

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
ELKO CONVENTION CENTER
WEDNESDAY, DECEMBER 9, 2015 – 8:00AM
MINUTES**

Ex-Officio: Delmo Andreozzi

Committee Members Present: STACEY SAWYER, Gold Dust West
JOHN CARPENTER, Cimarron West
LAUREN ROOVART, Northeastern Nevada Museum
NATACIA ELDRIDGE, Newmont
PAM BORDA, NNRDA
TROY EDLER, KENV TV
LIZZ TODD, Elko Daily Free Press
KRISTI HANSEN, Red Lion Inn and Casino

Committee Members Absent: JAMES BROWN, Gold Dust West
JAIRAH RAMIREZ, Hilton Garden Inn
LYNN RUBEL, Ruby Mountain Symphony
JEN SPROUT, Elko Area Chamber of Commerce
KATIE AIKEN, Western Folklife Center
TONY BUZZETTI, Elko County Fair Board
LISA DITTMAN, California Trail Center
MARK GIBBS, Elko Regional Airport
JAMES WILEY, Elko Parks and Recreation
DELYNN JONES, DBA

ECVA Staff Present: Don Newman
Tom Lester
Juli Nelson
Kandiss Fallowfield
Amber Merz

Visitors: Les Brown, POW*MIA

1. Meeting called to order by Marketing Committee Chairman, Delmo Andreozzi.

Marketing Committee Chairman, Mr. Delmo Andreozzi, called the meeting to order at 8:10 am.

2. **Public Comment Period- 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 October 14, 2015 Marketing Committee Minutes - **Action Item (public comment)**

Ms. Stacey Sawyer made a motion to approve the October 14, 2015 Marketing Committee Minutes. Ms. Natacia Eldridge seconded the motion. The motion passed unanimously.

4. Presentation, discussion and possible approval of a request for marketing support funds from the Elko P.O.W./M.I.A. Association in the amount of **\$1800.00 – Action Item (public comment)**

Mr. Les Brown stated that they would be celebrating the 10th anniversary of the POW*MIA Chili Feed in February. he stated that this is the first time they have asked the ECVA for Marketing Support Funds. They are requesting the funds this year because they would like to make the event bigger than ever before. The event has continued to grow over the years but with this being the 10th anniversary they would like to make it a big one and bring in tons of people from outside of the area.

Mr. Newman stated that a few years ago the Elko POW*MIA branch got the attention of the National League of Families. He asked Mr. Brown to tell the board about that.

Mr. Brown stated that the Elko POW*MIA Awareness Association does “Send Off” and “Welcome Home” parades for soldiers as well as fundraisers and various other events to bringing awareness to soldiers who have not returned home from conflict. This got the attention of the National League of Families and they came to Elko to thank the Elko POW*MIA Awareness Association for their efforts. They gave Elko the first ever award for community support. Mr. Brown stated that he is very proud that the Elko community ranks #4 nationwide with the amount of support that they give to POW*MIA, locally and nationally. He feels this is incredible as some of the others in the ranking are based on entire states and our small town is among the top in the nation.

Mr. John Carpenter asked Mr. Brown how they have advertised outside of the area in the past.

Mr. Brown stated that they have been putting up flyers in Eureka, Wells, Battle Mountain, Winnemucca and other surrounding communities. He stated they were hoping that the ECVA would be able to give them some good ideas on other ways they could get the word out.

Mr. Carpenter asked Mr. Lester what his thoughts were on ways to market this event outside of the Elko area.

Mr. Lester stated that he feels they would benefit from some radio and TV ads. He stated that Salt Lake is an expensive market to advertise in but that they should look into Northeastern Nevada and Idaho. He told Mr. Brown he would be happy to sit down with him and discuss marketing strategies.

Mr. John Carpenter made a motion to approve a request for marketing support funds from the Elko P.O.W.*M.I.A. Awareness Association in the amount of \$1800.00, Mrs. Pam Borda seconded the motion. Motion passed unanimously.

5. Status Report of Convention/ Tourism Activities; Tom Lester -**Non- Action Item**

Mr. Tom Lester stated that he has been pretty busy. He will be attending ABA and NTA in January, he will be doing Go West Summit and LA Travel and Adventure Show in February Bay Area Travel and Adventure show in March. PBS will be here in January doing a segment on Elko featuring snowmobiling. He stated that he did write a grant to do a new Meet Me in Elko DVD as our old one is quite outdated. He would like to include footage Mine Expo, the Conference Center, the Rubies, the new jet service and various other updated material. Patty's Tours will be bringing another tour back in the spring, she loves Elko. He is currently working with a tour operator out of India, there is talk of doing a tour with overnight stays in Elko similar to what we get with the Chinese tour operators. He did an insert with Madden Media in 6 key markets. We will be getting leads from that, they will either receive a Visitors Guide in the mail or an E-blast from RAD depending on the information provided. He stated that he has started the contract with RAD Strategies, he then passed around their most recent leads report and explained it to the committee. He stated that the Visitors Guide is being printed now and will be out by the end of December. He is very excited to receive it, it looks great. He stated that everyone in the office was a big help in getting it proofed and ready for print.

6. Status Report of the Marketing activities; Juli Nelson - **Non-Action Item.**

Mrs. Juli Nelson passed around a stack of ads she has designed and publications she has placed ads in. She stated that she has been working to promote Elko as a meeting destination, vacation and events destination and conference and convention destination. She continues to use social media to promote ECVA events as well and Elko area events. Kandiss has created a Festival of Trees

Facebook page and it has taken off. She state that she just returned from a mining show in Spokane, Washington. She stated that Mrs. Fallowfield was busy with the Festival of Trees so she was happy to go in her place. Mrs. Nelson stated that they generate leads at AMEA every year for the Mining Expo but that with the space restrictions they are not always able to accommodate the leads. She stated that with the new facility they are very excited to be able to get new exhibitors into the show in 2016. She then stated that her report outlined many of the things she has been working on and that the committee was more than welcome to ask any questions they may have.

7. Status Report of the ECVA Events, Kandiss Fallowfield – **Non-Action Item**

Mrs. Kandiss Fallowfield stated that the 2016 Events Calendars are finished and they look beautiful. They will pair wonderfully with the Visitors Guides once those arrive. The Festival of Trees was a huge success. The Conference Center was a great backdrop to the event this year. The public loved it, it was wonderful to see how excited everyone was over the trees and the building. They raised approximately \$25,000 to be divided between the 5 charity partners this year. There were 115 Christmas trees, 20 wreaths and various other items. The Reno Dance Company did 2 performances of the Nutcracker and she is still waiting to hear feedback from them on how they felt about their time here. She stated that she has now started to work on the 2016 Mining Expo, which will be here before we know it. She is receiving the booth preference forms back still. She has been getting a mix response from people, a lot of companies want to wait and see how the new facility looks before they move.

8. Report on ECVA Activities and Room Tax Revenue; Don Newman - **Non – Action Item**

Mr. Newman stated that he has attached the Room Tax storyboard and as the committee can see we are still trending down a bit but he is optimistic that as Newmont and Longcanyon continue to expand it will start to look up. He stated that the Ribbon Cutting for the Conference Center was well attended and as Kandiss said the public loved the Conference Center during the Festival of Trees. The Conference Center was completed in under 8 months and completed under budget. He stated that Dr. Ben Carson has already reached out and booked the Conference Center for a political rally on the 16th, we are also speaking with the Trump campaign about a rally. Mr. Newman stated that the term for this committee is up in February so he will be sending a letter out to everyone about whether or not they would like to continue and will just need to know by the next meeting in February. Mr. Newman stated that the Great Race will be coming through in June and we will be sponsoring it. They will be lunching in Winnemucca and overnighing in Elko with a room block at Red Lion and we will be hosting them for dinner. We are going to be trying to come up with some ideas for things we can do in the park that night for entertainment so if anyone has any suggestions let him know.

Ms. Hansen stated the Red Lion has some great bands around that time so they may be able to piggy back on that for pretty cheap.

Further discussion took place.

9. Discussion of new ideas, referrals or suggestions from committee members -

Non - Action Item

Mr. Lester stated that Rural Roundup is in April and he encourages everyone to attend. He stated that he will also be putting in a bid for Rural Roundup in 2017.

Mr. Troy Edler stated that as far as NBC their fall programing went really well and is now wrapping up. They have really great specials coming up for the winter season. Locally it's pretty busy as well, it seems like everyone has something that they want covered, and there has been a lot of charity events and fund raisers which makes him very proud of our community. Their new website is rolling out in a few weeks so that is very exciting and it will be really nice.

Ms. Kristi Hansen stated that she doesn't have a whole lot to talk about, other than to say how happy she is to be able to be here. She stated that Red Lion has been doing a lot of holiday parties which has been a lot of fun.

Ms. Lizz Todd stated that she is very excited for the Visitors Guides to get here, they look great. She stated that they have been staying very busy with the holidays and getting the word out about Elko Daily designing and managing Websites and Facebooks.

Mrs. Pam Borda stated that they did a community assessment for Jackpot and that the community is in need of some serious help. She was hoping the ECVA would have ideas for what can be done to help them.

Mr. Lester stated that he has reached out to multiple people in the community of Jackpot over the past years and has yet to hear back from anyone. He has requested photos so that he can include them in publications and ads and has yet to receive anything.

Further discussion on Jackpot took place.

Ms. Natacia Eldridge stated that the Newmont Nevada Facebook page would be launching soon. Right now they only have the Newmont National page so she encourages everyone to like and share those pages on Facebook.

Ms. Lauren Roovart stated that the new director, Don Westfall, has started and his transition is going very smooth. There is talk of revamping the museums website which would be great. The new theater system is great as well, they have a really neat new curved screen.

Mr. Andreozzi asked who the artist is that is featured in the museum right now.

Ms. Roovart stated that it is William Mathews.

Further discussion about the Northeastern Nevada Museum took place.

Mr. John Carpenter stated that the calendars look great, the photos are beautiful. He stated that his family finally won a tree at the Festival of Trees this year which he really enjoyed. He stated that he is hoping that the Heritage Festival gets the funding it needs.

Ms. Sawyer stated that the hotel is coming along nicely. They have hired their General Manager, the carpeting is being installed, the painting is almost done and they are hoping the roof will be done by the end of next week.

Ms. Lizz Todd stated that she is a volunteer for the Western Folklife Center so she would like to do an update for them. She stated that there would be dance lessons on Thursday, on the 18th there will be a volunteer social sign up. She stated that she is their Lead Social Media Coordinator so if anyone is interested in doing social media for the event let her know.

Further discussion took place.

Ms. Natacia Eldridge stated that Newmont will be offering a free gold mine tour on January 27th during Cowboy Poetry.

Mr. Lester stated that he would love to put PBS in touch with Newmont to do the Gold Mine tour as the 3rd portion of their special as they will be in Elko filming at that time.

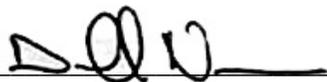
Further discussion took place.

10. Public Comment Period – **Non-Action Item**

None at this time.

11. Adjourn

Meeting adjourned at 9:23 am.



Don Newman, Executive Director ECVA