

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
ELKO CONVENTION CENTER
CEDAR ROOM
WEDNESDAY, DECEMBER 12TH, 2018
8:00AM
MINUTES**

Committee Members Present: **Angela Frasier**, Red Lion Hotel and Casino
Billie Crapo, Elko Area Chamber
Kristen Windbigler, Western Folklife Center
Tobey Hancock, Parks & Rec.
Natacia Eldridge, Newmont Mining
Jim Foster, Elko Regional Airport
Paul Gregory, California Trails Center
Natasha Benoit, Downtown Business Association
Steve Burrows, NNRH
Lizz Todd, Elko Daily Free Press
Sheldon Mudd, NNRDA

ECVA Staff Present: **Tom Lester**
Erin Myers
Amber Merz

Visitors: **Larry Hyslop**, Friends of the Ruby Mountains
Jolene Stone, Ledgestone

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

Mr. Tom Lester called the meeting to order at 8:03 am and stated that Marketing Committee Chairman, Delmo Andreozzi and ECVA Director, Mr. Don Newman, were not present today so he would be leading the meeting. Introductions were then made around the room.

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 August 8th, 2018 Marketing Committee Minutes - **Action Item (public comment) (No October meeting)**

Mrs. Billie Crapo made a motion to approve the August 8, 2018 Marketing Committee Minutes. Mrs. Angela Frasier seconded the motion. Motion passed unanimously.

4. Presentation, discussion and possible approval of marketing funds for the Friends of the Ruby Mountains in the amount of \$1966.80 for a reprint of the recreation guide - **Action Item (public comment)**

Mr. Larry Hyslop stated that they received funding from the ECVA to print their brochures for the first time last year. They were very popular and they ran out very quickly. They are requesting more money this year so that they can print double the amount.

Mrs. Crapo stated that she would love to have some to give out at the Chamber.

Mrs. Stone stated that her long-term guests frequently request good trail maps in the Rubies so she would also love some.

Mr. Lester suggested that Mr. Hyslop apply for grant funding through the NCOT. He stated that he would be happy to help him with the process.

Further discussion took place.

Mrs. Billie Crapo made a motion to approve marketing funds for the Friends of the Ruby Mountains in the amount of \$1966.80 for a reprint of their Recreation Guide. Mr. Steve Burrows seconded the motion. Motion passed unanimously.

5. Discussion, recommendations and possible approval of the committee members for the 2019 term – **Action Item (public comment)**

Mr. Lester stated that the members listed in blue in the packet indicated that the organization was staying the same but that the representative was changing and the ones listed in red were a new organization and new member.

Further discussion took place.

Ms. Lizz Todd made a motion to approve the updated Marketing Committee Members for the 2019 term. Mrs. Billie Crapo seconded the motion. Motion passed unanimously.

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

Mr. Tom Lester stated that the 2019 Elko Area Events Calendars are out, if anyone wants some, they can come get them from the office. He stated that he is finished with the 2019 Visitors Guide and it has been sent to the printer. Mr. Lester then read through his travel schedule. He stated that he and Mr. Newman attended the Governor's Conference in Reno, they had great attendance. He, Kim and Don met with representatives from OCTA to go over details for their conference in 2020 which we will be hosting. He explained that we hosted the 2014 OCTA and there was about 450 attendees and the 2020 event is expected to have just as many attendees if not more. Mr. Lester stated that the Redirect Marketing Campaign is now running and going very well. He then went over the results report from that campaign with the committee. He stated that their campaign with Certified Folder has been doing great, they have given out over 5000 brochures.

Further discussion took place.

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

Mr. Lester stated that Mrs. Nelson just got home from Spokane, she and Ms. Myers were attending AEMA to promote the Mining Expo. She was not able to attend the meeting today but her report is included in the packet for them to read through.

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

Mr. Lester stated that Ms. Myers was not in yet this morning but that her report is included in the packet as well.

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

Mr. Lester stated that the Room Tax Revenue report was included for them to read through.

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

Mrs. Jolene Stone stated that December looks really good. The President's visit was good for occupancy. She stated that she has heard that construction on the new lodging properties should be done before the Mining Expo.

Mrs. Angela Frasier stated that this has been a strong year for the Red Lion. They have paid out over \$5 million and they gave away a truck.

Mrs. Billie Crapo stated that this has been a strong year for the Chamber as well. They are getting ready to have their Christmas Party, it will be held at the museum this year. They will have an open bar, black jack tables and the winner at the end of the night will get \$250 in Chamber Checks.

Mrs. Windbigler stated that ticket sales for the Cowboy Poetry Gathering are up 14%. She stated that they just added an Ian Tyson show to this year's gathering, the tickets sold out very fast.

Mr. Tobey Hancock stated that that the Pool is unfortunately closed temporarily but luckily, they are able to use the Pools employees up at the Snow Bowl until it gets reopened.

Mr. Jim Foster stated that they have been working on a lot of things recently. He has met with SkyWest about business travel flights to and from Elko. He stated that they also met with the Reno Airport about reestablishing Reno to Elko flights.

Further discussion took place.

Mr. Paul Gregory stated that this weekend the California Trail Center is hosting Christmas Trails for Kids.

Ms. Todd stated that the Free Press has been working with the ECVA on the Visitors Guide. It's going to be out soon and looks great.

Mrs. Benoit stated that she is new with the DBA. They just finished up the Snowflake Festival. Overall, she feels that it went well. She stated that the DBA is looking at bringing in a concert series and they are looking for ideas to spice up the DBA Wine Walks.

Mr. Burrows stated that there is a lot of change happening at NNRH, they just completed a merger and they have a new CEO. He explained that the new CEO

has started making positive changes already for example they working on better pricing.

Mr. Mudd stated that NNRDA has been keeping very busy. He stated that they have been working with Komatsu. He stated they are also working on updating their website. Elko Daily is doing that update for them

Further discussion took place.

**Ms. Myers arrived at 8:50 am*

Ms. Myers stated that she didn't have the final numbers from the Festival of Trees yet but that they earned about \$34,000. She stated that those funds will be divided up equally between the five Charity Partners. She then stated that she and Mrs. Nelson attended AEMA in Washington again this year, it was a great networking event for them. They got a ton of interest in the Mining Expo while they were there.

Further discussion took place.

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

None at this time.

12. Adjourn

Meeting adjourned at 8:58 am.



Don Newman, Executive Director ECVA