

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
ELKO CONFERENCE CENTER
LOBBY
WEDNESDAY, FEBRUARY 14, 2018
8:00AM
MINUTES**

Ex-Officio: **Delmo Andreozzi**, Marketing Committee Chairman

Committee Members Present: **Kerry Aguirre**, The Terraces
Sheldon Mudd, NNRDA
Lizz Todd, Elko Daily Free Press
Tobey Hancock, Parks & Rec.
Angela Fraser, Red Lion Hotel & Casino
Catherine Wines, Elko Arts & Culture Board
Ken Sutherland, Ruby Radio
Billie Crapo, Elko Area Chamber

ECVA Staff Present: **Don Newman**
Julie Nelson
Tom Lester
Amber Merz
Erin Myers

Visitors: **Carrie Eary**, Jake Eary Memorial Rodeo
Laurel Wachtel, NQHA

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

Marketing Committee Chairman Delmo Andreozzi called the meeting to order at 8:06 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 11, 2017 Marketing Committee Minutes - **Action Item (public comment)**

Mrs. Billie Crapo made a motion to approve the Marketing Committee Minutes from the October 11, 2017 meeting. Ms. Lizz Todd seconded the motion. Motion passed unanimously.

4. Discussion regarding the 2018 ECVA Marketing Committee members for the term year February 1, 2018– January 31, 2019 – **Non- Action Item**

Mr. Newman read through the updated list of Marketing Committee members and stated that this month was the beginning of their new term. He welcomed them all and asked that they all updated their contact information with the ECVA in case anything has changed since last term.

5. Presentation, discussion and possible approval of a request for marketing support funds from the Jake Eary Memorial Rodeo in the amount of **\$2000.00 – Action Item (public comment)**

Mrs. Carrie Eary stated that this would be the 8th annual Jake Eary Memorial Rodeo and the 3rd year that they would be holding the rodeo at the fairgrounds. She stated that since moving to the Fairgrounds the rodeo has grown and last year they had over 400 contestants. Mrs. Eary stated that they are now a nonprofit origination.

Mr. Newman stated that he feels Carrie has done a great job with this event over the years. He explained that the requests were both within budget but that the saddle sponsorship would come out of the General Fund therefore the Marketing Committee would not need to be involved in that decision.

Mrs. Kerry Aguire made a motion to approve a request for marketing support funds from the Jake Eary Memorial Rodeo in the amount of \$2000. Mrs. Catherine Wines seconded the motion.

Further discussion took place.

Mrs. Carrie Eary thanked the Committee for their continued support and excused herself at 8:20 am.

6. Presentation, discussion and possible approval of a request for marketing support funds from the NQHA in the amount of **\$5000.00 – Action Item (public comment)**

Mrs. Laurel Wachtel explained that because last year was a leap year it shifted all of the dates the Fairgrounds had scheduled off by one day causing the NQHA to lose the weekend they normally have booked for their event to the Silver State Stampede. Because of this she wants to do extra advertising this year to make sure everyone knows that they are back. Mrs. Wachtel also stated that they will be adding an extra day to their show this year.

Further discussion took place.

Mrs. Billie Crapo made a motion to approve a request for marketing support funds from the NQHA in the amount of \$5000. Mrs. Kerry Aguirre seconded the motion. Motion passed unanimously.

Mrs. Erin Myers arrived at 8:28 am.

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

Mr. Lester stated that he attended Go-West Summit and ABA in January. He just got back from the Boise Golf & Travel Expo, he took representatives from the new Hampton Inn with him. He got some promising leads from these shows and they will be sent out to the hoteliers and lodging partners soon. Mr. Lester stated that they received a grant from the NCOT to reprint the Adventures on the Edge brochure, those have been sent out to print and we should be receiving them soon. He stated that he is also reprinting the "Fun Maps" and will be writing a grant cover the cost as well. He explained that those are done through a partnership with the Cowboy Country Territory. Mr. Lester stated that there were 16 media writers in attendance at the Cowboy Poetry Gathering. He stated that a German media publication posted a blog about the gathering and then referenced his board report explaining that he had included the web address in it if they were interested in it. He stated that the Cowboy Country Territory Newsletter went out for January through April. Cowboy Country Territory now has over 4100 likes on Facebook.

Mr. Newman stated that it really is a huge benefit to us that Mr. Lester travels to all of these shows. We have a huge presence thanks to Toms work.

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

Mrs. Juli Nelson stated that she was recently contacted by Las Vegas PBS, she was able to refer them to the Ruby 360 Lodge. They will be coming out to do a feature soon. She stated that recently met with Victor of *Illuciones Magazine*, the ECVA will be running ads in that publication in the coming months. She explained that it is a bilingual publication distributed in the Elko area catering to the Spanish speaking population. Mrs. Nelson then passed around publications and ads she has been working on and went over them with the Committee.

Further discussion took place.

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

Mrs. Erin Myers stated that the Visitors Guides and Elko Area Calendars are available in the Office and look great. She stated that she has registered 60 exhibitors for the Mining Expo so far as well as adding current exhibitors to the Booth Change waiting list and new companies to the New Exhibitor waiting list. She stated that she is staying very busy with Mining Expo at the moment.

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

Mr. Newman stated that he's working with a group of hoteliers and the City to amend the "Room Tax" City Code". They are trying to make occupancy reporting mandatory, clean up the language in the 28 day stay exemption and working with the city to make sure that they do not over reach. Mr. Newman stated the Duane Jones wrote the First Person story for their campaign with Madden Media, the next story will be done by Jan Peterson.

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

Mr. Andreozzi asked that the Committee take this time to introduce themselves as this was Mr. Mudds first meeting.

Introductions were made around the room.

Mr. Sheldon Mudd stated that he was new with the NNRDA, he stated that he was previously with the Governor's office. He stated that he is excited for some of the redirecting that will be taking place with the NNRDA.

Ms. Lizz Todd stated that she is very excited for the new Mining Quarterly, they will now be taking photo submissions. She then stated that the Jobs on ElkoDaily.com used to be run through Monster but they will now run through zip recruiter.

Mr. Steve Burrows stated that it is American heart month this month. The hospital done 2 million dollars in upgrades to their cath. lab and they will be doing free blood draws at the health and fitness fair.

Mr. Tobey Hancock stated that he is currently working on the Summer Parks and Recreation Guide.

Mrs. Angela Fraser stated that the Red Lion will be running their Valentines Specials tonight through Saturday.

Mrs. Catherine Wines stated that she just wanted to thank the ECVA for featuring all of the great Booth photos in the Events Calendar and Visitors Guide.

Mr. Ken Sutherland stated that they are hard at work on the Health and Fitness Fair. He stated that last year was the biggest year yet with both buildings and they are hoping for an even better turnout this year.

Mrs. Billie Crapo stated that the Chamber is busy as always. They are working repairing trim and painting right now. Business after hours this month will be hosted by Elko Sanitation and is this Thursday.

Mr. Delmo Andreozzi stated that he recently went to Las Vegas and was amazed at how the Economy has bounced back. He was able to see the new Raiders Stadium Location and was very impressed.


Further discussion took place.

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

None at this time.

13. Adjourn

Meeting adjourned at 9:39 am.



Don Newman, Executive Director ECVA