

**Elko Convention & Visitors Authority
Lodging Committee Meeting
Holiday Inn Express
3019 E. Idaho St.
Elko, NV 89801
Wednesday, July 26, 2017
6:00 PM.
MINUTES**

Committee Members Present: Barry Bhakta, Rodeway Inn
Becky Plaizier, Home2Suites
Paul Bhakta, Mid Town Motel
Chuck Lal, Days Inn
Mahendra Bhakta, Budget Inn
Bob Bhakta, Esquire Inn
Mike Patel, Scottish Inns
Sam Bhakta, American Inn
Hannah Morrison, Marriott Townplace Suites
Krish Pachigar, Thunderbird Motel
Jolene Stone, Ledgestone Hotel

ECVA Staff Present: Don Newman, Executive Director
Kandiss Fallowfield, Events Coordinator
Erin Myers, Events 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 5:58 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.

Mr. Barry Bhakta stated that Mrs. Kandiss Fallowfield would be moving to Houston Texas as her husband has accepted a transfer with his company. He then introduced Mrs. Erin Myers, Mrs. Fallowfield's replacement.

3. Approval of the Minutes from the May 24, 2017 meeting – **Action Item (public comment)**

Mrs. Jolene Stone made a motion to approve the May 24, 2017 Lodging Committee Minutes, Mr. Mike Patel seconded the motion. Motion passed unanimously.

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

Mr. Don Newman stated that Mays Room Tax is up about 8% and Year to Date it is up about 3%. Mr. Newman then explained that we continue to get conflicting reports from the city as it is not mandatory for the properties to report occupancy to them. Therefore the Board of Directs approved the purchase of a one year subscription of the STR Reports for \$2000. He stated that this is up to date occupancy reporting of the larger properties in town. He stated that that these numbers would be proved to Lodging Partners as they come in.

Mrs. Stone stated that Ledgestone's owners choose not to report to STR.

Mr. Newman stated that there was some discussion at the last board meeting regarding the Lodging Committee asking the city make room occupancy reporting mandatory. He wanted to bring it up to the committee today so that they could think about it as Mr. Matt McCarty would like to put it on the Lodging Committee agenda in the future to discuss with them. This would be useful in tracking more of the occupancy of the smaller properties as well as the 28 day stays.

Mrs. Stone stated that she has a question regarding the 28 day stay. She stated that she recently read the city code and she interpreted it to say that the guest was only tax exempt if they stayed 28 days consecutively within the same calendar month. She asked if this was correct.

Mr. Newman stated that he believed that the stay was tax exempt if it was 28 days consecutive regardless of whether or not it was within a single calendar month.

Further discussion took place.

Mr. Newman stated that he would discuss this matter with the city manager as it seemed that there was a lot of conflicting ideas regarding the 28 day stay tax exemption. He stated that he would inform them of the outcome once he received clarification.

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

Mr. Tom Lester passed around Mrs. Nelson's marketing materials as she was not present.

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

Mrs. Kandiss Fallowfield stated that the Safety Olympiad took place this month. They had 12 teams register with 5 from out of state. The Elko Classic Car show is taking place this year from September 8th to the 10th. They have joined with another car show this year, the Rides and Rods car show, so they have rebranded and renamed the show. This is the show that used to take place during the Elko Motorcycle Jamboree. They are adding a new and edgy feel to the show and we are hoping that they will be taking the show over 100% next year. The show will now be called the Rides & Rods Elko Classic Car Show. She then stated that Mr. Lester wrote a grant for \$5000 to help market the car show which is going to be very helpful in getting the word out.

Further discussion took place.

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

Mr. Tom Lester read through his travel schedule for the committee and stated that he will also be doing some sales calls in Salt Lake City, Carson City and Reno. He stated that he recently attended IPW and made some great connections, one of them may generate 2 buses a week out of India. He then stated that he will have student groups coming to Elko during the California Trails Days events next May. He stated that he is still looking for anyone who may be interested in volunteering to help him out during shows. He currently needs volunteers for the Boise Golf and Travel Show, expenses will be paid in exchange for helping him work the booth. Mr. Lester then stated that he is working on getting the Adventures on the Edge brochure updated and then reprinted. He stated that Mrs. Nelson is working hard on the Ghost Towns brochure. He has also started to work on the 2018 Elko Area Visitors Guide and is adding in some new pages this year. He stated that Amber has passed around a lodging information page for all of the partners to check today. He asked that they make the necessary changes or approve the information as is. Mr. Lester stated that he got a \$5000 grant to market the Rides & Rods Elko Classic Car show this year and that the ads for the car show would be hitting the Boise area in August. Mr. Lester stated that he will be getting a new marketing video for Elko as ours is very old. He stated that the video itself will be about 1 ½ minutes long and that he will also get 30 blips for each season. He stated that the Cowboy Country Territory facebook page has over 3900 likes and they are currently working to revamp their website.

Further discussion took place.

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

Mrs. Jolene Stone stated that she has been staying very busy at the Ledgestone. She stated that she has heard that the new Holiday Inn Express may not be open until next summer sometime and that the new Kenworth shop may go where the Candlewood was supposed to be.

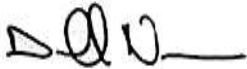
Mrs. Becky Plaizier stated that they are planning to have the Home2Suites open sometime between November 2017 and January 2018.

9. Next Lodging Committee meeting: **September 27, 2017 - TBD**

To be determined.

10. **Adjourn**

Meeting adjourned at 6:40 pm.



Don Newman
Executive Director