

**Elko Convention & Visitors Authority
Lodging Committee Meeting
Red Lion Hotel & Casino
2065 Idaho Street
Elko, NV 89801
Wednesday, March 27, 2019
6:00 PM
MINUTES**

Committee Members Present: Toni Jewell, PlayElko Prop. /Committee Chairwoman
Sarah Khouangrasvongsay, Red Lion Hotel & Casino
Fawn Lininger, Red Lion Hotel & Casino
Michelle Mota, Ledgestone Hotel
Kathy Estridge, Holiday Inn Express
Hannah Morrison, Marriott Townplace Suites
Becky Plaizier, Marriott Townplace Suites
Lisa Fogle, Super 8/Travelodge
Michael Griggs, Comfort Inn
Kris Pachigar, Thunderbird
Bob Bhakta, Esquire Inn
Pinal Patel, Budget Inn
Jairah Ramirez, Hilton Garden Inn

ECVA Staff Present: Katie Neddenriep, Executive Director (incoming)
Don Newman, Executive Director(retiring)
Amber Merz, Administrative Assistant

1. Welcome & Introductions; Toni Jewell, Chairwoman

Mr. Matt McCarty called the meeting to order at 6:03 pm. He explained that he is the Chairman of the Elko Convention and Visitors Authority Board of Directors and has served on this Lodging Committee in the past as well as the Chairman to the ECVA Marketing Committee. Mr. McCarty then explained that Mrs. Toni Jewell has been elected to the Elko Convention and Visitors Authority Board of Directors and is holding the seat previously held by Mr. Barry Bhakta. At the January 22, 2019 Board of Directors Meeting Mrs. Jewell was appointed to the position of Chairwoman of the Elko Convention & Visitors Authority Lodging Committee. Mr. McCarty stated that he would like congratulate Mrs. Toni Jewell and welcome her to her new position.

Mrs. Toni Jewell thanked Mr. McCarty for coming to this meeting and for the introduction. She then introduced Mrs. Katie Neddenriep, the new Executive Director to the Elko

Convention & Visitors Authority and welcomed her to her new position. Introductions were then made around the room.

Further discussion took place.

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.

Mr. Newman asked Mr. Bob Bhakta to please share with the committee the news they had discussed prior to the meeting.

Mr. Bob Bhakta stated that late this afternoon Mr. Barry Bhakta was taken into Northeastern Nevada Regional Hospital for a possible stroke. He explained that Barry seems to be doing better but they will be keeping for observation.

Mr. Pinal Patel stated that there was discussion of transferring Mr. Barry Bhakta to the hospital in Salt Lake City.

Further discussion took place.

3. Approval of the Minutes from the September 26, 2018 meeting – **Action Item (public comment)**

Mrs. Becky Plaizier made a motion to approve the minutes from the September 26, 2018 Lodging Committee Meeting. Mrs. Hannah Morrison seconded the motion. Motion passed unanimously.

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

Mr. Newman asked everyone to referenced the Room Tax spreadsheet. He then briefly explained the Room Tax allocations to the committee. Mr. Newman stated that there was a large spike in Room Tax revenue in the month of January 2019. He explained that it was up almost 29%, this could be due to the new mandatory reporting, a spike in hotel stays during Cowboy Poetry Gathering, properties paying in arrears or any combination of the three.

Further discussion took place.

Mrs. Katie Neddenriep introduced herself to the committee. She stated that she has been in the Elko area for around 20 years and has worked at Barrick for the last 18 years. She stated that she and her husband just had their 2nd son in January of this year. She stated that

she is very excited to work with all of them, for this new beginning and all of the opportunities it brings.

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

Mrs. Jewell stated that Mrs. Nelson was not present today but she has included a report so everyone should feel free to read through that.

Mr. Newman stated that Mrs. Nelson is very busy with the Elko Mining Expo Sponsorships, Advertising and Program Book.

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

Mrs. Jewell stated that Ms. Myers was not able to make it tonight either but she has also included a report so everyone should take time to read through it.

Mr. Newman stated that Ms. Myers is in full “Expo Mode”. He stated that she has around 400 vendors already this year. She has reached out to everyone on her waiting list and is working with new companies as their requests come in. He then explained that one of the biggest changes this year was that the Golf Tournament Registration was moved out to the end of April so that everyone would have a chance to get registered for their booth before signups as only registered exhibitors can golf in the Tournament going forward. He stated that another big change is that all exhibitor booths will now include power, even back lot booths. He then asked that any hotels that have availability during the week of the Expo please notify Ms. Merz by email.

Further discussion took place.

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

Mrs. Jewell stated that Mr. Lester was not able to attend tonight either but that his report was also in the packet so everyone could read through it.

Mrs. Neddenreip stated that Tom has been very busy promoting Elko at various shows, he recently attended the Bay Area Travel show. She stated that she knows everyone receives the leads that Tom collects from the various events he attends but she also wants to ask that if any of the hoteliers have leads that have cultivated and would like help selling Elko too, they should send them to the ECVA.

Mr. Newman stated that Tom hosted a French film crew in the beginning of March. He explained that they have not seen the footage from this yet but are expecting it to be great.

Mr. McCarty stated that he would like to make everyone aware of the fact that the ECVA is currently looking for a Comptroller as Susan is now working for the County. They have

received approval from the Board to explore the possibility of outsourcing that position in the event that they are unable to find any qualified candidates.

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

Hannah Morrison stated that the Marriot TownePlace Suites has completed their renovation. She stated that they are currently hiring for a Sales Coordinator.

Kris Pachigar stated that the Thunderbird is currently looking for a part time Front Desk Attendant.

Mr. McCarty stated that they will be webcasting the Air Traffic Bill hearing at GBC on the 28th of March for anyone who would like to attend. He stated that GBC is also working on beginning conference level athletics to their campus.

Mrs. Jewell stated that the Red Lion is in the process of being bought out by another company, they own 2 gaming properties in Wendover currently. She explained that they are planning to purchase all Play Elko Properties. They hope to have everything complete by the beginning of June.

Jairah Ramirez asked if the Holiday Inn would still be converting.

Kathy Estridge stated that they are, they will become a 4 Points by Sheridan once everything is complete, in the interim they will go by Elko Inn & Suites.

Further discussion took place.

9. Next Lodging Committee meeting: **May 22, 2019 – Location TBD**

Hannah Morrison stated that she would be willing to host the next meeting at the Marriot Townplace Suites barring any scheduling conflicts.

10. **Adjourn**

Meeting adjourned at 6:47 pm.



Don Newman
Executive Director