

**ELKO CONVENTION & VISITORS AUTHORITY  
MARKETING COMMITTEE MEETING  
ELKO CONVENTION CENTER  
WEDNESDAY, JUNE 10, 2015 – 8:00AM  
Minutes**

1. Meeting called to order by Marketing Committee Chairman, Delmo Andreozzi.

Mr. Delmo Andreozzi called the meeting to order at 8:08 am.

Committee Members Present: ROBERT WATSON, Red Lion Inn and Casino  
LIZZ TODD, Elko Daily Free Press  
TROY EDLER, KENV TV  
CAROL GENSEAL, Elko Regional Airport  
CATHERINE WINES, Northeastern Nevada Museum  
JENNIFER SPROUT, Elko Area Chamber of  
Commerce  
PAM BORDA, NNRDA

Committee Members Absent: JOHN CARPENTER, Cimarron West  
LISA DITTMAN, California Trail Center  
MALIA LEHRER, California Trail Center  
DELYNN JONES, DBA  
JAMES WILEY, Elko Parks and Recreation  
STACEY SAWYER, Gold Dust West  
JAMES BROWN, Gold Dust West  
NATACIA ELDRIDGE, Newmont  
JAIRAH RAMIREZ, Hilton Garden Inn  
MEG GLASER, Western Folklife Center  
TONY BUZZETTI, Elko County Fair Board  
LYNN RUBEL, Ruby Mountain Symphony

Ex-Officio: Delmo Andreozzi

ECVA Staff: Don Newman  
Juli Nelson  
Amber Merz

Visitors: MAGGIE SKINNER, CAE  
RANDI BLUEMEL, The Mane Salon/CAE

2. Public Comment Period- **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.

Mrs. Carol Genseal stated that she is the alternate for Mr. Mark Gibbs and that he had a few things he would like her to go over. On June 22<sup>nd</sup> and 23<sup>rd</sup> Mike Olser from SkyWest Airlines is going to be coming. He is in network planning for SkyWest and will be signing a 5 year signatory airline agreement with Elko Regional Airport. The NCOT Grant in underway, she passed around samples of the digital campaign. The Elko Rec Board approved a 4 month I-80 billboard campaign starting on July 1<sup>st</sup>. Mr. Gibbs is not here today because he meeting with VIA Air to start the incentives for the Reno to Elko flight.

Lizz Todd stated that she heard some feedback from the Mine Expo stating that there was a lot more business and less children at this year's event. She stated that the Elko Daily Free Press numbers continue to grow. She stated that she has an announcement with Western Folklife Center and Lets Dance, in June they will be teaching Basque dancing in conjunction with the Basque Festival. She then passed around a flyer on Lets Dance.

3. Approval of the April 8, 2015 Marketing Committee Minutes - **Action Item (public comment)**

*Mrs. Catherine Wines made a motion to approve the April 8, 2015 Marketing Committee Minutes. Mrs. Pam Boarda seconded the motion. The motion passed unanimously.*

4. Presentation, discussion and possible approval of a request for marketing support funds from the CAE / Elko Arts Council in the amount of **\$3100.00 – Action Item (public comment)**

Mrs. Maggie Skinner introduced herself and stated that she is putting together a music festival. It will be on August 7<sup>th</sup> and 8<sup>th</sup> of this summer. They have about 9 bands signed up right now, 3 of them being local bands. They are estimating about 750 people per day over the 2 days with a lot of the attendees being from out of town. 7 of the bands are not local and they all have about 100,000-150,000 fans. They have also had people state if these bands play in Elko they will come here for the festival. They will also be doing a battle of the bands which will be part of their fundraising. They are currently looking for a host for that event. In the Battle of the Bands local bands will be competing and the top 3 will get to play at the festival.

Mr. Newman asked if she has already reserved the park.

Mrs. Skinner stated that she is discussing using the baseball diamond and Johnny Appleseed Park.

Mrs. Wines stated that Maggie did come to the Arts and Cultural Advisory Board Meeting a few months ago asking for support and was instructed to come to the ECVA Marketing Committee for support.

Maggie stated that they do have a lot of local support, KGLJ is on board, they are putting it on air, they will be doing interview with the bands and broadcasting from the event. Cedar and Sage has come on to help with the bounce houses,

tents, tables and chairs. They are also talking with a few people about helping out with power.

Randi stated that if it goes well this year they are not going to need as much funding next year.

Mrs. Wines asked Mr. Newman if there was funding to support this event.

Mr. Newman stated that we do still have funding, June is the end of our fiscal year.

Mr. Newman asked what events are happening around this time.

Mrs. Wines stated that this is not a lot going on in August.

Randi stated that they originally wanted to do it in July but decided on August because of the lack of conflicting events.

***Mrs. Pam Borda made a motion to approve marketing funds in the amount of \$3100.00 to the CAE / Elko Arts Council. Mrs. Catherine Wines seconded the motion. Motion passed unanimously.***

5. Status Report of Convention/ Tourism Activities; Tom Lester -**Non- Action Item**

Mr. Newman stated that Mr. Lester is in Oklahoma City right now. His report is the packet for you to read through. There is a travel writer from France here right now who is going to spend time at Mustang Monument and up in Lamoille Canyon. Nevada Magazine is sending 2 travel writers to Elko during the Basque Festival then they will spend the week going to local attractions and then attending the Silver State Stampede. NCOT has postponed the meeting so he doesn't know what is going on with that. California Trail Days went well, Tom worked very hard on it.

6. Status Report of the Marketing activities; Juli Nelson - **Non-Action Item.**

Mrs. Nelson passed around ads she has been working on. She stated that here report was in the packet for the committee to read through. She stated she did want to give an update on the Mine Expo. They got a lot of positive feedback this years. At the Golf Barbeque they had attendees from 4 or 5 different countries including Ireland, Australia and West Africa. They also had some exhibitors from Australia. They will be bringing in exhibitors from Ireland next year. She worked on promoting the California Trial Days event and heard it went very well. She is always working to promote Elko and all that is has to offer on social media. Facebook has been very beneficial to us and she is working to have more of a presence on Linkdin.

7. Status Report of the ECVA Events, Kandiss Fallowfield – **Non-Action Item**

Mr. Newman stated that Mrs. Fallowfield is not in the meeting today. He stated that she did a great job especially with it being her first time. They got great feedback. The Banquet at the Flying Fish was very well attended. She is currently working on the Safety Olympiad which will be in July. The Car Show was accidentally scheduled during the Fair and it is supposed to be the weekend after. We are sending out updated save the date cards as we have had to move it to the next weekend. We are taking suggestions on things we can do during the Car Show to keep people interested. We did burnouts last year but do to the construction we will not be able to do them this year. We had discussed doing a drag race at the airport but will not be able to do that as there will be repairs at the airport during the event.

Further discussion took place.

9. Report on ECVA Activities and Room Tax Revenue; Don Newman - **Non** –

**Action Item**

Mr. Don Newman passed around copies of the layout for the new facility. He stated that working with Core has been great. They are doing a really good job. They are ahead of schedule with construction. They will hopefully be able to do tours of the facility soon. Mr. Newman referenced the layout and explained the room breakdowns to the committee. He passed around the designs for the new billboards and stated that he thinks they are all up by now. All of the upcoming events have ads running on TV here in Elko and surrounding areas. The Easton Corbin concert during the Mine Expo was a huge hit and they have committed to doing another big name concert next year.

Mrs. Wines asked if it was attended by Expo attendees or locals.

Mr. Newman stated that they had a good mix of both.

Further discussion on the concert took place.

Mr. Newman stated that the room tax report was on the last page of the packet. He stated that the Room Tax payments are a few months behind. We are starting to pick up though. We have been down about 6% this year but we are thinking June will be good and hopefully we will end the year down only about 4%. It's the busy time so we are hoping to see the numbers pick back up. It will be challenging with all of the new properties coming online this coming year. The NV150 exhibit has made its way to Elko, everyone should go to the Museum and go see it.

Further discussion on the NV150 exhibit took place.

Mr. Robert Watson asked Mr. Newman if the room tax report reflected the new room tax increase.

Mr. Newman explained that the increase doesn't start until the beginning of the new fiscal year in July.

10. Discussion of new ideas, referrals or suggestions from committee members -

**Non - Action Item**

Mr. Newman stated that he is very happy that Mr. Robert Watson was able to attend, typically the Red Lion is not represented at these meetings so he hopes to see more of him at the meetings.

Mr. Watson stated that they are looking at things they can do to be competitive in the local market. They have been in talks with the airport as well as looking at things they can do to expand on the local events.

Mr. Newman stated that he thinks the new agreement with SkyWest and the new jet service is very exciting and will be a great thing for Elko. He stated that they have shifted a lot of their marketing into promoting the Elko and the new facility as a business destination or to try and get corporate and business meetings.

Mr. Andreozzi stated that there is so much potential to grow the local events. They are some of the best kept secrets. The Cowboy Poetry Gathering is a national event and the Silver State Stampede is the oldest rodeo in the state of Nevada.

Further discussion on expanding local events took place.

Mrs. Sprout stated that they are doing a training on safe guarding against burglary. She stated that their Home Show was the best one they have had.

Mrs. Boarda stated that they are focusing on diversifying from gold mining and she is excited to report the General Molly got financing and is moving forward with construction. It should bring about 200 new jobs. They are also working a lot in the oil and gas industry as well as possibly magnesium mining in White Pine County. They have 3 industrial companies that they are working with, 2 of them have nothing to do with mining.

Mr. Newman stated that a lot of the new jobs in Wells and Eureka will likely be staffed by people living in Elko and commuting.

Further discussion on expansions in Elko took place.

Mrs. Sprout stated that for the last few years the Chamber has been working on getting new "Welcome to Elko" signs, one for the East End Mall and one by the Fire Department. The board just approved funding to help pay for that. Frontier has also granted them \$5000, and they are hoping to get additional funds from the City, the County and any of the other entities that are willing to help.

Mr. Newman stated that to go along with that is the new NDOT project to redo the sidewalks, curb, gutter and art pieces. Right now a lot of people don't get it but once it's finished it will be very nice.

Mrs. Wines stated that there was a list compiled of top ten corporations in the country that support art and NV Energy made that list. They have decided to

make 3 announcements in NV about that and one of those will be in Elko at the Northeastern Nevada Museum. They recently gave the Museum \$25,000.

Mr. Newman asked where they were with bringing Willie Mathews to town.

Mrs. Wines stated that he will be here in November and his art will be up in the museum for 6 months. They will also be showing his documentary during that time.

Mr. Troy Edler stated that they have done several ads for upcoming events that that will be shown in Carson City, Tahoe and Elko. They just got their new summer programing with NBC which is pretty neat. He was just informed that they will no longer be having a 6:00 pm Sunday newscast.

Mr. Andreozzi thanked everyone for attending the meeting.

11. Public Comment Period – **Non-Action Item**

None at this time.

12. Adjourn

Meeting adjourned at 9:12 am.

  
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Don Newman, Executive Director ECVA