

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
ELKO CONVENTION CENTER-CEDAR ROOM
WEDNESDAY, APRIL 13, 2016 – 8:00AM
MINUTES**

Ex-Officio: Delmo Andreozzi

Committee Members Present: STACEY SAWYER, Gold Dust West
MARK GIBBS, Elko Regional Airport
LIZZ TODD, Elko Daily Free Press
Jerod Linder, Elko Parks and Recreation
PAM BORDA, NNRDA
NATACIA ELDRIDGE, Newmont
Meg Glaser, Western Folklife Center
Catherine Wines, Elko Art & Culture Board
TONY BUZZETTI, Elko County Fair Board
JOHN CARPENTER, Cimarron West
Billie Crapo, Elko Area Chamber of Commerce
LAUREN ROOVART, Northeastern Nevada Museum
Delynn Jones, DBA & ECVA

Committee Members Absent: JEN SPROUT, Elko Area Chamber of Commerce
Marc Jackson, California Trail Center
TROY EDLER, KENV TV
Bailey Billington, DBA
LYNN RUBEL, Ruby Mountain Symphony
JAMES BROWN, Gold Dust West
JAIRAH RAMIREZ, Hilton Garden Inn
KRISTI HANSEN, Red Lion Inn and Casino

ECVA Staff Present: Amber Merz

Visitors: Brandie Notestine, EMJ
Jeff Remington, Rides & Rods
Linda Bunch, High Desert Equine Events

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

Marketing Committee Chairman, Delmo Andreozzi called the meeting to order at 8:05 am and stated that most of the ECVA staff was not present as they were attending Rural Round Up.

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 February 10, 2016 Marketing Committee Minutes - Action Item (public comment)**

Ms. Stacey Sawyer made a motion to approve the February 10, 2016 Marketing Committee Minutes, Mrs. Pam Borda seconded the motion. Motion passed unanimously.

4. **Presentation, discussion and possible approval of a request for marketing support funds from the Rides & Rods Car and Bike Show in the amount of \$5000.00 – Action Item (public comment)**

Mr. Jeff Remington introduced himself and stated that this was the 6th year he has done the Rides & Rods Car and Bike Show. He stated that this is the first time he has asked the ECVA for any financial support. He stated that they are asking for the funds because they would like to bring in more participants from Utah, Idaho and other surrounding states. He stated that they have quite a few participants from out of the area but they are always looking to grow and need additional funds so that they can run more radio ads.

Mr. Delmo Andreozzi stated that he and Mr. Newman met before Don left for Rural Round Up and discussed the requests. Mr. Newman informed him that we are approaching the end of our fiscal year and our Marketing Support Fund is getting low. This request is written for \$5000 but unfortunately we only have \$8000 available for this fiscal year in the fund, Mr. Newman's recommendation was to award this event \$2500 and suggest that they pool their funds with the EMJ and run ads in together as the events are put on in conjunction. He then asked if the Committee had any questions or comments.

Ms. Brandy Notestine stated that the EMJ receives \$5000 from the ECVA and they use every penny of it. She explained that she, Jeff and now Linda have combined ads where they can but it is difficult as they are all targeting different audiences. She stated that she targets the motorcycle enthusiasts, Jeff to the car show crowd and Linda's target audience is Cowboys and the Rodeo crowd. Ms. Notestine explained that they appreciated any help they could get but that \$2500 would only cover ads in maybe 2 publications. She stated that she also wants to point out that Mr. Remington has been paying for ads out of his own pocket up until this point.

Mr. Andreozzi explained that unfortunately it boils down to there not being enough money in the Marketing Support Fund to give more than the \$2500. He

stated that he really does appreciate all of the sacrifices that Mr. Remington has made to keep the Rides & Rods event going.

Mrs. Pam Borda made a motion to approve a request for marketing support funds from the Rides & Rods Car and Bike Show in the amended amount of \$2500.00. Ms. Stacey Sawyer seconded the motion. Motion passed unanimously.

Further discussion took place.

5. Presentation, discussion and possible approval of a request for marketing support funds from the High Desert Bull Bash in the amount of **\$3500.00 – Action Item (public comment)**

Mr. Delmo Andreozzi stated that Mr. Newman had made the same recommendation of \$2500 and combing ads for the High Desert Bull Bash as he did for the previous request. He then turned the floor over to Mrs. Linda Bunch.

Mrs. Linda Bunch introduced herself and explained that this is a new event this year. She state that this is something she has been working on for a while and when she was trying to pick a date she decided on the Jamboree Weekend because she saw it as a way to close the cultural divide between the motorcycle crowd and rodeo crowd.

Ms. Brandy Notestine stated that the EMJ is not promoted as a "Family Friendly" event so it is great to have something that is a Family Event to promote during the Jamboree. They are trying to get a motorcycle "halftime" show for this event as well to draw in both crowds.

Mrs. Bunch stated that she is having a challenging time with the cost of advertising, especially local. She stated that Elko Daily is very expensive. She has used most of her advertising budget in a larger Bull Riding publication called Humps & Horns. She stated that the main concern she has is just getting the word out as this is a brand new event.

Ms. Notestine told Mrs. Bunch that Elko Daily's press releases are free so she should take advantage of that.

Further discussion took place.

Mrs. Pam Borda made a motion to approve a request for marketing support funds from the High Desert Bull Bash in the amended amount of \$2500.00. Mr. John Carpenter seconded the motion. Motion passed unanimously.

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)**

Mr. Delmo Andreozzi explained that this event is written into our budget annually, therefore it has already been taken into account when totaling the

Marketing Support Fund. This request was for \$5000 but the budgeted amount was \$4500 therefor Mr. Newman recommended that the Committee grant that as that's the amount accounted for in the yearly budget.

Mrs. Laurel Wachtel introduced herself and stated that their event has become very successful over the years. It was originally in Winnemucca and they moved it to Elko. She stated that they have people who travel from all over to attend their event, many of them traveling very long distances. She stated that they have had contestants from Texas, Hawaii, California, Washington, Idaho, Oregon, Wyoming etc.. She stated that they have a new slogan that they are promoting this year, "fun in the sun in Elko Nevada".

Further discussion took place.

Mr. John Carpenter made a motion to approve a request for marketing support funds from the NQHA in the amended amount of \$4500.00. Mrs. Pam Borda seconded the motion. Motion passed unanimously.

Mr. Andreozzi then stated that as Mr. Tom Lester, Mrs. Juli Nelson, Mrs. Kandiss Fallowfield and Mr. Don Newman were unable to attend, the Committee could read through the reports they included in the packet. He stated that he would try his best to answer any questions they may have about any of their reports.

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

No questions at this time.

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

No questions at this time.

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

No questions at this time.

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

Mr. Andreozzi stated that he does want to speak about somethings under this portion of the Agenda. He then referenced the Room Tax worksheet included in the Packet and stated that even though Room Tax dollars are down he is not concerned. He explained that seeing how the ECVA budgets and operates over the last year he feels very comfortable with the way they do things and their budget. He stated that he would love to see Room Taxes come back up but until they do he feels that the Convention Center is doing a great job operating and he isn't worried about the budget.

11. Discussion of new ideas, referrals or suggestions from committee members -

Non - Action Item

Ms. Stacey Sawyer stated that the Hampton in has an expected open date of June 1st, their General Manager is Lenny Martinez and their new Sales Manager is Laurie Nelson. She stated that the Mega Jackpot got the Gold Dust West Casino a lot of press both locally and outside of the area. She is very happy it was local who won. She also stated that he plans to continue working at the mines until he is of the age to retire.

Mr. Andreozzi stated that the growth in that area of town recently is amazing.

Further discussion took place.

Ms. Liz Todd stated that the Elko Daily audience numbers are up which is great. She stated that she will be attending the International Mine Expo in Las Vegas for the first time this year. She has heard that it is a huge show and she is very excited about it.

Mr. Mark Gibbs stated that he has been working on getting the Nevada Airport Association Conference to Elko in 2017.

Mr. Jerod Linder of Elko Parks and Recreation stated that they are preparing for tournaments with the new sports complex and trying to get people familiar with the area so we can be ready and stay busy once they open.

Further discussion took place.

Mrs. Pam Borda stated that they recently held the Reverse Expo, it went very well. They were completely sold out, and received calls from multiple companies wanting to get in. She stated that they will also be attending the Mine Expo in Las Vegas as well as another Mining show in Canada.

Ms. Natacia Eldridge stated that Newmont is getting ready to start their mine tour season again. She stated that they are the second Thursday of every month. Ms. Eldridge then reminded everyone to go like the new local Newmont Facebook page.

Ms. Lauren Roovart stated that things at the Museum are going really well. She reminded the Committee that the Halleck Bar Party is this Friday the 15th.

Mrs. Catherine Wines stated that previously she was a part of the Committee as the Museums representative but she is now attending as the representative for the Arts and Cultural Board under Members at Large. She stated that she is very happy to be able to continue to be here and she likes to be able to learn about all of the things going on in our area. She stated that she doesn't have anything to report at the moment except that she and Don have discussed possibly putting in a piece of permanent art in between the 2 facilities here.

Mr. Anthony Buzzetti stated that things are starting to get going at the Fairgrounds again. It has been brought to their attention over the past season that

the bucking chutes are not in compliance so they are working to get that fixed as soon as possible. He stated that he is excited to new events, like Linda's Bull Bash, come to Elko. He stated that the new chutes should be ready by her event hopefully. He stated that they are bringing the Indian Relays back again this year, they will be here the first weekend. They unfortunately cannot get them for Labor Day weekend as that is the same weekend as a large competition that they do. They will be here for three days this year.

Mr. John Carpenter stated that he is glad to hear that the fairgrounds is updating the bucking chutes.

Mrs. Billie Crapo stated that this is the 38th annual Home and Business Expo, it will be held here at the Convention Center on Mother's Day Weekend.

Mrs. Delynn Jones passed around a stack of publications for Mr. Tom Lester and stated that DBA will be their Wine Walks on the second Saturdays of the month again this year.

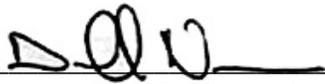
Further discussion took place.

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

None at this time.

13. Adjourn

Meeting adjourned at 9:00 am.



Don Newman, Executive Director ECVA