

**ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, AUGUST 23, 2016
ELKO CONVENTION CENTER
CEDAR ROOM 8:30 A.M.
MINUTES**

1. Roll call

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

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

Visitors Doris Toothman
Catherine Wines
Brandie Notestine
Linda Bunch

2. Call to order and Pledge of Allegiance

Board Chairman Gary Morfin called the meeting to order at 8:37 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 July 26, 2016 – Action Item (public comment)

Mr. Matt McCarty made a motion to approve the minutes from the July 26, 2016 Board Meeting, Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

Mr. Newman stated that they would like to move to item 5d next as Ms. Notestine has to get back to work.

5. NEW BUSINESS:

5D-0823-16 Discussion and possible approval to send a written request to the lodging properties requesting voluntary financial support for the 2016 EMJ – **Action Item (Public Comment)**

Mr. Don Newman explained that in previous years they have always gone to the Lodging Committee, then the Board to get final approval before they send out the letters. Ms. Notestine recently brought it to his attention that this was never put on the Lodging agenda and he decided as it is a voluntary donation by the Lodging Partners and we are a little later in the year than usual it would be ok to just bring it straight to the Board. He stated that he felt it would be great to have Brandy here to update them all on the status of the EMJ.

Ms. Brandy Notestine stated that she has gone before the Lodging Committee and/or the Board of Directors in previous years and she and Mr. Newman did have some discussions about it in May of this year but unfortunately that did not work out. She is here now just asking for the standard letter to be sent out to the lodging community, their support is voluntary as always. She stated that the EMJ Board has decided that it is best to take 2017 off, they are tired of fighting with the downtown businesses and not receiving any support on the event. She stated that this year the events attendance and participation was similar to last years. They are currently working to close out their books and that is where this financial support will be helpful. She stated that they are also willing to do some fundraising or whatever else is necessary to get all of their bills paid off. She stated that they are keeping their nonprofit status. Her plan for now is to take 2017 off and reevaluate the direction they want to go in in the future. She explained that she has approached Mr. Newman multiple time about the possibility of moving the Jamboree to the Convention Center. She feels this is the ideal place for it and that it will be about a \$30,000 savings. Mr. Newman has suggested the Fairgrounds as an alternate location but that does not offer any cost savings, it is in the middle of a residential area and many of the attendees do not want to have their bikes in the dirt lots. Ms. Notestine stated that she believes that this Board does understand that that this event is a great event for Elko, she is just tired of fighting with the downtown businesses and not receiving the support that the Jamboree and the EMJ Board needs keep the event going.

Mr. Newman explained how this Lodging Community Sponsorship came to be and then told Ms. Notestine that he is very happy to hear that they are not killing the Jamboree, just taking a year off. Mr. Newman explained that he does not feel that the Convention Center was a good fit for the event. He explained he feels her savings calculations were not accurate, one of the larger savings was electrical. He explained that we have to bring in electrical service providers to provide power for our outdoor vendors at our events and that it is incredibly expensive.

Further discussion on the EMJ taking 2017 off took place.

Mr. Delmo Andreozzi stated that he wants to thank Ms. Notestine for her years of dedication and passion for this event. He then asked if she knows anything about the Runnamucca event.

Ms. Notestine stated that in 2015 they were suffering terribly but their local Casinos saw that they needed support so they got involved and helped out. So this year with the extra funding and Casinos supporting the event they brought in a big headliner band and did very well. She stated that Elko has a lot less crime or “incidents” at our event though which she attributes to the planning and support of the city, the police department and the fire department. She stated that the last thing she wants people to think is that this event is going away due to lack of support from the City of Elko, they have been very supportive of the event, and she feels it is simply the downtown businesses that continue to fight against the event.

Mr. McCarty stated that a few months ago the Great Basin College Virtual Humanities Center approached him asking for support for one of their programs. When the letter requesting funds from the Jamboree never came he assumed that the EMJ would not be requesting funds this year. He explained that since he assumed they were not asking for funds he started approaching other properties and asking them if they had budgeted to support the EMJ, and if they had would they consider using those funds to supporting the Virtual Humanities Center instead. Mr. McCarty stated that he is very sorry he did not talk to Ms. Notestine before he did this and he hopes that it does not affect the amount of funding they receive.

Further discussion on this matter took place.

Mr. John Rice arrived at 8:56 am.

Mr. Morfin asked about the wording of the letter.

Mr. Newman explained that the letter is sent by the ECVA on behalf the EMJ, he stated that the letter would need to be rewritten for this occasion.

Further discussion on the Elko Motorcycle Jamboree took place.

Mr. Matt McCarty made a motion to approve a request from the EMJ Board to send a written request to the lodging property requesting voluntary financial support for the 2016 Elko Motorcycle Jamboree, Mr. John Rice seconded the motion. Motion passed unanimously.

5E-0823-16 Discussion and possible approval for the ECVA to commit \$1500.00 towards the Elko Arts and Culture Centennial Boot campaign – **Action Item (Public Comment)**

Mrs. Catherine Wines passed around packets explaining the project she was requesting funds for. She started off by stating that the Arts and Cultural Board has been working on this project for a while now and that they are using the Elko Centennial as an excuse but the Boots themselves will last quite a bit longer than just the one year. She explained that they are 6 foot tall cowboy boots which will be individually painted by artists as specified by each sponsor. She explained that each sponsorship is \$1500 and that includes the boot and the artist. They already have 11 sponsors committed right now and another six or seven who are hopefully going to be committing to sponsoring soon. The City wanted a minimum of 10 commitments to get them and we are well over that now.

Mr. McCarty asked why the City of Elko wanted 10 boots.

Mrs. Wines explained that the company they are ordering them from does not have a minimum order amount but that if they get less than ten we have to pay to have each boot shipped individually by FedEx, if we get more than ten the company will deliver all of the boots at once on a single truck. She stated that the City has committed to paying for the cost of the cast which the boots will be made from, if we get more than 20 orders the company will refund the cost of the cast.

Mr. Newman stated that the Marketing Committee was very excited hearing about this project.

Mrs. Wines stated that the company informed them that after the boots are painted if they are coated in the clear urethane that is used on cars the paint should last at least 10 years.

Mr. John Rice stated that the City has supported the Arts and Cultural Board for many years and he feels their many projects really bring the community together. He stated that he is very surprised as to how affordable these boots are.

Further discussion took place.

Mr. John Rice made a motion to approve a request for the ECVA to commit \$1500.00 towards the Elko Arts and Culture Centennial Boot campaign, Mr. Matt McCarty seconded the motion. Motion passed unanimously.

5A-0823-16 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 **\$2000.00 – Action Item (public comment)**

Mrs. Linda Bunch stated that this request is for the Van Norman Sale Weekend event. She stated that they have increased their request from \$1500 to \$2000 this year. She has expanded her advertising this year with Western Horseman, Progressive Rancher, Working Ranch and a few other publications.

Mr. Newman asked how many years this event has been going on.

Mrs. Bunch stated that this is the 20th year. She stated that she would like to extend an invitation to everyone to attend the event on Saturday.

Mr. Newman stated that he attended last year and that it was very impressive. The event was very well attended and it was a great atmosphere.

Mr. Rice stated that he hears great things about the Van Normans Horse Sale. He stated that his sister and her family live in Colorado and have quite a few horses. She and her friends always talk about this event and how they would like to attend it even though they have never been able to.

Mrs. Bunch stated that a lot of their exposure is due to the online and TV sales options that they offer.

Further discussion on the online and TV sales took place.

Mr. Andreozzi stated that the Marketing Committee fully supports this request, he stated that if you look at the last page of Mrs. Bunch's request you will see that she breaks down what a huge economic impact this event has on the Elko area.

Mr. John Rice 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 \$2000.00.

Mr. McCarty stated that he wanted to discuss one thing before the motion is passed, he explained that he fully supports this event but he is concerned that we are seeing increases in the amount of funding requested already and we are only 2 months into our fiscal year. He stated that there was only a very small increase to the marketing support fund for this fiscal year so he worries that we will continue to see increases in the amounts requested and run low on funds by the end of the fiscal year. He reiterated that he fully supports this event and Mrs. Bunch's request he just wanted to voice this concern.

Mr. Newman explained that there was an increase written into the budget for this fund, he stated that this event is an event that has already been budget for as well.

Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

Mrs. Linda Bunch thanked the Board for their continued support.

Mrs. Linda Bunch left at 9:29 am.

5B-0823-16 Discussion and possible approval of the revision to the 2016 ECVA Marketing Committee Members as suggested by the ECVA Marketing Committee– **Action Item (Public Comment)**

Mr. Delmo Andreozzi stated that unfortunately Lynn Rubel passed away recently. She held a seat on the Marketing Committee under the Entertainment and Arts category so the Committee made the decision to move Mrs. Wines up from the Public at Large position into the Entertainment and Arts positions. The Committee decided that they wanted to fill the Public at Large position with a representative from a local radio station.

Mr. Don Newman stated that he reached out to Ken and Aileen Sutherland of Ruby Radio and they have agreed to step in and serve for the remainder of Lynn's term.

Mrs. Delynn Jones asked if there could be any issues as we only reached out to one radio station. She stated that there is not an issue with TV or the Newspaper because there is only one of each in Elko, but there are multiple radio stations.

Mr. Newman stated that he does not foresee that being an issue as he intends to reach out to the other stations and rotate them in with each new term.

Further discussion on this matter took place.

Mr. McCarty stated that the packet lists "Ken and Aileen", he wants to make sure they understand that they do not each get a vote, it is only one vote per seat held.

Mr. Newman stated that they are aware, he did explain that to them when they spoke.

Mr. Andreozzi asked if it would be possible to list either Ken or Aileen as the representative instead of them both.

Mr. Newman stated that when he spoke to them Ken made it clear that they would like to serve together, but they do understand that they only get one vote with the seat that they would hold.

Mr. Matt McCarty made a motion to approve the revision to the 2016 ECVA Marketing Committee Members as suggested by the ECVA Marketing Committee. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

Mr. Newman explained to Mr. Andreozzi that they could list Aileen Sutherland as the representative and Ken Sutherland as her alternate as Ken did suggest that Aileen will be the one attending most of the meetings.

5C-0823-16 Discussion and possible approval to purchase a new work truck from Gallagher Ford in the amount of \$30,870.45 – **Action Item (Public Comment)**

Mr. Newman stated that the work truck we have now is a 2005 with only about 40,000 miles on it but with all of snow plowing and use it gets it is starting to wear out. He stated that we have \$30,000 written into the budget for a new truck. He spoke with Chuck at Elko Motors about what he was looking for and was told he would have to get something used. He has been shopping around and comparing vehicles and found a few new vehicles close to the budgeted amount out of the area. He then decided to check other local dealerships and found one at Gallagher Ford. He stated that he found a brand new 2015 Ford Pickup for only \$800 over budget. He stated that he found one in Boise that was very similar, a 2016 Ford Pickup, for only \$1000 more. Mr. Newman then passed around printouts of the comparable vehicle he found. He stated that he would like to keep our business local and go with the vehicle from Gallagher Ford.

Further discussion took place.

Mr. Andreozzi asked what we would be doing with the old truck.

Mr. Newman stated that they offered us \$5500 for a trade in at Gallagher Ford, the amount stays the same with or without the snowplow attached to the vehicle. We also have 2 people who are very interested in the truck and plow who would be using it for snowplowing purposes and he is planning on asking \$7500. Mr. Newman stated that the plow is not compatible with the new vehicle but it is possible to purchase special brackets so that we can mount the old plow on the new truck. He stated that Wright Motors also has a plow in stock that is the specific one we would need for the new vehicle, but comes to \$6600 after installation.

Mr. John Rice asked if there was a disposal process that we needed to go through.

Mr. Andreozzi stated that whenever anything is purchased through NRS it must be disposed of the same way.

Further discussion regarding disposal of the old truck took place.

Mr. John Rice made a motion to approve the to purchase a new work truck from Gallagher Ford in the amount of \$30,870.45, and give staff the authority to make decisions regarding the disposal of the current work truck and plow. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

Mr. Delmo Andreozzi left at 9:45 am.

6. OLD BUSINESS:

7. STAFF REPORTS:

7A-0823-16 Comptroller's Report and Approval of the July expenditures and all matters related to. –
Action Item (Public Comment)

Mrs. Delynn Jones stated that this financial statement is for July, the first month of our fiscal year. Mrs. Jones stated that we did receive June's room tax payment and we are still down slightly, year to date it is down 6.3%. Facility expansion room tax is down just over 17% year to date. Ad Valorem was up about 25% for the fiscal year of 2015/2016 though. Mrs. Jones stated that total claims for the month of July are \$336,991.34.

Mr. McCarty referenced the 17% drop in facility expansion room tax and stated that he is concerned that there is not a better accounting for the variance between the other funds.

Further discussion on this matter took place.

Mr. Matt McCarty made a motion to approve the July 2016 Claims in the amount of \$336,991.34, Mr. Barry Bhakta seconded the motion. Motion passed unanimously.

Mr. Newman stated that before everyone leaves he would like Mrs. Jones to give an update on her personal and professional life.

Mrs. Jones stated that she will be having knee surgery in October so she will be on sick leave for about 6 weeks, she stated that if she has to be gone for 6 weeks you will have to have a replacement anyways. Mrs. Jones stated that she will be 66 this year so she feels it's time to retire.

Mr. Newman stated that she has said that after she is feeling better she has indicated that she may be willing to come back in on occasion as a consultant.

Further discussion Mrs. Jones retirement took place.

7B-0823-16 Convention & Tourism Report - **Non-Action Item**

Mr. Tom Lester stated that he has listed his travel schedule in his report. He just recently got back from Carson City and Reno where he did some sales calls with several different entities. He stated that he will be attending Connect in Dallas where he has 27 scheduled appointments, after that he will attend Small Market Meetings. He and Don will be attending the Governor's Conference on Tourism again this year. Mr. Lester stated that the Cowboy Country Territory Facebook page has over 3200 likes. Their August 11th meeting in Battle Mountain went well. The deadline for 2nd cycle NCOT Marketing Grants is September 30th. He then stated that Intrepid Travel added Elko to their website as a part of their tour packages which is great exposure. Tom then told the Board that he met with Pat Pharris while he was in Reno. They went over the Meet Me in Elko footage that he had put together, they made some corrections to the video and we should have the final version within a week. It will be about 4 minutes long once it is complete. Mr. Lester stated that he has started working on the new 2017 Visitors Guides.

Mr. Newman stated that the drone footage that Pat got is very neat, the video will be really nice once it is finalized.

7C-0823-16 Marketing Report - **Non-Action Item**

Mrs. Juli Nelson stated that she has included her report for everyone to read. In addition to what's in the report she wanted to show them a Nevada AAA publication Delynn brought in to show everyone. They have featured Elko on this editions cover. This is great exposure.

Discussion on where the cover photo was taken took place.

Mr. Newman stated that this feature was probably valued at around \$60,000 in marketing dollars and that we wouldn't be able to buy this kind of coverage.

Mrs. Nelson stated that she, Mrs. Fallowfield and Mr. Newman would be attending the International Mine Expo in Las Vegas this September to promote the Elko Mining Expo. She is currently working to promote upcoming Elko area events such as the Elko Classic Car Show and the Ruby Mountain Balloon Festival as well as many smaller and new events.

7D-0823-16 Events Report - **Non-Action Item**

Mr. Don Newman stated that Mrs. Fallowfield is in Duluth currently but her report is include in the packet. Mr. Newman then read through some the highlights Mrs. Fallowfields report. She has been working on the upcoming Elko Classic Car Show. Mr. Newman stated that there are some changes to the show this year. The layout this is going to be a little different, vendors will be on Moren Way and around the outside of the park instead of along the tennis courts, we will be closing part of College Avenue and Moren Way on Friday and Saturday, Relay For Life will be doing a pancake breakfast on Saturday and the Boys and Girls Club will be bringing in their bounce houses. The Balloon Festival will be promoting their event by putting out a tethered balloon in the mornings as well. Mr. Newman stated that we are anticipating at least 250 cars this year.

7E-0823-16 Facilities Report - **Non-Action Item**

Mr. Steve Wehde stated the maintenance crew is doing well. The new hire, Roger Neumann, is doing well, he is knowledgeable and he seems to be a good fit. He stated that we just done installing the new LED light poles, they are very bright. Snyder just finished up their plumbing job and the landscapers are finishing up replacing all of the plants. They are currently working in the kitchen, they had an issue with the plumbing in the walls but they should have it patched up soon. Mr. Wehde stated that he was hoping he would have the design proposal for the theater by this meeting but he has not received it yet unfortunately.

7F-0823-16 Administrative Report – **Non-Action Item**

Mr. Newman stated that they have been running Help Wanted Ads for the Comptroller position with Elko Daily, DMA West, Twin Falls Times-News, GFOA, the Reno Gazette Journal and a few other online job postings. Mr. Newman explained that it is his hope that they will be able to close the job posting on the 26th, do interviews and get them in for at least a month of training before Delynn is out for her surgery. He stated that if we do not find the right candidate we will of course extend it. Mr. Newman stated that Maverik Gas Stations has a “Get Away” promotion and they need a 2 night stay location so Tom has been speaking with them about that. He stated that Superior Services will be back on Labor Day to do some repairs to the parking lot, Barrick will be paying for those repairs. Mr. Newman stated that Mrs. Longley’s facility report is included in the packet. He explained that August has been a slow but that is typical.

Mr. McCarty stated that he would like to thank Mrs. Longley for breaking down the 2 buildings on her report.

Mr. Newman stated that he just received the yearly report Nevada Broadcasters so it was not included in the packet, he then passed that report around.

8. Public Comments – Non-Action Item

None at this time.

9. Board Comments – Non-Action Item

None at this time.

10. Adjournment

Meeting adjourned at 10:23 am.

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



Gary Morfin, Chairman