

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
ELKO CONVENTION CENTER
GOLD ROOM
WEDNESDAY, AUGUST 9, 2017– 8:00AM
MINUTES**

Ex-Officio:

Committee Members Present: BILLIE CRAPO, Elko Area Chamber of Commerce
PAM BORDA, NNRDA
KATIE AIKEN, Western Folklife Center
CATHERINE WINES, Elko Arts & Culture Board
TONY BUZZETTI, Elko County Fair Board
KEN SUTHERLAND, Ruby Radio
AILEEN SUTHERLAND, Ruby Radio
STEVE BURROWS, NNRH
LIZZ TODD, Elko Daily Free Press

Committee Members Absent: DELMO ANDREOZZI
JAIRAH RAMIREZ, Hilton Garden Inn
JAMES WILEY, Elko Parks and Recreation
TONI JEWELL, Red Lion Inn and Casino
SHASTA GRETCH, Gold Dust West
PAUL GREGORY, California Trail Center
LAUREN ROOVART, Northeastern Nevada Museum
NATACIA ELDRIDGE, Newmont
TROY EDLER, KENV TV

ECVA Staff Present: DON NEWMAN
JULI NELSON
AMBER MERZ

Visitors: RUSSELL MINTER, GBC Film Festival

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

Mr. Don Newman called the meeting to order at 8:05 am and stated that Mr. Andreozzi is out of town.

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 April 12, 2017 Marketing Committee Minutes - **Action Item (public comment)**

Mrs. Billie Crapo made a motion to approve the April 12th, 2017 Marketing Committee Minutes, Ms. Lizz Todd seconded the motion. Motion passed unanimously.

4. Presentation, discussion and possible approval of a request for marketing support funds from Great Basin College Film Festival – **Action Item (public comment)**

Mr. Russ Minter stated that the Great Basin College Film Festival is in its 13th year. He explained that they are associated with Great Basin College but that they don't receive any funding from them. Since they are associated with the college they are able to get the films that they screen for half price. He stated that the main audience is locals and they would like to extend their reach outside of the area. He explained to the Committee that they screen a wide variety of films and last year they were able to screen Moonlight, prior to it winning an Oscar. They were also able to screen a film called Flyboys that was greenlighted to be made into a TV show.

Mr. Burrows asked if GBC students received a discount on tickets.

Mr. Minter stated that there is a student and senior discount for tickets.

Mr. Sutherland explained that he is with Ruby Radio and that they offer free PSAs for area events on all of their stations.

Mr. Minter stated that they have done great PSAs for the festival in the past and that they would also like to look into running ads on their stations this year.

Further discussion took place.

Mrs. Pam Borda made a motion to approve a request for marketing support funds from Great Basin College Film Festival in the amount of \$2000.00. Mr. Ken Sutherland seconded the motion. Motion passed unanimously.

Mrs. Wines stated that there is a short documentary being made about the Elko Boot Project and that once it is done she would love to offer it to him to screen at the festival if he is interested.

Mr. Minter stated that he would be very interested in that.

Further discussion took place.

**Mr. Minter excused himself at 8:20 am.*

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

Mr. Newman stated that Mr. Lester is out of the office at the moment. He stated that Mr. Lester's report is in the packet for them to read through. He stated that they recently met with the Nevada State Educators Association to hold a conference in 2018. We will also be pitching for OCTA in 2020.

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

Mrs. Juli Nelson stated that we doing a new retargeting campaign through Madden Media. We had a goal of 1 million hits, we just got our first report back and we are over 100,000 hits in less than a month. She stated that True West Magazine recently featured Northeastern Nevada Museum as one of it "Museums to know". Mrs. Nelson then stated that she is helping Mr. Lester work on the new Visitors Guide as well as redesigning our Adventures on the Edge brochure and the Ghost Towns brochure. She stated that she would like to ask the public for photos of the Elko Boots for a slideshow on the website.

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

Mr. Newman stated that Mrs. Fallowfield has moved to Texas as her husband transferred with his company. We have hired Mrs. Erin Myers who some may know from the Red Lion. She is unable to be here today as she had a vacation scheduled prior to accepting this position. He stated that her report is in the packet for them to read through but he would quickly like to go over a few things. The Elko Classic Car Show has merged with Rides and Rods, which previously took place during the EMJ. We have renamed the show the Rides & Rods Elko Classic Car show. We will be working closely with Jeff and Stormy Remington to produce our show this year and hope to turn the show over to them completely next year. We have added a ½ day to the show per their request and will be doing the awards ceremony on Sunday. Mattie's will also be hosting some events that weekend that will be in conjunction with the show but not related to the ECVA.

Further discussion took place

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

Mr. Newman stated that room tax went up significantly in June which is good. We purchased a spot in the Salt Lake Road Tripping' series and they will be coming over towards the end of the month to film that.

Mr. Newman stated that Mrs. Catherine Wines and Mr. Barry Crawford approached him recently about installing a permanent art piece on the ECVA property. He referenced a small horse statue in the room and stated that Mr. Crawford would like to recreate it into a 10 foot tall version and the ECVA would install it, most likely between the two buildings. He explained that when the ECVA had the temporary installment of Mr. Crawford's last year, the Squid, it was very popular and people came from all over to see it. Mr. Newman stated that this piece would cost about \$30,000. He thinks that they should approach businesses in the community and ask for sponsorships. He spoke with someone from NV Energy about the project and would like to discuss it with the mines as well. Mr. Crawford would display this piece at Burning Man prior to its installation here and that would be a great draw for "Burners" as well as anyone interested in Burning Man. Mr. Newman then stated that he and Mrs. Wines feel Mr. Crawford is an incredible artist that he will be huge someday very soon.

Further discussion took place.

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

Mr. Buzzetti stated that the new sound system is in and sounds good. He doesn't have the racing numbers in yet unfortunately. The Indian Relays will be here the first weekend again this year as well.

Mr. Sutherland stated that they had the Women's Expo on Saturday and it went great. They didn't hear a single negative comment from their vendors. He stated that they will be giving away an international trip for their fall promotion and they are looking for one more sponsor. They also have Safe Street coming up in October where they will have security, chaperones, extra lighting, a petting zoo and more.

Mr. Burrows stated that the hospital has their drive through flu shot event coming up. It is free and you don't even have to get out of your car. If you would like to give back you can donate glasses to the Lions Club or non-perishables to Ruby Mountain Resource Center.

Ms. Lizz Todd stated the Elko Centennial Book was released in May and turned out great; it's for sale all over town. They also released the new Mining Quarterly in full gloss and the smaller, standard magazine size and it has received a great response from their readers.

Mrs. Crapo stated that things at the Chamber are very busy. They are staying busy working on their events and their new members are up.

Mrs. Borda stated that in October she has a trade mission coming in from Canada, they will be bringing several companies. She also has a call today about an

Australian trade mission. They would also like to come in October so she will be trying to figure out how to make that happen as it takes a lot to put a trade mission on.

Mrs. Aiken stated that the Western Folklife Center is getting a new Director. She is coming to them from TED in California. She stated that the 2018 Gathering Theme is Basques and Buckaroos.

Further discussion took place.

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

None at this time.

11. Adjourn

Meeting adjourned at 9:22 am.

A handwritten signature in black ink, appearing to read 'Don Newman', written over a horizontal line.

Don Newman, Executive Director ECVA