded the motion.

Mr. John Carpenter asked how much money they were planning on spending on advertising.

Mr. Bhakta stated that they would probably use about \$750 to \$1000.

Mr. Carpenter stated that the funds from the Marketing Committee have to be used for marketing.

Mrs. Wines stated that she agrees, she thinks they have to pay for marketing outside of the area.

Mr. Bhakta stated that in their culture they can do all kinds of marketing but the only thing that works is word of mouth. He stated that they don't need help with getting the word out, they need help with building the event up so that they can do it every year from here on out.

Mr. Andreozzi stated that we could look at other avenues of advertising for example if they are doing phone calls to get the word out it may be possible to help fund that.

Further discussion took place.

Mrs. Pam Borda withdrew her motion.

Ms. Lizz Todd made a motion to approve a request for marketing support funds from the Elko Volleyball Club in the amount of \$750, with the option to bring in receipts for additional funding with a cap of \$2000. Ms. Stacey Sawyer seconded the motion. Motion passed unanimously.

6. Presentation, discussion and possible approval of a request for marketing support funds from High Desert Equine Events/Van Norman and Friends Production Sale in the amount of **\$1500.00 – Action Item (public comment)**

Mrs. Linda Bunch stated that their application includes pretty much everything. She stated that they did spend a little more than the \$12,000 listed, when you include the Sale Catalog it comes to at least \$15,000. They will also have a live webcast of the Horse Sale from the auction barn and the Horse Show this year. They have website with links to lots of things to while in Elko as well as a Facebook. She stated that they do sell advertising space in their catalog but they still need help to be able to put on this kind of an event. She said in terms of economic impact, after last year's event she wrote a check for around \$13,000 in sales tax on the horses sold. Based on a dated formula that the AQHA has they estimate that the sale weekend should generate at least \$800,000 to the economy. This is also the 19th year of the event.

Ms. Stacy Sawyer made a motion to approve a request for marketing support funds from High Desert Equine Events/Van Norman and Friends Production Sale in the amount of \$1500.00, Mr. Mark Gibbs seconded the motion. Motion passed unanimously.

7. Status Report of Convention/ Tourism Activities; Tom Lester -**Non- Action Item**

Mr. Andreozzi stated that Mr. Lester is not here today but he does have a report in the packet that the committee can read through. He then asked if they had any questions on Mr. Lester's report.

Hearing none he moved on to the next agenda item.

8. Status Report of the Marketing activities; Juli Nelson - **Non-Action Item.**

Mrs. Juli Nelson stated that she has included a report in the packet for the committee to read through. She then passed around publications with ads that she has designed. She stated that she continues to promote Elko and surrounding areas as a place to come play as well as a destination to hold conventions. She is also working on promoting the new Conference Center that will be opening in late November. Mrs. Nelson stated that we are doing a trade with Minden, Minden is promoting our County Fair and Horse Races and we are promoting their

Thunderbirds event. Mrs. Nelson also stated that she continues to use social media to promote the Elko area.

9. Status Report of the ECVA Events, Kandiss Fallowfield – **Non-Action Item**

Mrs. Fallowfield stated that she just got back from vacation. She is continuing to work on the 2015 Elko Classic Car Show. Registrations are steadily coming in. Before she left for vacation she had about 11 vendors and multiple sponsors, she stated that the numbers most likely increased while she was gone though. She stated that she will continue to promote the event and look for additional sponsors as well as registrants.

9. Report on ECVA Activities and Room Tax Revenue; Don Newman - **Non – Action Item**

Mr. Andreozzi stated that Mr. Newman is also out of town but he did include a report in the packet as well. He stated that if anyone has any questions he will do his best to answer them.

Hearing none he moved on to the next agenda item.

10. Discussion of new ideas, referrals or suggestions from committee members - **Non - Action Item**

Ms. Sawyer stated that Soroptomist was awarded the District meeting so they will have about 50-60 members from Northern Nevada in town for that event in September. It will be held at the Northeastern Nevada Museum.

Mrs. Lisa Dittman stated that the California Trail Center did run an ad in Australia. The ad talked about Elko and included the ECVA website. She stated that she is not sure if they have generated any additional tourism from the ad but it was very inexpensive and Australians do love Nevada.

Mr. Buzzetti stated that the Fair is coming up soon. Everything is going well so far. They have added a few new events this year, the first being Indian Races which is a lot of fun. He stated that 4-H numbers are this year as well as the number of street vendors.

Mrs. Pam Borda asked if the Carnival by Raley's has anything to do with the Fair.

Mr. Andreozzi stated that that Carnival is actually a fundraiser put on by the Lions Club.

Further discussion on the Elko County Fair took place.

Mrs. Juli Nelson stated that Jess Jones is putting on a concert by Troy Bullock after his Women's Ranch Hand Rodeo in September.

Mr. Gibbs stated that he received the final report for a digital campaign the ECVA helped fund. He passed around the report for the committee to read. Mr. Gibbs then stated that the runway closes on August 17 and opens again on September 28th.

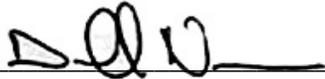
Mrs. Natacia Eldridge stated Newmont is doing free public tours until September 10th.

10. Public Comment Period – **Non-Action Item**

None at this time.

11. Adjourn

Meeting adjourned at 8:59 am.

A handwritten signature in black ink, appearing to read 'Don Newman', written over a horizontal line.

Don Newman, Executive Director ECVA