

**ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, JULY 24, 2018
ELKO CONVENTION CENTER
CEDAR ROOM 8:30 A.M.
MINUTES**

1. Roll call

ECVA Board Members Present: Matt McCarty
Dave Zornes
Barry Bhakta
Reece Keener

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

Visitors Doris Toothman
Toni Jewell

2. Call to order and Pledge of Allegiance

Board Chairman, Mr. Matt McCarty, called the meeting to order at 8:39 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 June 26, 2018 – Action Item (public comment)

Mr. Reece Keener made a motion to approve the minutes from the Board Meeting of June 26, 2018, Mr. Dave Zornes seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

5A-0724-18 Review, discussion and possible approval to update the 2018-2019 ECVA Debt Management Policy and all matters related to – **Action Item (public comment)**

Mrs. Susan Paprocki explained that this is an item that we will have to go over and approve every year because of the building of the Conference Center. She explained that the assessed value has gone up and the debt has gone down which is to be expected.

Mr. Dave Zornes made a motion to approve the update to the 2018-2019 ECVA Debt Management Policy. Mr. Reece Keener seconded the motion. Motion passed unanimously.

Further discussion took place.

6. OLD BUSINESS:

7. STAFF REPORTS:

7A-0724-18 Comptroller's Report/Approval of the June expenditures and all matters related to
– **Action Item (Public Comment)**

Mrs. Susan Paprocki stated that Room Tax proceeds for May 2018 were received on July 2 and were as follows; general fund room tax received \$58,320.81, an increase of 3.93 % compared to May 2017 when general fund received \$56,113.32. Marketing fund room tax received \$42,973.23 in May 2018, also an increase of 3.93% compared to May 2017 when Marketing fund received \$41,346.66. Year to date General and Marketing fund Room Tax proceeds are up 5.61%. Facility expansion room tax received \$59,112.26 in May 2018, in 2017 a single payment was received for April and May in the amount of \$83,962.07. Year to date all room tax accounts are up 10.65%

Ad valorem received in June was for the month of May 2018 and was in the amount of \$68,635.65, compared to May 2017 \$17,683.75 this is an increase of 288.13%. Year to date Ad Valorem is up 14.28%.

Mrs. Paprocki then stated that total claims for June 2018 were in the amount of \$353,505.73, Print n'Copy claims for May were in the amount of \$808.90 so total claims less Print n'Copy were in the amount of \$352,696.83.

Mr. Reece Keener made a motion to approve total claims for June 2018 less Print 'n Copy in the amount of \$352,696.83. Mr. Dave Zornes seconded the motion. Motion passed unanimously.

Mr. Dave Zornes made a motion to approve the June 2018 Print 'n Copy claims in the amount of \$808.90. Mr. Barry Bhakta seconded the motion. Mr. Reece Keener abstained from voting. Motion passed.

Further discussion took place.

7B-0724-18 Convention & Tourism Report - **Non-Action Item**

Mr. Tom Lester went over his travel schedule with the Board. He stated that he did an interview with Good4Utah in Lamoille Canyon on June 16th. He stated that he had included the website link to that

interview in his report. Mr. Lester stated that the In Your Backyard commercials are playing in the Boise area. He has scheduled the new Elko marketing video shoot to take place August 10th through August 12th. Filming will begin at the Chilton tower and from there he is planning to go to Lamoille Canyon and then to various other locations over the weekend. Mr. Lester then stated the Meet Me in Elko redirect campaign is still running and doing well. He went of the most recent results from that campaign with the Board. He explained that this is paid for in part by a grant from the NCOT. Mr. Lester then stated that an Adventure Race group came into the ECVA yesterday and he was able to sit down and meet with them. They are looking at holding a race in the area next July and then continuing it annually. This group holds races all over the world and they have participants that would come from all over the US as well as international participants. He then stated that Travel Nevada went to Japan recently and forwarded some leads and information requests to him. He has reached out and had correspondence with one group already. He explained that the Salt Flats are a huge travel destination for Japanese tourists right now so he is trying to market Elko as an overnight stop on the way to the Salt Flats.

Further discussion took place.

7C-0724-18 Marketing Report - **Non-Action Item**

Mrs. Juli Nelson stated that her report included many of the big projects that she has been working on lately but there were a few other things that she wanted to tell them about. She stated that the Mine Expo Golf Tournament sponsorships sold out again this year. She stated that we also sold out the advertising in the Program Book and Banner advertising inside and outside of the buildings. Mrs. Nelson stated the September True West featured an article about Museums and Elko's California Trails Center was included. They also featured the Cowboy Arts and Gear Museum on their website. She then passed around ads and posters that she has been working on recently.

Further discussion took place.

7D-0724-18 Events Report - **Non-Action Item**

Ms. Erin Myers stated that we just finished the Safety Olympiad. Newmont Phoenix was the hosting mine this year. There were 17 teams that participated this year which is the most that we have had participate yet. She stated that she is now working on the Car Show. We will be working with Jeff and Stormy Remington again this year. The Remington's will be taking on more responsibility in the hopes that we can fully transition the show to them next year. The ECVA will be helping with marketing, registration and food vendors but pretty much everything else will be handled by the Remington's and the Rides and Rods staff/volunteers.

Further discussion took place.

7E-0724-18 Facilities Report - **Non-Action Item**

Mr. Steve Wehde stated that the maintenance crew has been staying busy working on landscaping. He stated that they have been outside working in the mornings and then coming inside to work on other projects once it heats up. Mr. Wehde stated that we are having issues with our AC unit in the Convention Center right now but he is hoping to have it fixed soon.

Further discussion took place.

7F-0724-18 Administrative Report – **Non-Action Item**

Mr. Matt McCarty stated that he would like to request that we include an agenda item on funding the purchase of Mr. Barry Crawford's horse sculpture at the next meeting.

Mr. Reece Keener stated that he had to leave early but wanted to express his gratitude to the Silver State Stampede board before he did. He stated that it continues to be a wonderful event for the community with great numbers in participation and attendance.

**Mr. Reece Keener excused himself at 9:45am.*

Mr. Don Newman stated that we are still doing the advertising campaign with Nevada Broadcasters, it continues to be a great investment. We are also continuing our campaign through Madden Media. He then passed the Madden Media and Nevada Broadcasters reports around for the Board to read through. He stated that he will be attending the DMA West Summit in Washington at the end of the month. Mr. Newman stated the he met with Dan Danner of Petty and Associates and they will be putting the Rooftop Project out to bid again soon. They are hoping to have the bids back in time to review at the next meeting.

Further discussion took place.

8. Public Comments – Non-Action Item

Mrs. Susan Paprocki stated that over the weekend she was a client of the ECVA for her daughter's wedding. She stated that she is very thankful for the ECVA staff, the wedding would not have gone off so well if it were not for them.

9. Board Comments – Non-Action Item

None at this time.

10. Adjournment:

Meeting adjourned at 9:57am.

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