

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

1. Roll call

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

ECVA Staff Present: Don Newman, Executive Director
Juli Nelson, Marketing Coordinator
Kim Longley, Facility & Catering Coordinator

Visitors Doris Toothman
Jess Jones
Carrie Eary
John Wright
Bailey Billington
Marianne Johnson

2. Call to order and Pledge of Allegiance

Board Chairman Gary Morfin called the meeting to order at 8:34 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 January 26, 2016 – Action Item (public comment)

Mr. Matt McCarty made a motion to approve the minutes from the January 26th 2016 Board Meeting, Mr. Barry Bhakta seconded the motion. Mr. Delmo Andreozzi abstained as he was not present at that meeting. Motion passed.

5. NEW BUSINESS:

5A-0223-16 Presentation, discussion and possible approval of a request for marketing support funds from the Ruby Mountain Relay in the amount of **\$2500.00** as approved by the ECVA marketing committee– **Action Item (public comment)**

Mrs. Maryanne Johnson stated that there are 9 races scheduled this year, the one that they are very excited for is the Nevada Marathon, this will be the 3rd year of that race. Last year they had about 10 people from New Hampshire, South Dakota etc. who travel the country and run a marathon in every state. That race is in August and they usually have about 500 people who run in it. They have two new races this year, the first is the Timberline Trails run that they are doing in conjunction with the Boy Scouts of America. The other new race is Break for Bacon which is a 5k race with bacon themed treats handed out at stops along the way.

Mr. Don Newman asked what the route the runners take for the Ruby Mountain Relay is.

Mrs. Johnson then stated that the relay starts at Roads End in Lamoille and then works its way through Spring Creek, Lee, Harrison Pass and makes its way all the into Wells. The teams are made up of 12 people and the course is 182 miles.

Mr. Andreozzi stated that the Marketing Committee fully supports this even and recommends that the Board approves the funds. He stated that he feels they do a great job of capitalizing on the health and fitness movement we are seeing.

Mr. Matt McCarty made a motion to approve the request for marketing support funds from the Ruby Mountain Relay in the amount of \$2500.00 as approved by the ECVA marketing committee, Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

5B-0223-16 Presentation, discussion and possible approval of a request for marketing support funds from the Jake Eary Memorial Rodeo in the amount of **\$1750.00** as approved by the ECVA marketing committee – **Action Item (public comment)**

Mr. John Wright stated that Mrs. Carrie Eary has asked him to come with her today help speak to the board on her behalf as it is very difficult for her to speak on the matter sometimes. He stated that over the years the rodeo has continued to grow, they have now outgrown the Spring Creek Horse Palace and have had to move it to the Elko Fairgrounds. Due to weather and the rodeo now being outdoors they have had to move the rodeo into June. Last year there was over 500 contestants. Other than the Stampede he doesn't know of any other Rodeo that brings in the amount of contestants and spectators that the Jake Eary Memorial Rodeo does. The money that is made from the Rodeo is given back in Scholarships in Jakes Memory which he feels is very important.

Mrs. Eary stated that it's a full family rodeo, they range from Peewee events all the way up to Rough Stock. She stated that the event has become very well know, they have amazing stock contractors that bring amazing stock, which is what draws in such well known riders. Last year they even had Rusty Wright here. With it being in Elko now instead of Spring Creek she believes they will have even more people staying in hotels in Elko and they are also able to start it on Friday night so it is now a 3 day event.

Mr. Don Newman stated that he would like to remind the Board that last year they gave them \$1750 in marketing funds as well as \$250 out general fund for either a scholarship or sponsorship.

Mr. Gary Morfin stated that he is wondering if \$1750 is even going to be enough money. He stated that moving the event to Elko will more than likely increase all of their costs.

Mr. Newman stated that they will need to look at the Marketing fund balance to see what is available. He thinks we should consider possible increasing next year depending on where they are at and how the event goes this year.

Further discussion regarding an increase in the marketing support funds took place.

Mr. Wright stated that would be very grateful for any support that the board is comfortable providing.

Mr. Delmo Andreozzi made a motion to approve the request for marketing support funds from the Jake Eary Memorial Rodeo in the amount of \$2000.00. Mr. Matt McCarty seconded the motion with discussion.

Mr. McCarty asked if \$250 was one of the sponsorship levels.

Mrs. Eary stated that there was not an official sponsorship of \$250.

Mr. Wright stated that even so they would appreciate any amount of sponsorship that the ECVA was willing to contribute.

Mrs. Eary stated that the \$250 could be used as a ½ saddle sponsorship, shootout, etc.

Further discussion of the sponsorship levels took place.

Mr. Delmo Andreozzi amended his motion to \$1750 in marketing support funds and \$500 in general fund sponsorship dollars for out of the area marketing and support of the Jake Eary Memorial Rodeo as recommended by the ECVA marketing Committee. Mr. McCarty seconded the amended motion. Motion passed unanimously.

5C-0223-16 Presentation, discussion and possible approval of a request for marketing support funds from the Elko Downtown Business Association in the amount of **\$1000.00** as approved by the ECVA marketing committee – **Action Item (public comment)**

Mrs. Bailey Billington stated that the DBA has had the downtown Wine Walks for about 10 years. Their events have a great following and usually range from 350 to 700 participants. They are starting to see additional people who are coming into the area from out of town for these events. So they are hoping to get some marketing support to dedicate to TV ads to bring in even more out of town participants. They would like to use about \$800 in the Reno area and then another \$200 in the Winnemucca/Lovelock area and really try to capitalize on the I-80 corridor. Mrs. Billington stated that when participants come from out of town for a Wine Walk that generally generates an overnight stay in a hotel.

Mr. Newman stated that he and Bailey have been speaking about this and he feels it would be a great value as we do get a match on our TV ads with Charter. He stated that we have supported and worked

with the DBA on other events in the past and he feels this is a great opportunity help them promote and expand an already great event.

Mr. Morfin asked when they would start running the ads.

Mrs. Billington stated that they would start in April.

Further discussion took place.

Mr. Matt McCarty made a motion to approve the request for marketing support funds from the Elko Downtown Business Association in the amount of \$1000.00 as approved by the ECVA marketing committee, Mr. Barry Bhakta seconded the motion. Motion passed unanimously.

5D-0223-16 Presentation, discussion and possible approval of a request for marketing support funds from the Spring Creek Association in the amount of **\$3500.00** as approved by the ECVA marketing committee– **Action Item (public comment)**

Mr. Don Newman stated that the agenda and original request were for \$3500, but he believes that after some discussion with the Marketing Committee they did agree on \$1750.

Mr. Jess Jones stated that this will be the 31st annual Ranch Hand Rodeo that they have put on. He stated that over the last few years the rodeo attendance has been down. He sat down with the Spring Creek Association to come up with ideas on how to bring the participation back up. He stated that there are more Ranch Rodeos now than there have been in the past so it makes it harder to compete. He stated that the Spring Creek Association has upped the “added money” which should help to increase the number of contestants. When they did this at the Carlin Ranch Rodeo they almost doubled their participation. He stated that the Ranch hand Rodeo in Winnemucca actually turns away participants, they have to qualify to participate.

Mr. Newman stated that he stopped in Winnemucca and heard discussion about their Ranch Hand Rodeo. He thinks it would be good to get the word out that people can participate in ours to help qualify for the Winnemucca rodeo.

Mr. Matt McCarty asked when the finals in Winnemucca are.

Mr. Jones stated that they are in November.

Further discussion on the schedule of the rodeos and qualifications took place.

Mr. Matt McCarty made a motion to approve a request for marketing support funds from the Spring Creek Association in the amount of \$1750.00 as approved by the ECVA marketing committee. Mr. Barry Bhakta seconded the motion. Motion passed unanimously.

6. OLD BUSINESS:

7. STAFF REPORTS:

7A-0223-16 Comptroller's Report/Approval of the January expenditures and all matters related to – **Action Item (Public Comment)**

Mrs. Delynn Jones stated that financial statements are for the month ending January 31st 2016. Room tax for December was down 4.6% so year to date we are down 7.3 %. Ad Valorem had a sizable increase in December so year to date we are up 14.1%. She stated that if you look at the Capital Projects worksheet you will we still have about \$22 thousand due from central assessments that will be coming from the county.

Mr. McCarty asked if there has been any further discovery on the Airport Property tax lawsuit and whether or not that will affect us.

Mr. Newman stated that it is going to court so it may be a while. He stated that he spoke to Curtis about the issue though. Curtis feels that if it ends up needing to be repaid it will only go back 3 years and our portion of that is very minimal.

Mr. Matt McCarty made a motion to approve the January 2016 claims in the amount of \$137,660.81. Mr. Barry Bhakta seconded the motion. Motion passed unanimously.

7B-0223-16 Convention & Tourism Report - **Non-Action Item**

Mr. Don Newman stated that Mr. Lester is at Go West Summit but his report is included in the packet. He stated that the most important thing on there is probably that we turned in our bid to host the 2017 Rural Round up, it's very likely that we will be awarded the bid for that event. What the NCOT does is gives us \$32,000 to spend on the event and any cost above that we would cover.

Mr. McCarty asked if we know who else has bid.

Mr. Newman stated our biggest competitors would be Winnemucca and Wendover but he does not know if they bid or not.

Further discussion on Rural Round up took place.

Mr. Newman stated that NCOT is doing a European Sales Mission in May. He stated that it is very close to the Mine Expo so he was not able to go so Tom will be going instead.

Further discussion took place.

7C-0223-16 Marketing Report - **Non-Action Item**

Mrs. Juli Nelson stated she continues to promote Elko as a vacation, business and historical destination. She has been busy working on promoting the 2016 Elko Mining Expo. She just placed an ad in the 2016 Nevada Mining Directory. She has put together a new advertising packet for this year's Mine Expo. She has been very

busy with sponsorships for the Mine Expo as well. She stated that another thing that she does a lot of is “in kind donations” for the people we provide marketing support to. This is usually designing posters, flyers or ads for their events as well as printing of posters etc.

7D-0223-16 Events Report - **Non-Action Item**

Mr. Newman stated that Mrs. Fallowfield was not present.

Mrs. Nelson stated that this is a very busy time for Kandiss. She has outlined pretty much everything in her report. Mrs. Nelson stated that the Golf Tournament did fill up in about an hour and a half this year which was even faster than normal.

Mr. Newman stated that we are looking at making some adjustments to the sign ups and golf participation rules in 2017 due to how quickly the tournament fills up and how angry people get if they do not get into the tournament. Mr. Newman stated the JS Redpath is sponsoring the Golf Shirts again this year which is great, it is a huge sponsorship and we really appreciate it.

Further discussion on Mine Expo took place.

7E-0223-16 Facilities Report - **Non-Action Item**

Mr. Newman stated that Steve is very busy so he is not able to attend today. He and Ralf are the only ones in this morning so they are busy flipping from the Ted Cruz Rally last night for the concert in the Auditorium today. Mr. Newman stated that they will be hiring another maintenance person, they already have ads running for that position. Kim is keeping them very busy between the two buildings, they always have to have 5 maintenance guys on the schedule.

Mr. McCarty stated that he wanted to comment on the great job the maintenance crew did at the Rubio Rally, he stated that they were doing a great job of setting up chairs, the last minute changes to the set up and accommodating the additional attendees.

Further discussion took place.

7F-0223-16 Administrative Report – **Non-Action Item**

Mr. Newman stated that he and Mrs. Jones will be working on the budget soon and they will have a tentative budget by the next meeting. He stated that bookings continue to come in and Kim has had to block out time for the warranty repairs to be done on the new building in March. The Attorney Generals conference that was here went great, we may be picking up a Domestic Abuse conference in July as well. Pershing County is looking into the P3 process so he has been speaking to them about that. He stated that if you look at the very last page of the packet you will see Kim’s report. It shows that our facility and catering revenue was the same as our mortgage which is really impressive.

8. Public Comments – **Non-Action Item**

None at this time.

9. Board Comments – **Non-Action Item**

Mr. McCarty stated that some of the larger lodging properties saw a decrease in January of about 10 % occupancy year over year with a running 3 month average of about a 17 % drop which he is hoping means we are at the tail end of the drop.

Mr. Bhakta stated that the Comfort Inn, Super 8 and Travelodge are down but the Rodeway Inn is about the same because those guests are mostly extended stay.

10. Adjournment

Meeting adjourned at 9:54 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