

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
ELKO CONVENTION CENTER-SAGE LOUNGE
WEDNESDAY, FEBRUARY 10, 2016 – 8:00AM
Minutes**

Ex-Officio: Delmo Andreozzi

Committee Members Present: Billie Crapo, Elko Area Chamber of Commerce
JEN SPROUT, Elko Area Chamber of Commerce
LIZZ TODD, Elko Daily Free Press
KATIE AIKEN, Western Folklife Center
Jerod Linder, Elko Parks and Recreation
Marc Jackcon, California Trail Center
PAM BORDA, NNRDA
LAUREN ROOVART, Northeastern Nevada Museum
TROY EDLER, KENV TV
Bailey Billington, DBA
STACEY SAWYER, Gold Dust West
LYNN RUBEL, Ruby Mountain Symphony

Committee Members Absent: JAMES BROWN, Gold Dust West
JAIRAH RAMIREZ, Hilton Garden Inn
TONY BUZZETTI, Elko County Fair Board
MARK GIBBS, Elko Regional Airport
JOHN CARPENTER, Cimarron West
NATACIA ELDRIDGE, Newmont
KRISTI HANSEN, Red Lion Inn and Casino

ECVA Staff Present: Don Newman
Tom Lester
Juli Nelson
Kandiss Fallowfield
Amber Merz

Visitors: Jess Jones
Robert Johnson

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

Marketing Committee Chairman, Delmo Andreozzi called the meeting to order at 8:13 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.

Mrs. Bailey Billington stated that she had to be at the DBA meeting soon so she was hoping they could move to her agenda item first.

Mr. Andreozzi asked if the committee had any objections. Sensing none he moved to agenda item 7.

7. Presentation, discussion and possible approval of a request for marketing support funds from the Elko Downtown Business Association in the amount of **\$1000.00 – Action Item (public comment)**

Mrs. Bailey Billington stated that the DBA has been wanting to extend their reach out. They have been marketing as much as they can in the area but they have been getting a lot of calls from people outside of the Elko area. So they now want to start marketing their summer "Wine Walks" to surrounding areas but they are tight on their funding dollars. They are very interested in marketing to the Reno and Winnemucca areas, she that obviously with the alcohol consumption at the Wine Walks it is guaranteeing an overnight stay.

Mr. Newman explained that not all of the marketing plan she has listed is eligible for ECVA marketing support and that if this committee approves the request it will need to go to the Board for final approval.

Mr. Lester asked if she would be marketing all of the walks or only certain ones.

Mrs. Billington stated that she would be grouping them together as to market them all. She stated that Mr. Troy Edler has been very helpful with this.

Mrs. Pam Borda made a motion to approve a request for marketing support funds from the Elko Downtown Business Association in the amount of \$1000.00, Ms. Lizz Todd seconded the motion. Motion passed unanimously.

Mr. Robert Johnson asked if he could go next.

Mr. Andreozzi stated that would be fine and that the committee would now move to agenda item 5.

5. Presentation, discussion and possible approval of a request for marketing support funds from the Ruby Mountain Relay in the amount of **\$2500.00 – Action Item (public comment)**

Mr. Johnson stated that their Relay is really growing. They had a horse team last year, they will have some biking teams this year and this will be their 5th year of the event. Their Color Run was very successful. There are runners who are a part of a "50 State Club" who's goal is to run a marathon in every state, a few ran last year and there are more that will be running the marathon this year. They have been wanting to break into trail runs so they have made deal with the Scouts and the Forest Service to have a Trails Run event in the Ruby Mountains on August 6th. They are

expecting to have lots of people try it. The thing they are the most excited about is that his sister became a founding member of the Relay World Championship Series. They have chosen Elko's Relay to host this first World Champion Relay. What is great about that is that it allows winning relay teams to come to Elko and compete against each other in our relay. Mr. Johnson stated that he feels Elko is just a great place to have this event because of all that it has to offer. It will also hopefully provide some opportunities to market the Elko Relay at a national level.

Mr. Newman asked Mr. Johnson to please explain the Relay Course.

Mr. Johnson stated that the Relay starts at Roads End and then comes down Lamoille Canyon, runs through Lamoille then Spring Creek, shoots over to Lee and over Harrison Pass, then they run through the Ruby Marshes under the full moon, this relay is always on the full moon, they run through Ruby Valley against the cliffs and go over Secret Pass into Wells as the Sun is coming up, into Star Valley and then make their way into Wells by noon. He stated that it is such a fun event, the teams have a great time.

Mr. Lester asked when the World Championship Relay is.

Mr. Johnson stated that it will be during the Elko Relay event, August 19th and 20th.

Mr. Lester stated that he highly recommends putting in for grant funding for this event since they are focusing on "World Class Events". He feels they should put in for 8,000 through NCOT as soon as possible.

Mrs. Nelson asked if the funding listed on their marketing fund request under "Facebook" would be used for the "Promote My Event" feature that Facebook offers.

Mr. Johnson stated that it was. He stated that they did not use that option last year but that Facebook is a great way to market on Social Media.

Mrs. Nelson agreed and stated that she would really like to know how that feature works out for them.

Mrs. Pam Borda made a motion to approve a request for marketing support funds from the Ruby Mountain Relay in the amount of \$2500.00. Ms. Stacey Sawyer seconded the motion. Motion passed unanimously.

Mr. Andreozzi stated that he thinks that Mr. Johnson and his organization do a great job on their events and that they also do a great job of capitalizing on the health and fitness movement.

Further discussion took place.

Mr. Andreozzi stated that they would now go back up to agenda item 3 and proceed in the regular order.

3. Approval of the December 09, 2015 Marketing Committee Minutes - **Action Item (public comment)**

Mrs. Pam Borda made a motion to approve the December 9, 2015 Marketing Committee Minutes, Ms. Stacey Sawyer seconded the motion. Motion passed unanimously.

4. Review of the 2016 Marketing Committee members as approved by the ECVA Board of

Directors – **Non-Action Item**

Mr. Newman stated that he has reached out to everyone to make sure that they are all still interested in continuing in their roles. The changes made were to remove Great Basin College, they didn't have a representative and had not attended in some time. So we shifted Mark Gibbs and the Airport up from Members at Large into GBC's old position under Permanent Members, then put Catherine Wines and the Elko Arts Advisory Committee into the Elko Regional Airports old space under Members at Large. Other than that there has been a few name changes under the organizations representatives and those were noted with blue text.

Mrs. Jen Sprout stated that Billie will be taking over for the Chamber as she has taken a new job.

Further discussion took place.

6. Presentation, discussion and possible approval of a request for marketing support funds from the Jake Eary Memorial Rodeo in the amount of **\$1750.00 – Action Item (public comment)**

Mr. Newman stated that Mrs. Eary was not able to make it to the meeting today but seeing as they have supported this event many times before he feels they can probably take this request straight to Board without a motion from the committee.

Mrs. Sprout stated that she has no problem making a motion on this event without Mrs. Eary being present. She stated that any questions she may have had were answered in the request.

The Committee agreed.

Mrs. Jen Sprout made a motion to approve a request for marketing support funds from the Jake Eary Memorial Rodeo in the amount of \$1750.00. Mrs. Pam Borda seconded the motion. Motion passed unanimously.

8. Presentation, discussion and possible approval of a request for marketing support funds from the Spring Creek Association in the amount of **\$3500.00 – Action Item (public comment)**

Mr. Jess Jones stated this will be the 31st year of the Spring Creek Ranch Rodeo. They are going to try to come up with a fresh approach to bring people back to the event this year. It used to be one of the biggest Ranch Rodeos in the state but with all of the new Ranch Rodeos that have started all over the place it has made it hard to draw contestants in. He sat down with the Spring Creek Association and they agreed to make improvements such as added money for prizes, this alone should draw in more contestants. They will be more aggressive in advertising, such as radio ads in Winnemucca during their Rodeo. They have already started advertising on Facebook and with the WSRRA. This is a qualifying rodeo and some of the events will be double points which is a good selling point.

Mr. Andreozzi asked what the dates of the rodeo are.

Mr. Jones stated that it is on April 16th and 17th. He stated that they will be starting at 4pm on Saturday and then at 11am on Sunday. They will also be bringing in miniature bulls this year. He stated that they had them at the New Year's rodeo and it was a hit.

Mr. Newman stated that he and Jessi Bahr spoke about this beforehand. They feel the best way is to have Troy produce the ads and then run them with Charter Media. The way the request is

written the only thing that qualifies for ECVA Marketing Committee Support would be the \$500 ads with Nevada Rancher. If the Convention Center runs the ads with Charter they generally get a 1:1 match, so they could put some ads in Winnemucca, Battle Mountain etc.. Mr. Newman stated that they would like to start out with the same support that they give to the Jake Eary Rodeo which is \$1750 in marketing support. He stated that they do not have the \$3500 in their budget this year with all the other events they have committed to so he would like to see a motion for \$1750.00.

Mr. Lester stated that Mr. Jones should also apply for some grant funding through NCOT. It is probably a little late for this year but it will give him a head start on marketing next year's event.

Mrs. Billie Crapo stated that the Spring Creek Association is a member of the Chamber so she would love to sit down with him and go over some of the advertising that the Chamber provides at no cost as a part of their membership.

Mrs. Pam Borda made a motion to approve a request for marketing support funds from the Spring Creek Association in the amount of \$1750.00. Ms. Stacey Sawyer seconded the motion. Motion passed unanimously.

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

Mr. Tom Lester stated that he is very busy. He stated that he just got back from ABA and NTA, the leads from those shows were already sent out to the hoteliers. He had some good meetings, one, America by Rail, is looking to extend their one night stay in Elko to two nights. He also met with Tripod Vacations. They came to Elko for a FAM tour and are interested in expanding their tours into the area. You Man tours who has been staying in Winnemucca has spoken to one of our hoteliers about shifting their room nights back to Elko. Howard with Lassen Tours is looking at LedgeStone to shift his group to Elko from Battle Mountain. He is headed to Go West Summit in Anchorage next, this is an international show for the 16 western states. Mr. Lester stated that the international market is huge for this area. He has been working with Marlin out of the Netherlands who just sold his first Nevada tour called The Secrets of Nevada. So far we have 2600 leads from the Madden Media campaign. Mr. Lester then showed them a print out of what the RAD Strategies e-blasts look like. He explained the RAD campaign to the committee again. He then passed around the RAD Strategies results. Mr. Lester stated that he did put in an RFP to host Rural Roundup in 2017. He stated that we are possibly the only ones bidding on it but he is not sure. They are looking at doing an event at the California Trails Center. Mr. Lester stated that he got a \$10,000 grant for a new Meet Me in Elko video. He wants to have some of the footage shot during the Mine Expo this summer as the building will be full. He explained that the DVD we have is about 10 years old. He feels we should put the video flash drives to be distributed instead of DVDs.

Further discussion took place.

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

Mrs. Juli Nelson passed around a stack of publications that she has placed ads in and that Elko has been featured in recently. She stated that she is busy promoting the Elko area as a convention, business and vacation destination. She stated that if any of the committee members have or know of events that they want promoted she would love to do that, but they just need to let her know. Kandiss and the rest of the staff is busy gearing up for the Mining Expo and she is working on sponsorships and advertising for that event. She stated that she is very active

promoting Elko on Social Media, especial on Facebook. She stated that she has included a report for the committee to read through in the packet.

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

Mrs. Kandiss Fallowfield stated that she is very busy with Mining Expo. She sent out registration packets in January and the deadline for current vendors is March 7th. She has over 80 companies on the waiting list and she will start moving them into booths after the March 7th deadline. The Mining Mall has been decreased by about half this year. Registration for the golf tournament opened last Tuesday and it was full in under 2 hours so she has a waiting list for that portion of the event as well. She stated that the next event is The Safety Olympiad and the dates for that are July 7-9 and Barrick Goldstrike will be hosting this year.

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

Mr. Newman stated that we have added another maintenance position. We started running the help wanted ads in the paper last week and will hopefully be doing interviews soon. That will give us 5 people on our maintenance crew.

Mr. Newman stated that Room Tax has declined, we are trending at about 6% he believes. He stated that he feels that the properties coming online soon will help to stabilize that though. He then passed around Nevada Business Magazine, he stated that they asked him some questions about the Conference Center for their article. Mr. Newman stated that as Mr. Lester had mentioned they are pretty confident that they will be hosting Rural Roundup in 2017 and they are very to potentially host it. He stated that the Squid was a hit during the Cowboy Poetry Gathering, it will be here until May when it will make its way to California.

Further discussion took place.

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

Mr. Lester stated that Rural Roundup is in Laughlin this year and it is April 15, 16 and 17, he believes. He feels it would be great for all of them to attend.

Mr. Newman agreed.

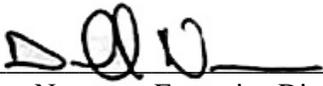
Further discussion on Rural Roundup took place

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

None at this time.

15. Adjourn

Meeting adjourned at 9:16 am.

A handwritten signature in black ink, appearing to read 'D. Newman', is written above a horizontal line.

Don Newman, Executive Director ECVA