

**ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, AUGUST 22, 2017
ELKO CONVENTION CENTER
CEDAR ROOM 8:30 A.M.
MINUTES**

1. Roll call

ECVA Board Members Present: Matt McCarty
Delmo Andreozzi
John Rice
Barry Bhakta
David Zornes

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

Visitors Doris Toothman

2. Call to order and Pledge of Allegiance

Board Chairman, Mr. Matt McCarty, called the meeting to order at 8:35 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 25, 2017 – Action Item (public comment)

Mr. John Rice made a motion to approve the minutes from the Board Meeting of July 25, 2017. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

5A-0822-17 Presentation, discussion and possible approval of \$2000 marketing support funds for the Great Basin College Film Festival as approved by the ECVA Marketing Committee
– **Action Item (public comment)**

Mr. John Rice stated that he needs to disclose that he is an employee of Great Basin College. The Great Basin College Film Festival is its own entity though so he does not have a conflict.

Mr. Newman stated that Mr. Russ Minter was not able to make it to the meeting today, he was hoping to send a representative from the organization but unfortunately that did not work out either. Mr. Newman stated that he doesn't feel this should be an issue though. He explained that when Mr. Minter went before the Marketing Committee there was overwhelming support from the Committee members. Mr. Newman then stated that he would defer to Mr. Rice for further information regarding the festival.

Mr. Rice stated that this event has been very successful in past years, so much so that GBC invested over \$20,000 into new HD theater equipment. He stated that he believes they usually have over 100 people per night.

Mr. Andreozzi asked how much support the Marketing Committee is recommending as the Great Basin College Film Festival has asked for \$1500 to \$2000 in their application.

Mr. Newman stated that the Committee felt that we should give them the full \$2000.

Mr. Delmo Andreozzi made a motion to approve the request for marketing support funds from the Great Basin College Film Festival in the amount of \$2000.00 as recommended by the ECVA Marketing Committee. Mr. Dave Zornes seconded the motion. Motion passed unanimously.

5B-0822-17 Discussion and possible approval to purchase an accounting software program from Cougar Mountain and all matters related to for \$11,794.00 – **Action Item (public comment)**

Mr. Don Newman stated that QuickBooks doesn't do everything that we want it to do. He explained that Mrs. Delynn Jones looked into a few different programs over the years but they were all rather expensive.

Mrs. Susan Paprocki stated that she has done extensive research and found a software that she feels will meet all of our needs and not go over budget.

Mr. Newman stated that we have \$50,000 budgeted for new accounting software.

Mr. Andreozzi asked how the transition from QuickBooks to the new software will go.

Mrs. Paprocki explained that she would like to run at least 2 month concurrent with both programs before switching entirely to Cougar Mountain.

Mr. McCarty asked if this software will be compatible with the programs that Eide Bailey runs.

Mrs. Paprocki stated that she believes it is.

Mr. Newman stated that they have already consulted with Teri of Eide Bailey and she sees no issue with it.

Further discussion took place.

Mr. John Rice made a motion to approve the purchase of new accounting software from Cougar Mountain in the amount of \$11,794.00. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

6. OLD BUSINESS:

7. STAFF REPORTS:

7A-0822-17 Comptroller's Report/Approval of the July expenditures and all matters related to –
Action Item (Public Comment)

Mrs. Susan Paprocki stated that general fund room tax for June 2017 was received in July and was \$85,492.24 compared to June of 2016 which was \$72,429.88, this is an increase of 18.3%. Marketing fund room tax for June 2017 was also received in July and was \$62,994.28 compared to June of 2016 which was \$53,369.38, also an increase of 18.3%. General and marketing fund room tax proceeds are up 4.63% for the fiscal year ending June 2017. We also received Facility Expansion room tax for June 2017 in July which was \$108,702.12, in June of 2016 we received \$60,996.58. Year to date total room tax proceeds for all account are up 18.26 %. Ad Valorem received in July was also for June 2017 and was \$999.31 compared to June of 2016 which was \$9,998.77 this is a decrease of 90%. Year to date Ad Valorem is down 7.67%. Mrs. Paprocki then stated that the total claims for July 2017 are \$267,978.18 and she listed the larger purchases made during the month as well as the investment activity. Mrs. Paprocki also informed the board that there is a misplaced row in her report, it doesn't change the totals anywhere, it is just an amount listed in the wrong spot.

Further discussion took place.

Mr. Delmo Andreozzi made a motion to approve the July 2017 Claims in the amount of \$267,978.18. Mr. John Rice seconded the motion. Motion passed unanimously.

7B-0822-17 Convention & Tourism Report - **Non-Action Item**

Mr. Newman passed around information that Mr. Lester had provided for the Board. He stated that Tom is in Salt Lake City currently. He then told the board that Mr. Lester's report is in the packet for them to read through.

7C-0822-17 Marketing Report - **Non-Action Item**

Mrs. Juli Nelson stated that most of the things she has been working on are laid out in her report but she is very excited to tell them that the ECVA's website is now officially a Mobile Friendly site. She stated that we are also doing a new retargeting campaign through Madden Media. We just got our first report back and we are over half way to our goal in hits. Mrs. Nelson stated that they are also looking for promotional items for a giveaway they are doing with 360 Nevada.

Further discussion took place.

Mrs. Nelson stated that we are working on the new Visitors Guide and we're going to be working on the 2018 Elko Area Events Calendar too, so the Calendar Photo Hunt will be starting soon if they have anything to submit.

7D-0822-17 Events Report - **Non-Action Item**

Mrs. Erin Myers stated that the Car Show would be September 8th through 10th and she has about 30 cars registered right now. She explained that we are working with Jeff and Stormy Remington of Rides and Rods this year and we hope to turn the show over to them completely next year. Jeff and Stormy have done a lot of the leg work in getting sponsorships as they work closely with the car show community. She stated that Mr. Lester wrote a grant for \$5000 through the NCOT to market the Car Show. Mrs. Myers then stated that she is very busy with the Car Show as this is her first year but she will start working on the Events Calendar and the Festival of Trees soon.

Further discussion took place.

7E-0822-17 Facilities Report - **Non-Action Item**

Mr. Wehde stated that the maintenance crew is doing great. They have had some down time so they have been working on getting everything deep cleaned, landscaping, weed removal and fixing up equipment. Chester Plumbing is about 3-4 weeks out on the repair of rooftop boiler unit due to lead time on the parts needed. He stated that we need to slurry the back parking lot so he is going to be contacting Superior Services to schedule that. Mr. Wehde told the Board that Montrose Glass came in and installed a locking metal window in the coat room of the Convention Center. He explained that this will make the coat room secure so that when groups need to lock things up they can use that space.

7F-0822-17 Administrative Report – **Non-Action Item**

Mr. Don Newman stated that the weeds grew out of control this summer, so the crew has spent a lot of their down time doing weed removal and getting the landscaping looking good again. He then told the Board that Audi Noble is no longer an employee of the ECVA, he explained that we have not filled his position yet and will probably wait a few months until things pick up. Mr. Newman stated that whenever the ECVA has to close roads for an event we usually get the barricades through the City, they are going to be trying to get away from providing that service and are asking that you provide your own barricades for road closures. Therefore he has gone ahead and ordered our own barricades and road closed signs for the Car Show any future ECVA event. Mr. Newman stated that the ECVA continues to see results from our campaign with Nevada Broadcasters, we are now seeing a 15 to 1 return on our investment. He then referenced Mrs. Longley's report and stated that even though we have been slow she did have to turn away one event due to lack of space. Mr. Newman then stated that per the ECVA bylaws if we have taken a reservation that will not generate hotel stays and we get a request for a booking for the same dates from an event that will generate hotel stays we must take that booking and cancel or reschedule the one that does not generate hotel stays. This year will be the 2nd year in a row that the ECVA has had to reschedule the High School Theater production due to this bylaw. He explained that he just wanted to inform the Board of this in case they were approached about it.

Further discussion took place.

Mr. Andreozzi asked how we make revenue from catering.

Mr. Newman explained how we have a list of caterers who are approved to work in our facility and they are charged 12% of their sales per event. He explained that any caterer can get on list as long as they have the proper documents and permits.

Further discussion took place.

8. Public Comments – Non-Action Item

None at this time.

9. Board Comments – Non-Action Item

Mr. Rice stated that the cafeteria at GBC has lost their food vendor so if anyone knows of someone who may be interested send them over to the college. He then stated that he would like to invite everyone to the Elko Democratic Party's dinner where they can listen to Catherine Cortez Masto speak.

Further discussion took place

Mr. Andreozzi stated that he just wants to touch on how terrible the internet service is in this area. He explained that Frontier has been down in his office multiple times this month and when they don't have internet they cannot do their jobs. He stated that he feels the terrible quality of service provided by Frontier is having a dire economic impact on the Elko area.

Further discussion took place.

10. Adjournment:

Meeting adjourned at 9:40 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