

**Elko Convention & Visitors Authority
Lodging Committee Meeting
Ledgestone Hotel
2585 E Jennings Way
Elko, NV 89801
Wednesday, May 24, 2017
6:00 PM.
MINUTES**

Committee Members Present: Barry Bhakta, Rodeway Inn
Mike Patel, Scottish Inns
Mahendra Bhakta, Budget Inn
Chuck Lal, Days Inn
Dan Bhakta, Holiday Motel
Jolene Stone, Ledgestone Hotel
Michelli Leedy, Holiday Inn Express
Laura Dorfman, Quality Inn & Suites
Callie Tregidga, Hilton Garden Inn
Sam Bhakta, American Inn
Bob Bhakta, Esquire Inn
Krish Pachigar, Thunderbird Motel
Allen Doman, Best Western Elko

ECVA Staff Present: Don Newman, Executive Director
Juli Nelson, Marketing Coordinator
Tom Lester, Tourism & Convention Coordinator
Amber Merz, Administrative Assistant

1. **Welcome & Introductions;** Barry Bhakta, Chairman

Lodging Committee Chairman, Mr. Barry Bhakta, called the meeting to order at 5:54 p.m. 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 January 25, 2017 meeting – **Action Item (public comment)**

Mr. Mahendra Bhakta made a motion to approve the January 25, 2017 Lodging Committee Minutes, Mr. Sam Bhakta seconded the motion. Motion passed unanimously.

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

Mr. Don Newman passed around a publication called the Lonely Planet and explained that there is a great 6 page article on Elko in it. He stated that the article is written by a travel and media writer who was on a FAM Tour Mr. Lester hosted. He stated that he is working with Madden Media on a new storytelling campaign that they are offering currently. Mr. Newman stated that they are still doing the Nevada Broadcasters programing and it continues to be a great return on our dollar. Mr. Newman told the committee that the Room Tax Report is included in the packet for them to reference. He explained that Room Tax Revenue is down this month but up year to date.

Further discussion took place.

**Mr. Krish Pachigar arrived at 6:02 pm*

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

Mrs. Juli Nelson stated that the Rural Round Up went very well. She stated that she is very busy working on the Mining Expo sponsorships, advertising and the program book. She stated that the Golf Tournament Sponsorships are full and they are considering doubling up on Golf Sponsorships next year.

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

Mr. Newman stated that Mrs. Fallowfield wasn't able to make it to the meeting today. He passed around a flyer for the car show and explained that we have made the decision to merge the Elko Classic Car show with the Rides and Rods Car show that used to take place in during the EMJ. This show was put on by Jeff and Stormy Remington who are very passionate about car shows. He explained that we took the car show over from the Morrodders a few years back to keep it from dying off. Mr. Newman explained that it is our hope that at some point Jeff and Stormy will take over the show 100%. Mr. Newman

then stated that the Mining Expo booths are filling up and Mrs. Fallowfield still has companies calling to get on her waiting list for new booths. We had to find a new Opening Reception sponsor this year as Cashman decided they wanted to host a party for their customers only. This was a good opportunity for us to bring in a new company, he explained, as we used to rotate sponsors for this event every year. The company that will be sponsoring the Reception this year is Shell Lubricants. The Golf Tournament filled up on the first day of sign ups again this year even though they only opened it up to exhibitors and sponsors at first.

Furth discussion took place.

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

Mr. Lester read his travel schedule off of his report for the Committee. He stated that Rural Round up went well. Carrie with NCOT said it was one of the smoothest ones she has attended. He stated that he and Mr. Newman will be attending the TAC meeting in Vegas to go over grants. The UK, Ireland and French FAM tours that he had in town went really well, they were able to go tour the new Ruby 360 Lodge. He stated that is a beautiful facility and they really enjoyed touring it. He stated that he wanted to mention to them that most international groups will only work companies that are on hotelbeds.com or tourico.com. Mr. Lester stated that Trains & Travel International will be bringing the Cowboy Express transport guest train through during the 2018 Cowboy Poetry Gathering. Tickets for this trip will be available online soon. He stated that more information on this is also available on their website which is listed in his report. Mr. Lester stated that he did want to mention there is a possibility that federal funding for Amtrak would be cut causing us lose our Amtrak service to the Elko area. He stated that this is a really big deal as we already have limited options for getting visitors to Elko with only the flight from Salt Lake coming to town. Mr. Lester stated that the California Trails itinerary is going to be featured in Group Tour Magazine. He stated that the Meet Me in Elko Campaign is going really well and has received the most recent report from that. Mr. Lester then went over that report with the Committee. He stated that in June they will be running commercials in the Boise area featuring the Basque Festival and the Silver Stated Stampede.

**Mr. Allen Doman arrived at 6:30 pm.*

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

Mrs. Stone stated that she has heard that the Candlewood is not going to be built.

Mrs. Leedy stated that the Holiday Inn Express is being remodeled and then it will be rebranded to a Four Points by Sheridan at the end of this year.

Mr. Doman stated that there was a famous musician passing through town the other day named Post Malone.

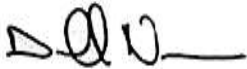
Mrs. Stone stated that the local Harley Davidson dealer and the local bike club, The Wild Bunch, will be doing an event over the weekend that the jamboree would have taken place. They will have live music and a poker run.

Further discussion took place.

9. Next Lodging Committee meeting: **July 26, 2017 - TBD**

10. **Adjourn**

Meeting adjourned at 6:45 pm.



Don Newman
Executive Director