

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, JUNE 28, 2016
ELKO CONVENTION CENTER
CEDAR ROOM 8:30 A.M.
Minutes

1. Roll call

ECVA Board Members Present: Gary Morfin
Matt McCarty
Barry Bhakta

ECVA Staff Present: Don Newman, Executive Director
Juli Nelson, Marketing Coordinator
Steve Wehde, Facility Manager
Delynn Jones, Comptroller
Kandiss Fallowfield, Events Coordinator
Amber Merz, Administrative Assistant

Visitors Doris Toothman
Richard Crawford

2. Call to order and Pledge of Allegiance

Board Chairman Gary Morfin called the meeting to order at 8:38 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. Rick Crawford introduced himself to the Board, he stated that he regularly comes into the ECVA and reports to Mr. Newman as the ECVA does sponsor his Monster Truck. Mr. Newman recently asked him to come in and do a presentation for the Board to show them the reach that this sponsorship has. He stated that the Elko Convention Centers name is printed on the side of the truck. He travels to Monster Truck shows all over the Country as well as up into Canada a few times a year. He passed around a few photos of the truck as well as programs from shows it has been in. He stated that after Monster Truck Shows he lets all of the kids come up and sign his tires with chalk markers as well as take photos with his truck. This gets them a ton of exposure as the family will then post the photos on social media or print it out and see the ECVA logo in the background of the picture.

Mr. Newman stated that this is something we have been doing for 4-5 years for now and it has been a great thing.

Mr. Crawford stated that someday he would like to get a Semi Trailer that is wrapped in the ECVA Logo.

Further discussion on this matter took place.

Mr. Gary Morfin stated that he did not know about this sponsorship prior to Mr. Crawford coming to this meeting but now that he does know about it he feels this is probably one of the best sponsorships the ECVA does.

Further discussion took place.

The board thanked Mr. Crawford for his presentation.

Mr. Crawford excused himself at 8:48.

4. Approval of minutes from the Board meeting of May 24, 2016 – Action Item (public comment)

Mrs. Delynn Jones stated that she had one correction to make on the Minutes under agenda item 5A-0524-16, in the first paragraph Ms. Merz wrote that Mrs. Jones stated the lease payments were being taken out of the General Fund and that it would be cleaner if they were taken out of the Facility Expansion Fund, this was incorrect. Those funds needed to be flipped, she is currently paying out of the Facility Expansion Fund and was told by the State it would be better to pay the lease from the General Fund, as originally budgeted for 2015/2016. Mrs. Jones stated that she has already made these correction online, she just wished to make the Board aware of this.

Mr. Matt McCarty made a motion to approve the minutes from the May 24, 2016 Board Meeting with stated corrections, Mr. Barry Bhakta seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

5A-0628-16 Update regarding the approval of the 2016/2017 ECVA Final Budget by the State of Nevada Department of Taxation – **Non – Action Item**

Mrs. Delynn Jones stated that she received approval of the final budget from the State of Nevada, but they are setting up a sub committee to review the operating lease on the new facility. Should they find issues with the operating lease we may have to retroactively change the budget.

Mr. Morfin stated that this is not an action item, simply an update.

5B-0628-16 Update and discussion regarding the purchase of new chairs for the convention center as budgeted in the 2015/2016 budget – **Non - Action Item**

Mr. Newman stated that they have been working with Mity-Lite on the chairs they purchased for the Conference Center. They spent about \$65 a chair for them and he feels they are no better quality than a \$40 chair. Mity-Lite had some chairs that were on sale so we got samples of them but the fabric started to get little fuzz balls on it after only a few days so we continued to shop around. We finally found a supplier who has been very good to work with, once we put in an order online they reduced the price to about \$40 a chair with a 10 year warranty. Mr. Newman referenced the chairs and told the Board to sit in them and try them out. He stated that we have about \$20,000 in the budget and he believes when it is all said and done we will be a little over budget, around \$22,000, but they are a better quality chair and the 10 year warranty is a great value. He then stated that we will be keeping a small portion of the current chairs for our theater and various other things but the rest will be donated to other organizations.

Further discussion took place.

Mr. Gary Morfin asked if Mr. Newman knew how old the chairs we have now are.

Mr. Newman stated that they were here when he started so they have to be at least 10 years old.

Mr. Steve Wehde stated that he believes they are probably at least 10 years old.

5C-0628-16 Update and discussion regarding the purchase of new light poles for the convention center as budgeted in the 2015/2016 budget – **Non-Action Item**

Mr. Newman stated that they are looking at replacing all of the light poles to match the new Conference Center. They found that Codale and CED both have them. Codale is a little bit cheaper so we will be purchasing them through Codale, we did reconfigure the layout and reduced the number of light poles so we will only be ordering 7 of them. This is in the budget already as well, we had about \$20,000 budgeted for them and the bids came it around \$11,000 and \$10,000.

Mr. Morfin asked if that bid included all parts and labor to install them.

Mr. Newman stated that we would most likely just have new bolt plates made and then install them ourselves.

Further discussion took place.

Mr. Newman stated that we are also looking at replacing the ceiling tiles in the Convention Center. The ceiling tiles that we have right now were purchased about seven years ago and they have not held up the way that we had hoped.

Mrs. Jones stated that the ceiling tiles we have right now were supposed to be sound proofing but they did not work.

Further discussion on ceiling tiles took place.

Mr. Newman stated that we would be getting them from Franklin Building Supply, we need 1,040 of them to do the entire Convention Center. This will come out to about \$8,400.

6. OLD BUSINESS:

None

7. STAFF REPORTS:

7A-0628-16 Comptroller's Report/Approval of the May expenditures and all matters related to –
Action Item (Public Comment)

Mrs. Delynn Jones stated that the financial statements are for the month ending May 31st 2016. In May we received our Room Tax for April, it had a small decrease of about 1.5 % so year to date our room tax proceeds are down about 7.1%. We did receive a substantial payment for Facility Expansion Room tax but we are still down compared to this point last year because we are 2 months behind in payments. Ad Valorem for April was up 22% and year to date it is up almost 20%. Total claims for the month of May 2016 were \$212,722.40. Mrs. Jones stated that we are in the black in the General Fund and Capital Fund

and Marketing Fund are in the red but we did just receive \$30,000 in grant funding and we are 2 months behind in room tax payments.

Further discussion took place.

Mr. Don Newman stated that Superior Services came in and slurry sealed the entire parking lot, striped the back lot and restriped Moren Way, under warranty. He stated that he believes the final bill came to about \$31,000 and we had \$45,000 budgeted for it.

Further discussion took place.

Mr. McCarty asked Mr. Wehde if we had to bring in any temps for the Mining Expo.

Mr. Wehde stated that we did. He explained that we hired 4 temporary workers this year, they were all great. He stated that things went so smooth this year that he thought he forgot something.

Mr. McCarty asked if this statement included all of the Mining Expo expenses and revenues.

Mrs. Jones stated that it does not. She explained that Mining Expo expenses and revenues will be in the June statement which we will go over in July.

Mr. Newman stated that it is very stressful that our most expensive and most profitable event is the event that we end our fiscal year with.

Further discussion on the Mining Expo took place.

Mr. Matt McCarty made a motion to approve the May 2016 Claims in the amount of \$212,722.40, Mr. Barry Bhakta seconded the motion. Motion passed unanimously.

7B-0628-16 Convention & Tourism Report - **Non-Action Item**

Mr. Don Newman stated that Mr. Lester has been traveling and he is currently recuperating from some minor surgery. He stated that Mr. Lester's report is included in the Board Packet for everyone to read over.

7C-0628-16 Marketing Report - **Non-Action Item**

Mrs. Juli Nelson passed around the Mining Expo Program Book. She stated that she puts this together every year, this year she had to increase it by 4 pages. She stated that the book is valued at \$22,000 in advertising and over half of that is paid advertising, the other half is sponsorship ads.

Mr. Don Newman stated that he would like to point out that the Program Book is something that Mrs. Juli Nelson created on her own a few years ago. There was such a demand for sponsorship and advertising during the Mining Expo that she came up with this book. She has done such a good job making it a successful marketing tool that there are now other companies approaching us wanting to partner and take over publications of the Mining Expo Program Book.

Mrs. Nelson stated that she has been thinking about it and feels that it would not be a good idea to do that. She stated that there are so many publications that come out during the Expo, she feels it would create confusion, not to mention we would lose out on the revenue that we make from the advertising.

Mrs. Nelson then stated that she has been designing new pole banners to go on the new light poles that have been ordered.

Further discussion took place.

7D-0628-16 Events Report - **Non-Action Item**

Mrs. Kandiss Fallowfield stated that the Mining Expo went really well this year. The highlight was definitely the new facility, she stated that everyone wants to move their booth into the new facility now. She has already started the waiting list for next year's show. A few people made comments that it seemed that the attendance was down but really it was just that things were spaced out so nicely between the 2 buildings. She stated that GES did a great job again, as did Old Dominion; the only area that we really had an issue was with Source 1 Events, our exhibitor services provider. They had serious issues with getting the exhibitor's orders to them. Mrs. Fallowfield and Mr. Newman did sit down with Source 1 after the Expo and discuss this issue. The Golf Tournament and the awards BBQ went well. We used a new band this year for the BBQ, the Beach Party Surfers. She stated that the Opening Reception sold out again this year and while there were some concerns about having it at the Red Lion it went very well. The food was wonderful, the staff did a great job and the atmosphere and presentation were both great as well. She stated that she and Don will be looking at Tomato's for next year's event but Red Lion is no longer just plan B. Mrs. Fallowfield thanked everyone for their help during the Mining Expo. The Safety Olympiad which only had 2 teams registered at the last meeting is now up to 9, only 2 of those are out of state.

Mr. Newman stated that even though some of them are local they still get hotel rooms due to how far away their mines are based.

Mrs. Jones stated that we have got some bankruptcy notices over the last year with names of Safety Olympiad participants. She stated that some of the notices will come with multiple pages full of name of Coal Mining companies that have gone bankrupt.

Mr. McCarty asked if there was a way we could get a definitive count on the number of teams that we have lost due to this.

Mr. Newman stated that there used to be three or 4 teams from Wyoming.

Mr. McCarty stated that as a Board there may not be a whole lot they can do regarding this issue but individually they go a lot of different places. It would be nice if they were able to point out the direct impact that this is having on a small community states away. If a company is getting say 35 rooms a year for the Safety Olympiad and we lose 2-3 companies due to bankruptcy that has a huge economic impact on our community. He stated that not all not all bankruptcies are due to the EPA or governmental regulations but that does put a huge strain on companies.

Further discussion took place.

Mr. Don Newman stated that he would like to back up to Mining Expo Golf Tournament. He stated that every year the tournament fills up faster and faster. They are always getting complaints about companies not being able to get into the golf tournament, people accuse Kandiss of holding spaces or only giving them to certain companies. Mr. Newman stated that tournament signups are only accepted on a first come first serve basis and no registration is accepted before the registration opening date, if it is received beforehand it is discarded and must be resubmitted. Due to the issues and how few vendors have been able to golf over the past few years they are considering making changes to the 2017 Golf Tournament sign ups.

Further discussion took place.

7E-0628-16 Facilities Report - **Non-Action Item**

**Mr. Wehde was called away and unable to present.*

7F-0628-16 Administrative Report – **Non-Action Item**

Mr. Don Newman passed around the Nevada Broadcasters Report to the Board. He stated that we get a great return on our investment with this contract, it is valued at over 1 million dollars in ads. It costs us \$9,999.99 quarterly, so \$40,000 a year. He stated that he and Steve Neilson had to go to Carson City to make a presentation regarding the P3 process we used to build and finance the Conference Center to a NV Department of Taxation committee. The NV Department of Taxation committee decided that they need to form a special subcommittee to review the project; as this has not been done in Nevada before. Mr. Newman stated that he will keep the Board updated as things progress.

Mr. Newman stated that the Great Race went really well. There was a great turnout, he and the guys stayed late helping to park the cars. Red Lion catered dinner for the drivers and there were food trucks in the circle drive for the public.

Mr. Newman spoke on how NV Energy came in and did some work on Thursday morning so the Convention Center was without power for a little while in the morning. This was at no cost to the ECVA.

Mr. Newman then stated that he would like to show some ads that the ECVA has been running for various summer events.

Mr. Newman then passed around thank you notes to the ECVA.

Further discussion took place.

8. Public Comments – Non-Action Item

None at this time.

9. Board Comments – Non-Action Item

Mr. Barry Bhakta stated that he feels that Junes revenues are going to go back down again as we have lost the Jamboree.

Mrs. Jones asked if Mr. Bhakta's property was full during the Jamboree.

Mr. Bhakta stated that he had 7 rooms open on Friday night but that he was full on Saturday.

Mr. Newman stated that it will definitely have an impact on the revenues. He stated that he does want to sit down and talk to Brandie, a few years back he introduced her to the people who put on the big motorcycle show in Las Vegas, so he would like to speak with her about that again.

Further discussion regarding the Elko Motorcycle Jamboree took place.

10. Adjournment

Meeting adjourned at 10:37 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