

**Elko Convention & Visitors Authority  
Lodging Committee Meeting  
Elko Conference Center  
Lamoille 1&2  
724 Moren Way  
Elko, NV 89801  
Wednesday, May 25, 2016  
6:00 PM.  
Minutes**

**Committee Members Present:** Barry Bhakta, Rodeway Inn  
Paul Bhakta, Mid Town Motel  
Mahendra Bhakta, Budget Inn  
Mike Patel, Scottish Inns  
Robyn Breedlove, Hampton Inn  
Laurie Nielson, Hampton Inn  
Jolene Stone, Ledgestone Hotel  
Spencer Gendron, Best Western/Home2Suites  
Hannah Morrison, Holiday Inn Express/Best Western

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

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

Lodging Committee Chairman, Mr. Barry Bhakta, called the meeting to order at 6:05 pm. 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 23, 2016 meeting – **Action Item (public comment)**

*Mr. Mike Bhakta made a motion to approve the March 23, 2016 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 Room Tax is still trending down about 7% but we feel that come June the summer activities should help to fill rooms and that number should pick up. He stated that as far as occupancy numbers, the ECVA does not really track that as the numbers that are sent out are not always accurate. He stated that the occupancy reports that are turned in to the city are filled out on a voluntarily basis by the hoteliers so they are not accurate. Mr. Newman stated that Mrs. Fallowfield would talk about the ECVA's events but he did want to touch on the Great Race. The ECVA is sponsoring the Great Race this year so Elko will be an overnight stop. They will be coming through June 20<sup>th</sup>, they will set up their finish line on Moren Way and the Red Lion will be catering a dinner for the drivers and support teams. He stated there will be 125 vintage cars, we are just trying to get the public down to participate. We will have some of the local food trucks parked in the circle drive for the public to buy dinner from. There will also be live entertainment by the Beach Party Surfers. We have local and out of the area TV and Radio ads going to promote the Great Race event as well as the Mining Expo, Motorcycle Jamboree, Silver State Stampede, California Trail Days and various other summer events. He then passed around a flyer and explained that it is for a Human Trafficking Awareness and Prevention Conference that will be held on June 23<sup>rd</sup> and 24<sup>th</sup>. He explained that he feels it would be very beneficial for as many of the hoteliers as possible to attend as they generally pass through the hotels, it will help them to understand, identify and prevent human trafficking.

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

Mrs. Juli Nelson stated that we are very busy with Mining Expo right now. She stated that the program book has a value of around \$22,000.00 in advertising this year, over half of that was paid ads with the others being sponsors ads. She stated that the Events Flyers that used to be available in the Elko Daily Free Press is still available on our Social Media, ECVA website or in the ECVA office. She stated that she continues to use Social Media to promote Elko and the areas events, she feels that Facebook and LinkedIn are the most beneficial.

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

Mrs. Kandiss Fallowfield stated that she is staying busy getting ready for the Mining Expo. She is at about 450 booths right now. She does still have space for new vendors in the park, they just won't make it into the Program Book. She stated that Source 1 is here and they have almost finished setting up the Mining Mall Tent, it is about half of the size this year though. The Meet Me in Elko footage will be filmed during the Mining Expo. The Opening Reception is at the Red Lion this year due to the Flying Fish closing suddenly. If you have guests in town during the Expo who are asking about things to do there are still tickets available to the Golf BBQ on Tuesday night, the Opening Reception is sold out and there will be the Lonestar concert at the fairgrounds on Thursday night. The next event she has is the Safety Olympiad, but so far she only has 2 teams registered for that.

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

Mr. Don Newman stated that Mr. Tom Lester is gone right now. He passed around a stack of literature that Mr. Lester had left to show them and explained each piece. Mr. Newman stated that Mr. Lester won an award at Rural Roundup for a video that he and Patrick Media had done.

Mr. Newman then showed that video.

Mr. Newman stated that the Meet Me in Elko Video will be made by the same person who made this video.

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

Mrs. Jolene Stone stated that the Ledgestone is doing very well. She feels that things are very strong, especially considering she is running the hotel with herself and a staff of 11.

Mr. Newman asked Mr. Spencer Gendron and Mrs. Hannah Morrison how their properties were doing.

Mr. Spencer Gendron stated that they were all doing well.

Mrs. Nelson stated that she was contacted by a woman from Best Western and Holiday Inn about doing a golf hole sponsorship for the Mining Expo recently but she cannot remember her name.

Further discussion on golf sponsorships took place.

Mr. Newman stated that Mr. Mike Patel did a nice job in the parking lot at the Scottish Inn.

Mr. Barry Bhakta asked if anyone knew what was going on with the Candlewood or Holiday Inn Express is.

Mrs. Jolene Stone stated that she heard that they were dead in the water.

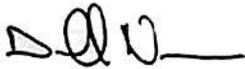
Further discussion took place.

Mr. Newman stated that the ECVA used to do a postcard yearly that had all of the annual events on it. He is looking to do this again so if you are interested in having this at your property let him know.

9. Next Lodging Committee meeting: **July 27, 2016.**

10. **Adjourn**

*Meeting adjourned at 6:48 pm.*



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Don Newman  
Executive Director