

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

Ex-Officio: **Delmo Andreozzi**, Marketing Committee Chairman
Committee Members Present: **Sheldon Mudd**, NNRDA
Steve Burrows, NNRH
D’ette Mawson, NE Nevada Museum
Lizz Todd, Elko Daily Free Press
Kristen Windbigler, Western Folklife Center
Brad McMullen, Western Folklife Center
Paul Gregory, California Trails Center
Natacia Eldridge, Newmont Mining
Tony Buzzetti, Elko County Fair Board
Catherine Wines, Elko Arts & Culture Board
Ken Sutherland, Ruby Radio
Alene Sutherland, Ruby Radio
Angela Frasier, Red Lion Hotel and Casino

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

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

Marketing Committee Chairman, Delmo Andreozzi, called the meeting to order at 8:04 am. Introductions were 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 June 13, 2018 Marketing Committee Minutes - **Action Item (public comment)**

Ms. Lizz Todd made a motion to approve the June 13, 2018 Marketing Committee Minutes. Mr. Sheldon Mudd seconded the motion. The motion passed unanimously.

4. Presentation, discussion and possible approval of a request for marketing support funds from the High Desert Equine Events in the amount of **\$2000.00 – Action Item (public comment)**

Mr. Andreozzi stated that Mrs. Linda bunch was not able to make it into town this morning. He stated that the ECVA does have money budgeted for the marketing of this event in the yearly budget as it is an event that they have supported for many years.

Mr. Newman stated that he believes that this is the 19th year of the event. He explained that Mrs. Bunch has only been requesting Marketing Support for the last 5 or 6 years.

Mr. Tony Buzzetti stated that this event brings a large number of contestants and buyers to the community and does a lot to stimulate the economy. He stated that he feels it is definitely worth supporting.

Mr. Tony Buzzetti made a motion to approve a request for marketing support funds from High Desert Equine Events in the amount of \$2000. Ms. Natacia Eldridge 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 Northeastern Nevada Museum in the amount of **\$2500.00 – Action Item (public comment)**

Mr. Delmo Andreozzi explained that after further review they have come to the conclusion that this request doesn't qualify for support from the Marketing Committee. He stated that he and Mr. Newman discussed this matter and Mr. Newman feels the ECVA can still offer support but that the funding will need to come from their General Fund so there is no need for the Committee to make a motion on the matter. He stated that this matter will be forwarded to the ECVA's Board of Directors for discussion and approval of funding.

Further discussion took place.

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

Mr. Tom Lester went over his travel schedule with the Committee. He stated that he recently attended IPW and got some great leads that were sent out to the hoteliers. He stated that he did an interview with Good4Utah in Lamoille Canyon on June 16th. He stated that he had included the website link to that interview in his report. Mr. Lester then stated the Meet Me in Elko redirect campaign is still running and doing well. He went over the most recent results from that campaign with the Committee. He explained that he wrote a grant through NCOT to have 75,000 more of these brochures printed and distributed through Certified Folder

since the campaign has gone so well. Mr. Lester stated that the In Your Backyard commercials are playing in the Boise area. He has scheduled the new Elko marketing video shoot to take place August 10th through August 12th. Filming will begin at the Chilton Tower and from there he is planning to go to Lamoille Canyon and then to various other locations over the weekend. He invited the Committee to meet at the Chilton Tower and be a part of the video. Mr. Lester then stated the Meet Me in Elko redirect campaign is still running and doing well. He went of the most recent results from that campaign with the Committee. He explained that this is paid for in part by a grant from the NCOT. He then stated that Travel Nevada went to Japan recently and forwarded some leads and information requests to him. He has reached out and had correspondence with one group already. He explained that the Salt Flats are a huge travel destination for Japanese tourists right now so he is trying to market Elko as an overnight stop on the way to the Salt Flats.

Further discussion took place.

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

Mrs. Juli Nelson stated that she has been busy promoting local events and attractions including the new Chilton Tower. She stated that she did post an invite on Facebook for the community to come down to the Tower and be a part of the marketing video shoot that got mixed feedback. She stated that we are always very appreciative of the supportive comments on our social media posts. She stated that we have recently started a Facebook marketing campaign through CCMedia and it seems to be going well. Mrs. Nelson stated that we are continuing the Madden Media Storytelling Campaign and that is doing great as well. She went over the reports from those campaigns with the Committee. She stated that she is working on Save the Date postcards for all of the car shows in the Cowboy Country Territory. She then passed around ads and posters that she has been working on recently.

Further discussion took place.

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

Ms. Erin Myers stated that her most recent event was the Safety Olympiad. Newmont Phoenix was the hosting mine this year. She stated that there were 17 teams that participated which she believes is the most that we have ever had compete. She stated that 7 of the 17 teams came from out of state and many of the others were from out of the Elko area. Erin stated that she is now working on the Car Show. We will be working with Jeff and Stormy Remington again this year. The Remington's will be taking on more responsibility in the hopes that we can fully transition the show to them next year. The ECVA will be helping with marketing, registration of cars and food vendors but pretty much everything else will be handled by the Remington's and the Rides and Rods staff/volunteers.

Further discussion took place.

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

Mr. Newman stated that he is still looking for funding to purchase the sculpture by Barry Crawford. He explained that this is a 12 foot tall horse sculpture made of scrap metal similar to the giant squid made by Mr. Crawford that the ECVA featured last year. He stated that the horse will go on display at Burning Man and then hopefully come to the ECVA for a permanent installation if we can find the money to purchase it. Mr. Newman stated that Barry is asking \$30,000 for this piece. Mr. Newman then showed the Committee the Nevada Arts and Cultural Heritage guide for 2018, he explained that it features a cover that comes to life when you download a special app and view the photo through your mobile device. He then showed this feature to the Committee and explained that he would like to look into including this feature on the ECVA's 2019 Visitors Guide. He then stated that the current Madden Media Storytelling campaign is featuring a story by Jan Peterson and it is going really well. Mr. Newman then referenced the room tax spreadsheet in the packet and stated that the June room tax is way up and that the numbers haven't looked this good since 08/09.

Further discussion took place

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

Mr. Sheldon Mudd stated that he is 90% sure that CYANCO will be putting a facility in in Winnemucca as they were awarded the state incentives package. He stated that he is still working with the company looking at putting a shrimp farm in Jackpot, if they are able to make the facility a "tour-able attraction" they will almost definitely move forward.

Mr. Burrows stated that NNRH is reminding everyone to stay hydrated in this heat, they will be handing out water and popsicles at community events. He stated that October is breast cancer awareness month, they will have a breast cancer survivor speaking about awareness and everyone is welcome at that event.

Mrs. Angela Fraser stated that the Red Lion is doing really well, business is up. She stated that they are giving away a side by side at the end of the month. They have also had their Boot mounted out front so everyone should come by and see it.

Mrs. Wines stated that she thinks it is really amazing that we have had over \$80,000 invested into boots by private investors in a town of roughly 20,000.

Mrs. D'ette Mawson stated that the Museum just finished their Great Humboldt Duck Race. This year's winning duck was purchased by Kim Bowlan who choose to donate the funds back to the Northeastern Nevada Museum asking that they use them on the education department.

Ms. Todd stated that voting for the Reader's Choice Awards starts on August 25th this year.

Mrs. Kristen Windbigler stated that the lineup for the 2019 Cowboy Poetry Gathering was announced yesterday and everyone is very excited about it. She stated that this will be their 35th year.

Mr. Paul Gregory stated that they California Trail Interpretive Center is short staffed right now so they are not able to open 7 days a week currently. He stated that they did recently get a sizable social media grant so they are hoping to get their numbers up again.

Mr. Buzzetti stated that the fairgrounds office opened on Monday in preparation for this year's Elko County Fair. They will have lots of Horse Racing, Stock Horse events and a band on Friday and Sunday of Labor Day weekend.

Mrs. Wines stated that we did get approved for the Mural Festival in 2019. They will come in this October and paint the wall of Ogi Deli facing 5th street to promote the event and then the actual event will take place in October of 2019. She stated that the group that puts the event on was here the previous week and they identified over 20 walls that they would like to paint murals on.

Mr. Sutherland stated that they just finished the Ruby Radio Women's Expo. They had great attendance, about 2500 to 3000 people. He stated that they have booked the ECVA for a new event. They will be holding an Opportunity Fair and running ads for the event in cities with the highest unemployment rates.

Further discussion took place.

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

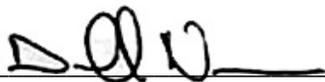
Mr. Sutherland thanked the ECVA staff for all of their help during the events Ruby Radio has put on.

Mr. Newman thanked Mr. Sutherland for his continued support and stated that he believed that Ruby Radio has held around 29 events in this facility.

Further discussion took place.

12. Adjourn

Meeting adjourned at 9:14am.



Don Newman, Executive Director ECVA