

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, JULY 25, 2017
ELKO CONVENTION CENTER
CEDAR ROOM 8:30 A.M.
MINUTES

1. Roll call

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

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

Visitors Doris Toothman
Simone Turner
Mica Johnson

2. Call to order and Pledge of Allegiance

Board Chairman, Mr. Matt McCarty, called the meeting to order at 8:32 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.

Mr. Newman stated that he would like to discuss 2 things under public comments today. He introduced Simone Turner and Mica Johnson of the Elko Arts Council. He explained that they are here today because he recently met with Catherine Wines and Barry Crawford about installing a permanent art piece on the grounds. He referenced a small horse statue in the room and stated that Mr. Crawford and Mrs. Wines approached him with the idea that Mr. Crawford would build a 12foot tall version and the ECVA would install it somewhere on site, most likely between the two buildings. He explained that when the ECVA had the temporary installment of Mr. Crawford's last year, the Squid, it was very popular and people came from all over to see it. Mr. Newman stated that this piece would cost about \$30,000 so he thinks that they should approach businesses in the community and ask for sponsorships. He stated that he feels this would be a huge benefit to tourism in the community as Mr. Crawford would display this piece at Burning Man prior to its installation here and that would be a great draw for

“Burners” as well as anyone interested in Burning Man. Mr. Newman then stated that he feels Mr. Crawford is an incredible artist that will be huge someday very soon.

Mica Johnson stated that they were just here today to represent the Elko Arts Council as Catherine could not come. She stated that they also wanted to come to really stress the importance of public art and how great it would be for our community to have a piece like this. She asked if the Board had any questions that they would like answered.

Mr. Andreozzi stated that he thinks this is a great piece and he agrees that it would be great for the community.

Mr. John Rice stated that he also agrees that this is a great piece and he supports it. He then stated that he would like to bring this up under the public comment section at the city council meeting today as they may have some ideas about how to fund it.

Further discussion on finding funding took place.

The Board agreed that this project would be an asset to the ECVA and community and that they should look into ways to fund it including grants, sponsorships and in-kind donations.

Mr. Don Newman then introduced Mrs. Erin Myers. He stated that the second thing he wanted to talk about today was Mrs. Myers as she is the ECVA’s new Events Coordinator and that she was picked from the 15 applicants that he and Mrs. Fallowfield interviewed. He stated that Kandiss will be moving soon and we all will miss her very much but that we are confident that Erin will do great in her new job.

The Board welcomed Mrs. Erin Myers to the ECVA staff.

4. Approval of minutes from the Board meeting of June 27, 2017 – Action Item (public comment)

Mr. Delmo Andreozzi made a motion to approve the minutes from the Board Meeting of June 27, 2017. Mr. Dave Zornes seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

5A-0725-17 Review, discussion and possible approval to update the ECVA Debt Management Policy and all matters related to – **Action Item (public comment)**

Mrs. Paprocki stated that this policy is required by NRS statute for any local government that has debt. We need to update our policy this year due to the fact that we had to change our lease, lease back to a capital lease.

Further discussion took place.

Mr. John Rice made a motion to approve the update of the ECVA Debt Management Policy. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

5B-0725-17 Discussion and possible approval to purchase a one year subscription to the STR

Monthly Trend Destination Report for \$2000 – **Action Item (public comment)**

Mr. Newman stated that this is something that they have discussed for the past few months. He explained that the STR report includes about 17 of the 33 properties in Elko. He stated that he believes that they are all of the larger chain properties. Mr. Newman explained that it would give us a more accurate idea of the trends than the information received from the City as reporting to the City is not mandatory.

Further discussion took place.

Mr. Rice stated that if they felt that it would be helpful to make reporting to the City mandatory the Lodging Committee could go to City Council and request that.

Mr. Newman stated that the Lodging Committee is meeting tomorrow and that he would bring it up if they would like. He then asked Mr. McCarty if he would like to come speak with them about it as well.

Mr. McCarty stated that he would.

Mr. Andreozzi asked if the STR would reflect the 28 day tax exempt stays as well as the short term stays.

Mr. McCarty stated that it would not show the different types of occupants staying in the room, that information would have to come from the report from the City. Mr. McCarty then explained the 28 day extended day tax exemption to the board.

Further discussion took place.

Mr. John Rice made a motion to approve the purchase of a one year subscription to the STR Monthly Trend Destination Report for \$2000. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

**Mrs. Mica Johnson and Mrs. Simone Turner excused themselves 9:08 am.*

STAFF REPORTS:

7A-0725-17 Comptroller's Report/Approval of the June expenditures and all matters related to –
Action Item (Public Comment)

Mrs. Susan Paprocki stated that the general fund room tax received in June was for the month of May 2017 and was \$56,113.32, in May of 2016 general fund room tax was at \$51,648.73, this is an increase of 8.64%. Marketing fund room tax received June was for the month of May 2017 was \$41,346.66 and May of 2016 was 38,056.96, also an increase of 8.64%. Facility expansion room tax for April and May 2017 was received in June as well and was \$83,962.07. Year to date room tax for all funds is up .63% and 2.73% for General and Marketing Funds. Ad Valorem received in June was also for May of 2017 and was \$17,683.75, May 2016 was \$40,589.81, ad valorem is down 56.43 % for May and 5.79% year to date. The reason for the significant decrease was a decrease in net proceeds. Total claims for June 2017 are \$354,604.78.

Mr. Delmo Andreozzi made a motion to approve the June 2017 Claims in the amount of \$354,604.78. Mr. John Rice seconded the motion. Motion passed unanimously.

7B-0725-17 Convention & Tourism Report - **Non-Action Item**

Mr. Tom Lester read through his travel schedule for the board and stated that he will also be doing some sales calls. He stated that he recently attended IPW and made some great connections, one of them may generate 2 buses a week out of India. He then stated that he will have student groups coming to Elko during the California Trails Days events next May. He stated that he is still looking for anyone who may be interested in volunteering to help him out. He needs volunteers for the Boise Golf and Travel Show, expenses will be paid in exchange for helping him work the booth. Mr. Lester then stated that he is working on getting the Adventures on the Edge brochure reprinted, he is currently just updating some of the information. He stated that Mrs. Nelson is working on the Ghost Towns brochure. He has also started to work on the 2018 Elko Area Visitors Guide and is updating that as well. Mr. Lester stated that he got a \$5000 grant to market the Rides & Rods Elko Classic Car show this year and that the ads for the car show would be hitting the Boise area in August. Mr. Lester stated that he will be getting a new marketing video for Elko as our is very old. He stated that the video itself will be about 1 ½ minutes long and that he will also get 30 blips for each season.

Mr. Rice asked who would be filming the video.

Mr. Lester stated that Patrick Ferris would do it. He then passed around various publications featuring the Elko area as well as reports on marketing campaigns.

Further discussion took place.

7C-0725-17 Marketing Report - **Non-Action Item**

Mr. Matt McCarty stated that Mrs. Nelson was not present today but that the board could read through her report.

7D-0725-17 Events Report - **Non-Action Item**

Mrs. Kandiss Fallowfield stated that the Safety Olympiad took place July 6,7 & 8. The winning team was Black Thunder Mine from Gillette WY. Out of 12 teams 5 came from out of state which is great. Mrs. Fallowfield stated that the next event is Rides & Rods Elko Classic Car Show. This will take place September 8,9 &10 with awards being on 10th. She stated that registration forms for this event are already coming in. Troy Edler sent over the commercial that he did for it and it sounds great. She and Don met with crew at Mattie's as well as Jeff and Stormy Remington to talk about Mattie's hosting some special events in conjunction with the car show. They have added in a new area for local nonprofits to set up and promote organizations this year, so that should be great. Mrs. Fallowfield stated that they were able to get a \$5000 grant from the NCOT due to the rebranding. She stated that she would also like to set up meeting with Jeff and Stormy before she leaves so that she can introduce them to Erin.

7E-0725-17 Facilities Report - **Non-Action Item**

Mr. Wehde stated that the maintenance crew is doing good. They have been using this month to get all caught up on the deep cleaning and landscaping. Chester Plumbing has been here working on the AC coil and boiler as they have had some issues but that should be done soon. He explained that he just got back from vacation so he has not been brought up to speed on the status of that yet.

7F-0725-17 Administrative Report – **Non-Action Item**

Mr. Newman stated that they are very excited to have Erin on the team, he stated that they are of course sad to see Kandiss go though and thank her for her time with the ECVA. He stated that he attached a letter that he sent out this morning bidding for OCTA in 2020. He stated that Core will be replacing the tile in the Conference Center as it has been cracking. Madden Media is doing a 3rd person storytelling campaign that we will be taking place in.

Further discussion took place.

6. Public Comments – Non-Action Item

None at this time.

7. Board Comments – Non-Action Item

Mr. Bhakta stated that his cousin is coming from Bombay India to Elko and found a flight for \$800. Mr. Lester stated that a lot of the international flights are cheaper he has noticed. He stated that this is why he always checks what it will cost to fly in or out of Elko before booking, just incase.

Further discussion took place.

Mr. Rice stated that he will be continuing the Nevada Adventure Trail that he discussed at the last meeting.

8. Adjournment:

Meeting adjourned at 10:05 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

