

**Elko Convention & Visitors Authority
Lodging Committee Meeting
Hampton Inn
674 Cimarron Way
Elko, NV 89801
Wednesday, January 24, 2018
6:00 PM.
MINUTES**

Committee Members Present: Barry Bhakta, Rodeway Inn
Michelli Leedy, Holiday Inn Express/Elko Chamber
Jacqueline Ramirez, Ramada Stockmens
Lenny Martinez, Hampton Inn
Steve Fierro, Hampton Inn- Jacobs Entertainment
Mahendra Bhakta, Budget Inn
Mike Patel, Scottish Inns
Laurie Nielson, Hampton Inn
David Lal, Economy Inn
Paul Bhakta, Mid- Town Motel
Danny Bhakta, Centre Motel
Bob Bhakta, Esquire Inn
Kris Pachigar, Thunderbird Motel
Jolene Stone, Ledgestone Hotel

ECVA Staff Present: Don Newman, Executive Director
Juli Nelson, Marketing Coordinator
Amber Merz, Administrative Assistant

1. Welcome & Introductions; Barry Bhakta, Chairman

Lodging Committee Chairman, Mr. Barry Bhakta, called the meeting to order at 6:07 p.m. Introductions were made around the room.

2. **Public Comments – Non-Action Item**

Pursuant to N.R.S. 241.020, 2 © (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 September 27, 2017 meeting – **Action Item (public comment)**

Mrs. Jolene Stone made a motion to approve the September 27, 2017 Lodging Committee Minutes, Mrs. Michelli Leedy seconded the motion. Motion passed unanimously.

4. Discussion of the Elko City Councils review and consideration for possible amendment to the “Room Tax” City Code –**Non-Action Item**

Mr. Newman stated that everyone should have a copy of the City Councils tentative amended Room Tax code in front of them. He told them that he feels some of the amendments and/or additions are unnecessary and/or have created even more confusion where they were supposed to be clearing things up. He explained that what he would like to do at this meeting is read through it together and see how they feel about it as he and a few others will be meeting with City Council again tomorrow.

Mr. Newman then read through the tentative amended city code with the committee.

Discussion regarding the amendments and additions took place.

Mrs. Lenny Martinez asked if the tax exemption forms required per the amended code would be made available in a digital format. She stated that her property is almost entirely digital at this time.

Mrs. Michelli Leedy voiced her concerns regarding the portion stating that they may be required to provide information from guests who are not tax exempt to city officials during an audit. She stated that she believes this would be a violation of the guest’s rights and per her understanding anyone else requesting information like this would have to have a warrant.

Further discussion took place.

Mr. Newman stated that he feels that the information requested on the current voluntary occupancy report that the city sends out would be sufficient for our tracking and reporting in a mandatory occupancy report. He then stated that if the lodging partners had any

specific questions or issues that they would like addressed that they should get with him before his meeting with City Council at 2 pm tomorrow.

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

Mr. Newman stated that the Room Tax report was attached and asked if there were any questions.

Mr. Krish Pachigar asked where the room tax dollars that the hoteliers pay go.

Mr. Newman explained the percentage breakdown of the taxes and that the ECVA gets a portion of the funds. He then explained how the ECVA markets the Elko area and works to attract overnight visitors.

Further discussion took place.

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

Mrs. Juli Nelson stated that she is busy getting ready for the Great Basin Gear Show, we partner with John Wright of Capriola's to help put this event on. She stated that as of right now we have about 21 different artists entering items in the show, the approximate 27 items are valued at about \$34,000.00 with the highest priced item so far being an \$18,000.00 pair of Spurs. Mrs. Nielson then stated that they set up the items at the Northeastern Nevada Museum today. She stated that the reception would be held at the museum February 2nd and that they are all welcome to attend. She stated that the Cowboy Heritage Museum will be holding their opening on February 2nd as well.

Further discussion took place.

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

Mr. Newman stated that Mrs. Myers couldn't attend the meeting today but that her report was in the packet.

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

Mr. Newman stated that Mr. Lester was on his way to ABA but his report was also included in the packet.

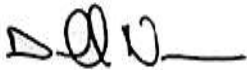
9. Discussion of lodging related opportunities or issues – **Non-Action Item**

Mrs. Stone stated that Ledgestone has electric car chargers now. She stated that they have Tesla brand and generic chargers. They are not the “Super” chargers, but Ledgestone guests get free use so they can book a room and charge their car overnight while they sleep. She stated that she has heard a rumor that the Mines big April down has been moved to June which could affect the Mine Expo. She stated that this is not confirmed but it’s something to look out for.

10. Next Lodging Committee meeting: **March 28, 2018 – Location TBD**

11. **Adjourn**

Meeting adjourned at 7:10 pm



Don Newman
Executive Director