

**ELKO CONVENTION & VISITORS AUTHORITY  
REGULAR BOARD MEETING  
TUESDAY, JULY 26, 2016  
ELKO CONVENTION CENTER  
CEDAR ROOM 8:30 A.M.  
MINUTES**

**1. Roll call**

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

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

**2. Call to order and Pledge of Allegiance**

Board Vice Chairman Matt McCarty called the meeting to order at 8:34 am and stated that Board Chairman Gary Morfin was absent today and Board Member John Rice was expected to attend but must be running late.

**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 June 28, 2016 – **Action Item (public comment)****

*Mr. Delmo Andreozzi made a motion to approve the minutes from the June 28, 2016 Board Meeting, Mr. Barry Bhakta seconded the motion. Motion passed unanimously.*

**5. NEW BUSINESS:**

**6. OLD BUSINESS:**

**7. STAFF REPORTS:**

7A-0726-16 Comptroller's Report/Approval of the June expenditures and all matters related to –  
**Action Item (Public Comment)**

Mrs. Delynn Jones stated that this financial statement ends June 30<sup>th</sup> 2016 so it wraps up our fiscal year. She stated that it does not have the audit adjustments on it but it is comparable to what the other months during the year have been. We received the May room tax but it was not until July, she accrued it back to June so it is shown on this financial statement. She stated that the only month room tax missing now is June, year to date we are down 6.7% from 2015. Mrs. Jones then stated that the facility expansion room tax, which tends to vary, is down almost 24% year to date. Ad Valorem taxes had a significant increase from our May payment so they are up 24% year to date. Total claims for the month of June 2016 are \$379,054.81. She stated that if you compare this year to last year you can see the Conference Center lease payment, utilities, various Mine Expo expenses, grant expenses for Tom and of course the new chairs which we are using today.

Mr. Newman stated that he feels the preventative maintenance we have been doing has really helped to keep the cost under control a lot better.

Mr. Andreozzi asked if the payment to the Elko Citizens Patrol was for the Mining Expo.

Mrs. Jones stated that it was.

Mr. McCarty asked if the utility payment in June was higher than normal or if that is about average for the monthly payment.

Mrs. Jones referenced her financial reports and stated that she believes that the total utility bill for the Conference Center is usually less expensive than the utility bill for the Convention Center but she did notice an increase in the last electric bill. She stated that she believes this is due to the weather change and running the Air Conditioner all the time. She stated that we are going to have to be conscious of leaving lights and power on when the building is not in use but overall the Conference Center was designed to be a much more energy efficient facility than the Convention Center is.

Further discussion on utilities took place.

Mr. Matt McCarty stated that he just wanted to clarify something before we moved on, in the profit and loss for the general fund we are down about \$19,000 but once we receive room taxes we will be well over budget. Even though we budgeted in the red will end up in the black, correct?

Mrs. Jones stated that Mr. McCarty was correct. She explained that we are waiting on 2 months of consolidated tax and 1 month of room tax, so yes, we will be well into the black.

Further discussion took place.

***Mr. Delmo Andreozzi made a motion to approve the June 2016 Claims in the amount of \$379,054.81, Mr. Barry Bhakta seconded the motion. Motion passed unanimously.***

Mr. Tom Lester stated that he will be doing sales calls in the Carson City and Reno area soon. He is working with Patrick Ferris of Patrick Media on finishing up the new Meet Me in Elko video. It will be loaded onto USB flash drives instead of DVDs. Mr. Lester passed around the flash drive that was ordered for the Meet Me in Elko video. After he returns from Reno he will be going to Dallas Texas for Connect, the largest meeting planner's conference, then he will be attending Small Market Meetings in Alabama. He and Mr. Don Newman will be going to the Governor's Conference on Tourism again this year. He and Don Westfall of the Northeastern Nevada Museum will be attending the Nevada Museum Association Conference, they are hoping to have it brought to Elko next year. He recently attended IPW which is the largest international show for the United States. He met with several different tour operators and had a great meeting with Thomas Cook Tours out of India. He stated that the Cowboy Country Territory has over 3100 likes on Facebook. The next Territory meeting will be August 11<sup>th</sup> in Battle Mountain.

\*Board Member John Rice arrived at 8:50 am.

Mr. Lester then stated that he is working with Cable One out of Boise, they will be running ads in the Boise and Twin Falls Market. He stated that he included a leads report in his portion of the packet. This is paid for by Cowboy Country Territory but it is benefiting the Elko area so he included it. Mr. Lester then passed around a leads report on the new geo-fencing and geo-tracking campaigns he has been doing. Mr. Lester stated that he received a grant to reprint the trifold brochures featuring the different entities, they will be distributed through Certified Folder again.

Mr. John Rice stated that he actually saw the Cable One commercial when he was in Boise, it looked great.

Mr. Lester stated that they had some great footage for the commercial and he is very happy with it. He stated that he shared it on the Cowboy Country Territory Facebook page and has had people commenting that they don't believe the footage is actually of Elko. Mr. Lester then passed around a stack of publications and brochures featuring Elko.

Mr. Don Newman referenced the trifold brochure and stated that they have considering designing something similar to it but printing it as a placemat and distributing them to all of the restaurants in the area. He stated they were very happy with how it turned out and it has been very popular so that may be something that they will be doing in the future.

Mr. John Rice referenced Mr. Lester's statement about the comments on Facebook regarding the Elko commercial. He stated that this really says to him as a City Council member that they need to get off the dime on the Downtown Redevelopment project. The plans are all there they just have to pull the trigger on it and get started.

Mr. McCarty asked if they thought it would be possible to show the commercial to the City Council meeting tonight, tell them about the comments on Facebook and use it to start discussion on the matter.

Mr. Newman stated that the Centennial Park is on their agenda today so it may be possible to get it under public comment on that agenda item.

Further discussion on downtown redevelopment took place.

#### 7C-0726-16 Marketing Report - **Non-Action Item**

Mr. Don Newman stated that Mrs. Juli Nelsons report is in the packet for the board to read through. He stated that she has been staying very busy marketing the 2016 Elko Classic Car show. He stated that we are replacing the light poles around the Convention Center and putting in new light poles around the Conference Center so that they all match. Mrs. Nelson designed new pole banners for those light poles then passed around the pole banner designs as well as various ads she has done recently.

#### 7D-0726-16 Events Report - **Non-Action Item**

Mrs. Kandiss Fallowfield stated that the most recent ECVA event was the Safety Olympiad. She stated that she is sure that they had read about the injury that occurred during the Olympiad in the Elko Daily Free Press but Don will be addressing that in a minute. She stated that Barrick Goldstrike was the hosting team this year, they had 9 teams register and 2 of them came from out of state. The winning team was Kinross Round Mountain, Barrick Cortez took 2<sup>nd</sup> place and Kinross Bald Mountain took 3<sup>rd</sup>.

Mr. Don Newman stated that he has spoken with Barrick about the injury that occurred. For this event they bring in their own props and set up scenarios and he was told that it was due to a malfunction with one of their props. The ECVA was not made aware of the injury until days after the incident occurred. Barrick informed him that they will be handling everything and taking on the responsibility. He explained that since Barrick is dealing with it in house he really doesn't have any other information on what happened.

Mrs. Fallowfield stated that the next event that she is working on is the Elko Classic Car Show. The Car Show is taking place on September 9<sup>th</sup> and 10<sup>th</sup> this year. We have 2 car clubs attending that we know of, one being the Elkohaulics, out of Boise, and another club she has spoken to who will be coming from California. She stated that Mr. Lester wrote a grant for marketing the Car Show and Troy Edler is working on their ads. She stated that they did medals instead of dash plaques last year but they will be going back to the dash plaques this year. This year they have a new sponsor, Nichols Kustom Pinstriping, who will be making custom trophies for the top winners. She stated that she is very excited to see them as it will be something different that we haven't done before.

#### 7E-0726-16 Facilities Report - **Non-Action Item**

Mr. Steve Wehde stated that he has been on vacation for most of the month. He stated that there are 3 new employees on the maintenance crew and they seem to be doing pretty well. The crew has been working on replacing the ceiling tiles and got most of it done while he was gone. He stated that Performance Audio was here taking measurement and photos of the auditorium and he is hoping to have a quote from them by the next meeting.

#### 7F-0726-16 Administrative Report – **Non-Action Item**

Mr. Newman stated that we are on the agenda for the City Council meeting tonight. He will be going before them asking for approval to close part of College Avenue and Moren Way during the car show. He feels that with the size of the show now and being spread out between the park and the Convention Center it should be closed for safety reasons. Mr. Newman attended the Airport Summit meeting in Las Vegas with Curtis Calder and Mark Gibbs in June, it went very well. He stated that he feels Mr. Gibbs is a great asset to our Airport and community, he felt that he really made a great impression at the summit and does a great job of marketing the Elko Airport. He stated that there

will be a film crew in town from the show Wild Fish, Wild Places, they will be filming in Lamoille and at Angel Lake. They may also film a segment at the Star Hotel and Aspens Restaurant inside of the Red Lion. They are still trying to get Green Day to come in and replace the trees and landscaping so hopefully that will be done soon. Mr. Newman then stated that he has attached the Nevada Broadcasters report and Mrs. Longley's Facility Usage and Catering report for the board to review.

Mr. McCarty asked if it would be possible to differentiate between the Convention Center and Conference Center on the Facility Usage and Catering report, perhaps with an asterisk or a different colors.

Mr. Newman stated that he was sure it would be possible to do that.

## **6. Public Comments – Non-Action Item**

None at this time.

## **7. Board Comments – Non-Action Item**

Mr. John Rice stated that our local Basque Dancers were not present at the Basque Festival this year because they were at an event at the Smithsonian. He stated that there were Basque dancers from all over the United States as well as a group from Basque Country and they represented our community very well. They were complimented on how much joy and pride they took in their performances. The Basque group from the old country even complimented them on it and took them under their wings. He really feels that we have such a great Basque community in Elko and he is sad that the attendance of the Basque Festival in Elko has gone down over the years. He would like to see the city and the ECVA come together to help grow the event again.

Mr. Newman agreed and stated that he feels that it also falls in line with what Mr. Rice and Mr. McCarty hope to bring up to the Council tonight, events like the Basque festival could be so much more if they had a central location to be held. He feels that the downtown corridor would be an ideal location for this event could really support and benefit it.

Further discussion on the Basque Festival took place.

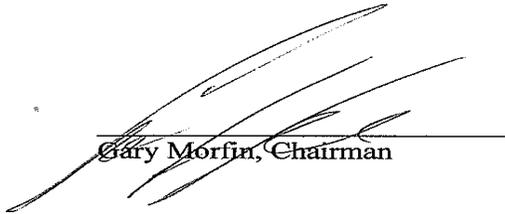
Mr. Matt McCarty stated that Mr. Robert Johnson of the Ruby Mountain Relay has approached him and is interested in bringing in the Tough Mudder race. They would need at least 200 participants to break even with the cost of bringing everything in for the event.

Mr. Newman stated that he would just like to express his sympathy for the friends and family of Lynn Rubel. He informed the board that the Symphony would like to do a memorial concert for her at the Convention Center, they have not booked a date for that yet but they did cancel Octoberfest.

## **8. Adjournment**

*Meeting adjourned at 9:43 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