

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
ELKO CONVENTION CENTER
CEDAR ROOM
WEDNESDAY, JUNE 13, 2018
8:00AM
MINUTES**

Committee Members Present: Sheldon Mudd, NNRDA
Lizz Todd, Elko Daily Free Press
Lauren Roovaart, NE Nevada Museum
Catherine Wines, Elko Arts & Culture Board
Billie Crapo, Elko Area Chamber
Natacia Eldridge, Newmont Mining
Ken Sutherland, Ruby Radio
Alene Sutherland, Ruby Radio

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

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

ECVA Executive Director, Mr. Don Newman, called the meeting to order at 8:06 am and stated that Marketing Committee Chairman, Mr. Delmo Andreozzi, was not able to attend today's meeting.

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 14, 2018 Marketing Committee Minutes - **Action Item (public comment)**

Mrs. Catherine Wines made a motion to approve the February 14, 2018 Marketing Committee Minutes. Mrs. Billie Crapo seconded the motion. The motion passed unanimously.

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

Mr. Newman stated that Mr. Lester was not able to attend the meeting today. He stated that Tom was in Denver at IPW, came back to the office yesterday and is already on the road again. Mr. Newman then passed around various publications featuring Elko that Tom had left for the Committee to see. Mr. Newman stated that among these publications is a German travel magazine that features a piece on Elko written by travel writers who came to town during the Cowboy Poetry Gathering. He stated that this piece won an international award at IPW.

Further discussion took place.

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

Mrs. Juli Nelson stated that the Mining Expo continues to be a great event for us. She stated that the sponsorships were great again this year. Mrs. Nelson showed the committee the Program book and stated that something new that she did this year was bring on a sponsor to offset the cost of printing, this sponsor was Folsom Industrial. She explained that the Free Press does give us a discount on printing for their sponsorship as well. Mrs. Nelson stated that she continues to promote ECVA and Elko area events. She stated that we doing a new marketing campaign on Facebook through CCMedia. Mrs. Nelson passed around various ads, postcards, posters and publications that featured ads she has been working on.

Further discussion took place.

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

Ms. Erin Myers stated that the Expo was a huge success and she got a lot of positive feedback. She stated that she had about 360 exhibitors and over 400 booths. Shell was the Opening Reception sponsor again and Redpath sponsored the shirts for golf tournament again. She stated that Mrs. Nelson sold all of the golf sponsorships out. Ms. Myers stated that there was a lot more large equipment at the show this year.

Mr. Newman stated that there was a lot of movement and expansion this year. He state that we hired Mr. Ross Andreson and El Aero Services to go up in a plane and take aerial photos of the Expo so that we could get some good shots of all of the large equipment that was new to the show this year. He stated that we should have those photos back by the next meeting if they would like to see them.

Further discussion took place.

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

Mr. Newman stated that they should be able to make better sense of the room tax tracking sheet in the coming months as the city has made occupancy reporting mandatory. He stated that the city is also now requiring advance notice on all 28 day stays if the guest wants tax exemptions. These changes will go into effect on July 1st, 2018. Mr. Newman stated that the ECVA has new billboards going up with a new RV and Outdoor Recreation theme.

Further discussion took place.

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

Mr. Ken Sutherland stated that the Health and Fitness fair went well, the attendance was about the same as last year. They are currently working on the Women's Expo, they have added a small business workshop to it this year.

Ms. Natacia Eldridge stated that Newmont will be at the Women's Expo. They will be holding a Ride for the Troops fundraiser on August 25th. She stated that the Summer Mine Tours have started.

Mrs. Billie Crapo stated that the Home and Business Expo went well. She stated that the ECVA Maintenance staff was a huge help and did a wonderful job as always so she would like to thank them for all of their hard work. She stated that the Beer Festival is coming up on the 22nd and then they have the Annual Sherman Station Dinner & Auction. She explained that this event is held annually to raise funds for upkeep of their facility, this year they are hoping to raise enough to have repairs done to the Sherman Stations chinking.

Mrs. Catherine Wines stated that the Arts & Culture Board got approval for the Mural Festival, she stated that they are hoping to have artists from out of the area as well as local artist participate in this event. She stated that they are still working on Boots, this project has been more successful than she could have ever imagined.

Mr. Newman told Mrs. Wines that he is still looking for funding to help pay for the metal horse sculpture that Mr. Crawford is working on. He stated that if she had any ideas he would appreciate her input.

**Mrs. Crapo excused herself at 8:52 am.*

Ms. Lauren Roovaart stated the Museum has the great Humboldt Duck Race coming up if anyone would like to purchase a duck. She stated that they will be having an Estate Sale during Art in the Park, the items being sold were donated by the Warren Family.

Ms. Lizz Todd stated that the Expo went great. She stated that she did hear a lot of the companies she dealt with expressing interest in the ECVA making one of

the exhibit days a “Business Professional Only” day. She stated that she has heard rumors of fiber internet coming to Elko in the near future.

Mr. Sheldon Mudd stated that NNRDA is currently working with the State of Nevada to try and fix the State Incentive programs. He stated that he is working with Cylance as they are looking at putting another plant in by Winnemucca. There is also a company looking at the possibility of putting in a shrimp farm in by Jackpot.

Further discussion took place.

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

None at this time.

10. Adjourn

Meeting adjourned at 9:06 am.

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

Don Newman, Executive Director ECVA