

**Elko Convention & Visitors Authority
Lodging Committee Meeting
Comfort Inn
2970 Idaho Street
Elko, NV 89801
Wednesday, May 23, 2018
6:00 PM.
MINUTES**

Committee Members Present: Christopher Boyd, Marriott Townplace Suites
Hannah Morrison, Marriott Townplace Suites
Becky Plaizier, Marriott Townplace Suites
Jolene Stone, Ledgestone Hotel
Sam Bhakta, American Inn
Bob Bhakta, Esquire Inn
Mahendra Bhakta, Budget Inn
Chuck Lal, Days Inn
Pete Patel, Budget Inn
Laura Dorfman, Quality Inn & Suites
Toni Jewell, Red Lion Hotel & Casino
Michelle Moto, Comfort Inn
Kris Pachigar, Thunderbird Motel

ECVA Staff Present: Don Newman, Executive Director
Erin Myers, Events Coordinator
Amber Merz, Administrative Assistant

1. Welcome & Introductions; Barry Bhakta, Chairman

ECVA Director, Mr. Don Newman, called the meeting to order at 5:58 p.m. and stated that Mr. Bhakta was not able to make it today. Introductions were made around the room.

2. 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.

3. Approval of the Minutes from the March 28, 2018 meeting – **Action Item (public comment)**

Mrs. Jolene Stone made a motion to approve the March 28, 2018 Lodging Committee Minutes, Mrs. Toni Jewell seconded the motion. Motion passed unanimously.

4. Discussion and update regarding the Elko City Councils review and amendment to the “Room Tax” City Code –**Non-Action Item**

Mr. Newman stated that after City Council holds the second reading of the amended code it will be accepted and go into place. He explained that Jonnye with the City of Elko will host a workshop on implementing the new procedures. He stated that before Mr. McCarty left the Marriott he created a spreadsheet to help the hoteliers with tracking implementing and tracking. Mr. Newman then went over a few of the bigger changes with the Committee. He stated that 28 day stays are only tax exempt if they inform the hotel ahead of time, fill out the appropriate forms and are paid in total up front, Governmental entities and contractors will only receive tax exemptions if they pay for their stay with a government issued credit card or check.

Mr. Bhakta asked if the guest will need to fill out the forms every 28 days.

Mr. Newman stated that they would only need to fill it out at the beginning of their stay.

Further discussion took place.

5. Review of ECVA Activities and Room Tax Update - **Non-Action Item**

Mr. Newman stated that Room Tax was down this month but it is still up year to date. He stated that he is expecting it to go up again in June due to the Mining Expo and the Bhakta wedding. Mr. Newman stated that the ECVA is running a new billboard campaign with Saunders featuring RVs. He stated that the In Your Backyard Campaign add is complete and Tom will be showing it at the next meeting. These ads will run in Utah and Idaho.

Further discussion took place.

Mr. Newman then stated that Mrs. Myers needed to leave early so he would like to jump to agenda item #7 so they could hear her report really quick.

6. Review of ECVA Marketing Activities – **Non-Action Item**

Mr. Newman stated that Mrs. Nelson was not able to make it today but her report was in the packet for their review. He then passed around various publication she has placed ads in as well as marketing materials she has been working on recently. He stated that she continues to promote ECVA events as well as any Elko area events.

Further discussion took place.

7. Review of ECVA Event Activities – **Non-Action Item**

Mrs. Erin Myers stated that United Rentals is the power sponsor this year, Shell Oil is sponsoring the Opening Reception again. Redpath is also continuing their sponsorship of the golf shirts this year. We will be working with Old Dominion as our preferred provider for freight again this year as well. She stated that Juli has secured most of the sponsorships for golf and that the Golf Tournament sold out the first day it opened. She stated that she has sold about 420 booths so far but still has some available in the park. She stated that there will be a lot more large equipment on display this year. Mrs. Myers then stated that she is starting to work on Safety Olympiad. Newmont Phoenix is the hosting mine this year and the registration packets will be out soon.

Further discussion took place.

*Mrs. Myers excused herself at 6:21 pm.

Mr. Newman stated that he would now like to move back to agenda item #6.

8. Review of ECVA Convention and Tourism Activities – **Non-Action Item**

Mr. Newman stated that Mr. Lester was at IPW in Denver but his report was in the packet for their review. He then passed around various publication and marketing materials featuring Elko. Mr. Newman stated that among the materials being passed around, they would see a German publication. This publication features an article written by German travel writers who came to visit Elko and loved the area. Mr. Newman stated that Tom is looking for help working a travel show in Boise, if any of them are interested they should reach out to him. The NCOT will pay for your trip, you just have to help Mr. Lester work the booth.

9. Discussion of lodging related opportunities or issues – **Non-Action Item**

Mrs. Jewell stated that the Red Lion is booked out Wednesday through Friday during the Mining Expo. She stated that she has almost locked in OCTA for 2020, she is just waiting on the signed contract to be returned.

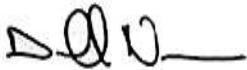
Mrs. Jolene Stone stated that the new Kenworth building has just opened. She stated that she has heard that the new Holiday Inn Express will be open by September but construction seems to be going slow so she's not sure if that will happen or not.

Further discussion took place.

10. Next Lodging Committee meeting: **July 25, 2018 – Location TBD**

Adjourn

Meeting adjourned at 6:31 pm.

A handwritten signature in black ink, appearing to read 'Don Newman', with a horizontal line extending to the right from the end of the signature.

Don Newman
Executive Director