

**ELKO CONVENTION & VISITORS AUTHORITY  
MARKETING COMMITTEE MEETING  
ELKO CONVENTION CENTER  
CEDAR ROOM  
WEDNESDAY, DECEMBER 11, 2019  
8:30 AM  
MINUTES**

The Chair reserves the right to: change the order of agenda items, combine two or more agenda items for consideration, remove or delay discussion on an item, and/or recess the meeting and continue at another specific date and time.

**Ex-Officio:** **Chip Stone**, Marketing Committee Chair

**Committee Members Present:** **Jolene Stone**, TownePlace Suites by Marriott  
**Lizz Todd**, Elko Daily Free Press  
**Natacia Eldridge**, Nevada Gold Mines  
**Lauren Roovaart**, NE Nevada Museum  
**Lauren Jones**, Western Folklife Center  
**Billie Crapo**, Elko Area Chamber  
**Jim Foster**, Elko Regional Airport  
**Tobey Handcock**, Elko Parks & Rec

**ECVA Staff Present:** **Katie Neddenriep**, Executive Director  
**Erin Myers**, Events Coordinator  
**Amber Merz**, Administrative Assistant

**Visitors:** **Les Brown**, POW\*MIA  
**Laura Adams**, POW\*MIA  
**Ken Adams**, POW\*MIA  
**Jan Peterson**, Cowboy Arts & Gear Museum

1. Meeting called to order by Marketing Committee Chair Chip Stone.

Marketing Committee Chair Chip Stone called the meeting to order at 8:34 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 9, 2019 Marketing Committee Minutes. - **For Possible Action (Public Comment)**

***Billie Crapo made a motion to approve the minutes from the October 9, 2019 Marketing Committee Meeting. Natacia Eldridge seconded the motion. Motion passed unanimously***

4. Presentation, discussion and possible recommendation of approval of marketing funds for Ride Around the Rubies: Gravel Ride on behalf of Elko Desert Sunrise Rotary Community Fund in the amount of \$3,767.00. - **For Possible Action (Public Comment)**

Chip Stone asked if anyone from Elko Desert Sunrise Rotary was at the meeting to present this request.

Katie Neddenriep stated that there wasn't anyone here to talk about the request but they should be able to move forward today. She went on to explain that this is a new marketing funds request for a new event the Elko Desert Sunrise Rotary Club is putting on in June of this coming year. Katie explained that since it is a new request there are no funds budgeted for it. The Elko Desert Sunrise Rotary Club did apply for funds in the form of a Matching Grant from TravelNevada, however this Grant Application is still pending. She explained that the ECVA would automatically incorporate this into their ongoing area event promotions which include social media, digital marketing and regional campaigns. Any campaigns marketing this event on its own would have to be paid for out of Marketing Support funds or out of other funds raised by the organization, these marketing plans were identified and explained in the budget included in the Rotary Clubs application.

Lizz Todd stated that she wanted to recognize the fact that this was the most amazingly detailed event plan and request that she has ever seen brought before them.

***Billie Crapo made a motion to recommend the approval of marketing support funds for Ride Around the Rubies: Gravel Ride on behalf of Elko Desert Sunrise Rotary Community Fund in the amount of \$3,767.00. Lizz Todd seconded the motion. Motion passed unanimously.***

5. Presentation, discussion and possible recommendation of approval of marketing funds for POW\*MIA Awareness Association in the amount of \$2,500.00. - **For Possible Action (Public Comment)**

Les Brown of POW\*MIA Elko introduced himself and stated that they are resubmitting their application for funds as it has been years since they last came to the Marketing Committee and some things have changed since then. He stated that this event (Chili Feed) has grown so much over the last few years that the only venue large enough for their event is the Convention/Conference Center. He went on to explain that in past years the ECVA has helped to market their events in various ways as well as offered support in the form of design and printing for items like posters, save-the-date postcards, fliers/brochures, programs, etc. Mr. Brown stated that in the past the ECVA has also offered a great deal of support by giving POW\*MIA a discount off of the facility rental rates for their events. He stated that all of these things have been very helpful and they would like to use the requested funds and support of the ECVA in the same manner going forward.

Chip Stone started out by thanking Les Brown and all other members of the POW\*MIA Elko Awareness Association for their hard work and the great things that they do. He stated that he wanted to clarify that the Marketing Committee could only recommend the approval of in-kind support or funds for things that fall under "marketing". Discounts or using funds for facility rental fees does not fall under marketing so it is not something this committee could approve. They would need to meet with the ECVA Executive Director or other ECVA staff to get approval for this matter.

Katie Neddenriep reference POW\*MIA Elko's request for funds reading the timeline section which stated that the upcoming event would take place February 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> of 2020. On Sunday February 16<sup>th</sup> the timeline states that they are holding a Summit meeting for all POW\*MIA Associations. Katie stated that prior to reading this she had been under the impression that the Chili Feed & Auction was a fundraiser for the local branch of POW\*MIA only. She went on to ask if this event was more of a regional gathering of the POW\*MIA Associations.

Les Brown stated that it was. He explained that groups from all over the nation come to Elko to attend the Chili Feed & Auction. He stated that the Summit meeting on Sunday was a gathering of POW\*MIA representatives from other areas. The main topic they discuss at this meeting is each groups calendar or what the group has planned for the coming year. This way POW\*MIA representatives from each group can plan to attend and support the other groups events.

Katie Neddenriep asked if they knew how many people attended last year.

Les Brown stated that the 2019 Chili Feed & Auction had over 570 attendees and that they had about 75 representatives at the Summit meeting that Sunday.

***Billie Crapo made a motion to recommend the approval of marketing support funds for POW\*MIA Elko Awareness Association in the amount of \$2,500.00. Jolene Stone seconded the motion. Motion passed unanimously.***

6. Presentation, discussion and possible recommendation of approval of marketing funds for The Great Basin Gear Show & Bit Making Contest on behalf of the Cowboy Arts & Gear Museum in the amount of \$2,500.00. - **For Possible Action (Public Comment)**

Jan Peterson introduced herself and stated that the Great Basin Gear Show has been happening for many years. She explained that in the past the event was hosted by the Northeastern Nevada Museum and sponsored by JM Capriola and the ECVA. She stated that last year the event was hosted by the Cowboy Arts & Gear Museum and a new aspect was added, the Bit Making Contest. This was a very popular addition to the show, they had 13 entries in their first year and have already had almost 20 contestants sign up to participate in the Bit Making Contest for the upcoming event.

Lizz Todd asked what kind of marketing they will do out of the area.

Jan Peterson stated that it mostly consists of distributing their fliers and programs. She explained that a great deal of the interest in the event is generated by word of mouth.

Chip Stone asked Jan if the contestants were given a kit to work with when they entered the Bit Making Contest.

Jan Peterson stated that each contestant is given 2 raw steel plates to work with. The completed bits are judged on 4 points, 2 based on the functionality of the bit and the other 2 based on the artistry of the bit.

***Billie Crapo made a motion to recommend the approval of marketing support funds for The Great Basin Gear Show & Bit Making Contest on behalf of the Cowboy Arts & Gear Museum in the amount of \$2,500.00. Natacia Eldridge seconded the motion. Chip Stone abstained from voting. Motion passed.***

Jan Peterson thanked the committee for supporting the event. She then stated that she wanted to let everyone know how much she appreciates Mr. Tom Lester and all of his hard work. She stated that he works very hard to market Elko and doesn't receive the credit that he deserves.

Katie Neddenriep stated that she wanted to make sure that all groups applying for marketing funds understand that they need to go to the Board Meeting for final approval of their requests.

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

Chip Stone stated that Tom Lester was not present but that his report was included in the packet for review.

8. Status Report of the Marketing Activities; Juli Nelson - **Non-Action Item**.

Chip Stone stated that Juli Nelson was also unable to attend today but that she had included a report in the packet as well.

9. Status Report of the ECVA Events; Erin Myers – **Non-Action Item**

Erin Myers stated that the 2019 Festival of Trees had just finished up and that it continued to be a very successful event. She stated that there were 176 total items donated to the 2019 Festival of Trees this year, 127 of those being trees. Erin then referenced the Events Report she had included in the packet and read through it with the committee.

Chip Stone asked if the Festival of Trees raised as much money in 2019 as it had in previous years.

Erin Myers stated that they are still tallying the final numbers but that they believe they are very close.

Further discussion took place.

10. Report on ECVA Operations and Room Tax Revenue; Katie Neddenriep - **Non – Action Item**

Katie Neddenriep started off by passing around a spreadsheet of contact information for the committee members that she had been working on. She went on to talk about the 2020 Elko Area Visitors Guide, explaining that the ECVA staff has been working to update it and that it should be ready to go soon. She then explained that she had included two different reports in the packet as they had not met in two months and asked if they had any questions or discussion regarding her reports.

Chip Stone stated that while at the City Council meeting, they had discussed the fact that room tax is still trending down.

Jolene Stone stated that she finds it interesting that they room tax numbers are down as it appears that properties are booking out regularly. She stated that she has noticed that tax exempt stays are down but this wouldn't create a deficit in room tax income.

Further discussion took place.

11. Updates, referrals and suggestions from committee members - **Non - Action Item**

Billie Crapo stated that the Chamber is doing well. She explained that they are in the middle of doing their budget and strategic planning for 2020. She went on to tell the committee about the annual Chamber Christmas party which would be taking place at the Northeastern Nevada Museum and was open to the public. She stated that Nevada Gold Mines purchased over \$300,000 in Chamber Checks for their employees this holiday season.

Lauren Jones stated that the Western Folklife Center has been very busy working on the Cowboy Poetry Gathering. She explained that they will be stepping up their video

production budget this year as video marketing has been very successful for them. She stated that they are doing a lot of marketing in the Bay Area and similar places as the theme this year is Black Cowboys.

Lauren Roovaart of the Northeastern Nevada Museum stated that the Art of the West show was on January 30<sup>th</sup>. She stated that they were busy preparing for the upcoming Cowboy Poetry Gathering and explained that they would have viewings of Cowboys, the documentary at the museum and the Western Folklife Center.

Natacia Eldridge stated that things have been very busy with the merger, explaining that the final day of their transition is December 23<sup>rd</sup>.

Lizz Todd stated that the Elko Daily Free Press has been busy working with the ECVA on their 2020 Visitors Guide as well as the Chamber on their new Shop Local Guide. She stated that the Free Press is a drop off location for the Holiday Toy Drive that is going on right now.

Jolene Stone stated that she does not have a lot to report right now. She stated that the larger flag properties seem to be selling out Monday through Wednesday but she isn't sure what is happening with the smaller downtown properties.

Jim Foster stated that this is a slower time for the Elko Regional Airport, they are hoping to reach 20,000 enplanements. He stated that they are staying busy working to keep up with the snow removal.

Tobey Handcock stated that Elko Parks and Rec had a lot of fun doing Pictures with Santa at the 2019 Festival of Trees, they will do it again this coming weekend at the Snowflake Festival. He then told the committee that they would also be in charge of Santa's Workshop, located inside of Dalling Hall, as well as organizing the downtown Cookie Crawl, both taking place during the Snowflake Festival. He stated that Taylor Chiropractic is going to be sponsoring Family Skate Night at the Igloo. They are working to prepare for adult basketball season as this starts soon. He explained that they have a large soccer tournament taking place over Memorial Day weekend and a skateboarding competition that will be in June.

Katie Neddenriep asked Tobey if he had any updates on the sports complex.

Tobey stated that they are working on the walkways and the concessions stand, they hope to open for the upcoming season.

Chip Stone stated that today is the Shop with a Cop Auction sponsored by KRJC.

## 12. Public Comment Period – **Non-Action Item**

Jan Peterson stated that the DBA has been working hard on the Snowflake Festival, the Cookie Crawl will be a great family-oriented addition to the event.

## 13. Adjourn

*Meeting adjourned at 9:18 am.*



Katie Neddenriep, Executive Director ECVA