

**ELKO CONVENTION & VISITORS AUTHORITY  
MARKETING COMMITTEE MEETING  
ELKO CONFERENCE CENTER-RUBY MOUNTAIN 2B  
WEDNESDAY, FEBRUARY 8, 2017– 8:00AM  
MINUTES**

**Ex-Officio:** **DELMO ANDREOZZI**

**Committee Members Present:** **TONY BUZZETTI, Elko County Fair Board**  
**NATACIA ELDRIDGE, Newmont**  
**BILLIE CRAPO, Elko Area Chamber of Commerce**  
**CATHERINE WINES, Elko Arts & Culture Board**  
**LIZZ TODD, Elko Daily Free Press**  
**LAUREN ROOVART, Northeastern Nevada**  
**Museum**  
**AILEEN SUTHERLAND, Ruby Radio**  
**STEVE BURROWS, NNRH**  
**PAM BORDA, NNRDA**  
**\*DARCY MINTER, Western Folklife Center-**  
*conferenced in by phone.*

**Committee Members Absent:**  
**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**

**ECVA Staff Present:** **DON NEWMAN**  
**KANDISS FALLOWFIELD**  
**JULI NELSON**  
**AMBER MERZ**

**Visitors:** **ROBERT JOHNSON, RUBY MOUNTAIN RELAY**  
**CARRIE EARY, JAKE EARY MEMORIAL RODEO**  
**JOHN WRIGHT, JAKE EARY MEMORIAL RODEO**

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

Chairman Delmo Andreozzi called the meeting to order at 8:09 AM.

\*Mrs. Darcy Minter was conferenced in by phone at 8:11 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 December 14, 2016 Marketing Committee Minutes - **Action Item (public comment)**

*Mrs. Pam Borda made a motion to approve the December 14, 2016 Marketing Committee Minutes. Ms. Lizz Todd seconded the motion. Motion passed unanimously.*

4. Discussion regarding the 2017 ECVA Marketing Committee members for the term year February 1, 2017– January 31, 2018 – **Non- Action Item**

Mr. Delmo Andreozzi stated that this is a non-action item. He stated that to his knowledge the representatives for #4 as well as #8 are still to be determined. He then stated that Troy Elder has taken a transfer to Salt Lake City.

Mr. Don Newman stated that this was discussed during the Board of Directors meeting last month, as the positions within the companies are filled that person will step in and take the open spot on the Committee. He then stated that they did discuss the possibility of Lori Gilbert taking Troy's spot with KENV.

5. Presentation, discussion and possible approval of a request for marketing support funds from Ruby Mountain Relay in the amount of **\$2500.00 – Action Item (public comment)**

Mr. Don Newman stated that this item is in the budget but the Committee would just like to hear an update of the event and find out how it is progressing.

Mr. Robert Johnson stated that the Health and Fitness Fair Relay is the first one they have coming up. He stated that they are very excited that the Forest Service has approved their relay along the Ruby Crest. He explained that it will be 43

miles, they will run by the Ruby Crest Lakes and through some pretty rough terrain. He stated that it will not be this year, but next. He stated that they are also working on getting a NCOT Grant.

Mr. Newman asked if there were any updates on Elko hosting the Regional Race that Mr. Johnson had talked about recently.

Mr. Johnson stated that he believes Mr. Newman is referring to the Championship Relay. He explained that they are still working on it. There is possible another location considering competing with Elko for holding it.

Further discussion took place.

*Mrs. Catherine Wines made the motion to approve a request for marketing support funds from Ruby Mountain Relay in the amount of \$2,500. Mrs. Pam Borda seconded the motion. Motion passed unanimously.*

Mr. Johnson thanked the committee for their support and excused himself at 8:20 am.

6. 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)**

Mr. Delmo Andreozzi stated that this item is also in the budget but we would like to hear updates about the event and its progression.

Mrs. Carrie Eary stated that this is the 7<sup>th</sup> year of the Jake Eary Memorial Rodeo. She stated that it was moved from the Spring Creek Horse Palace to the Elko Fair Grounds last year due to the growth over the years. She stated that she is very thankful for the support the ECVA has provided over the years such as marketing fund, donations of posters, saddle sponsorships etcetera.

Mr. John Wright stated that he feels this event has a very positive influence on the community. He explained that it brings in a lot of revenue to the community, there are over 400 participants and a large portion are not from the area. Mr. Wright stated that he also wanted to state that they have an open saddle sponsorship that they are needing to fill.

Mrs. Eary stated that the kids saddle sponsors are \$600 and the adults are \$1200. One of the children's sponsors bumped up to an adult sponsor so she has another children's saddle spots available.

Mr. Newman stated that saddle sponsorships come from the general fund, therefore they don't need to be discussed with the Marketing Committee.

*Mrs. Pam Borda made a motion to approval of a request for marketing support funds from the Jake Eary Memorial Rodeo in the amount of \$2000.00. Mr. Tony Buzzetti seconded the motion. Motion passed unanimously.*

\*Mrs. Carrie Eary and Mr. John Wright excused themselves at 8:27 am.

Mr. Newman asked Mrs. Darcy Minter to take this time to update them on the Cowboy Poetry Gathering please as he has to leave soon.

Mrs. Minter stated that it was very crowded. She stated that they sold out every evening show Thursday through Saturday in the Western Folklife Center as well as the Ian Tyson show. She stated that she heard great things about the Western Mercantile in the Conference Center as well as the silent auction. She stated that they did have fewer actual shows and maybe 5 fewer performers this year, but overall she feels good about numbers based on their goals. She stated that they are all thankful to ECVA the support. They were able to do more marketing than in previous years thanks to support from the ECVA, the Elko Rec Board and NCOT grant funding. She also stated that the NCOT brought in a FAM tour and MTV came in, which was a first for them.

Further discussion took place.

\*Mr. Don Newman excused himself at 8:38 am.

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

Mrs. Nelson stated that Mr. Lester is busy traveling and promoting Elko, his report outlines the thing he has going on. She stated that he helped to host the media writers and FAM tours during gathering.

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

Mrs. Nelson stated that the Great Basin Gear show was a success again this year, about half of the items entered were sold and the bar brought in over \$1000. That money is added to the prize money for Best of Show. She stated that she is currently busy helping Mrs. Fallowfield with the 2017 Elko Mining Expo Sponsorships.

9. Status Report of the ECVA Events; Kandiss Fallowfield – **Non-Action Item**

Mrs. Kandiss Fallowfield stated that the 2017 Events Calendars are in and can be picked up in the ECVA office. She stated that she sent out registration packets for the Mining Expo the first week in January so they are staying busy with that as well as sponsorships and advertising. She then stated that Juli put the registration packets on the website as well. Mrs. Fallowfield stated that the Opening Reception will be held at Red Lion again this year. Cashman was the biggest co-sponsor of the Opening Reception in previous years but they will not be sponsoring this year so there is a great

sponsorship opportunity available. She stated that Golf sign ups open on March 7<sup>th</sup> for registered exhibitors this year. Mrs. Fallowfield then stated that the next event is the Safety Olympiad which Kinross will be hosting.

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

Mr. Andreozzi stated that Mr. Newman had to leave early but the room tax report was included in the packet for their review.

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

Ms. Lizz Todd stated that the Mining Quarterly 20<sup>th</sup> anniversary is coming up and to celebrate they will be converting to a full color glossy magazine size.

Ms. Elderidge stated that there are no mine tours at Newmont right now due to the mess from all of the mud.

Mrs. Wines stated that the Elko Centennial Boot project is going well. They had 26 boots delivered to the warehouse. Some have been picked up by the artists already and they are hoping to have all of them in place by May 1<sup>st</sup>.

Mrs. Borda stated that the Reverse Expo is taking place on March 15<sup>th</sup>. They are all sold out already.

Mrs. Crapo stated that the Chamber installed their new Board and they are gearing up for the Home and Business Expo. They are also working on their new Elko business directory.

Ms. Roovart stated that the Cowboy Poetry Gathering went well. They are now focusing on improvements in the museum and the exhibit for the Elko Centennial.

Mrs. Sutherland stated that they are working on the Health and Fitness fair. She stated that the hospital is a big sponsor this year but they are still looking for more sponsors, particularly out of town sponsors.

Mr. Steve Burrows introduced himself and stated that NNRH will be doing a blood draw at the Health and Fitness fair. He stated that the hospital is welcoming a new Cardiologist from Idaho as well as working on recruiting new doctors to the area.

Further discussion took place.

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

None at this time.

11. Adjourn

Meeting adjourned at 9:02 am.

A handwritten signature in black ink, appearing to read "Don Newman", with a horizontal line extending to the right.

---

Don Newman, Executive Director ECVA