

**ELKO CONVENTION & VISITORS AUTHORITY  
MARKETING COMMITTEE MEETING  
ELKO CONVENTION CENTER  
GOLD ROOM  
WEDNESDAY, OCTOBER 11, 2017– 8:00AM  
Minutes**

**Committee Members Present:** LIZZ TODD, Elko Daily Free Press  
CATHERINE WINES, Elko Arts & Culture Board  
LAUREN ROOVART, Northeastern Nevada  
Museum  
JACK MARCH, Red Lion Inn and Casino  
KRISTI HANSEN, Red Lion Inn and Casino  
KRISTIN WINBIGLER, Western Folklife Center  
KATIE AIKEN, Western Folklife Center

**Committee Members Absent:** TONY BUZZETTI, Elko County Fair Board  
NATA CIA ELDRIDGE, Newmont  
BILLIE CRAPO, Elko Area Chamber of Commerce  
AILEEN SUTHERLAND, Ruby Radio  
STEVE BURROWS, NNRH  
PAM BORDA, NNRDA  
JAIRAH RAMIREZ, Hilton Garden Inn  
JAMES WILEY, Elko Parks and Recreation  
SHASTA GRETCH, Gold Dust West  
PAUL GREGORY, California Trail Center

**ECVA Staff Present:** DON NEWMAN  
TOM LESTER  
JULI NELSON  
ERIN MYERS  
AMBER MERZ

**Visitors:** SUSAN PAPROCKI  
MARCUS  
LARRY

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

Mr. Don Newman called the meeting to order at 8:06 am and stated that Mr. 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 August 9, 2017 Marketing Committee Minutes - **Action Item (public comment)**

*Mrs. Catherine Wines made a motion to approve the August 9, 2017 Marketing Committee Minutes, Mr. Steve Burrows seconded the motion. Motion passed unanimously.*

4. Discussion and possible approval to update the 2017 Marketing Committee members and all matters related to – **Action Item (public comment)**

Mr. Newman explained that we have some spots to fill on the committee. He stated that Mrs. Katie Aiken of the Western Folklife Center would be leaving at the end of the month and their new Director Mrs. Kristen Windbigler would like to fill her spot with Mrs. Darcy Minter as her alternate. Mr. Troy Edler of KENV has relocated and will not be able to attend the meetings anymore so he would suggest moving Ken and Alene Sutherland of Ruby Radio into that spot. Mr. Newman then stated that this leaves an opening for a new organization under “Members at Large”. He stated that he and Mr. Andreozzi had discussed this ahead of the meeting and Delmo had suggested we reach out to a non-profit to fill that position. Mr. Newman then asked the committee for any suggestions.

Further discussion took place.

*Ms. Lizz Todd made a motion to approve the updates to the 2017 Marketing Committee Members and that the ECVA reach out to Communities and Schools or The Terraces at Rubyview to fill the open position. Mrs. Catherine Wines seconded the motion. Motion passed unanimously.*

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

*Mr. Tom Lester arrived at 8:27 am.*

Mr. Lester stated that he recently attended a SkyWest meeting in Utah. They discussed various things such as changing rates and Casino flights. Mr. Lester then passed around various publications and reports. He went over the Madden Media report. Mr. Lester stated that 2<sup>nd</sup> cycle NCOT Grants have been submitted. He stated that the Cowboy Country Territory Newsletter has gone out and that their Facebook page has over 4000 likes. He stated that he is looking for volunteers to help work show for the territory as well if anyone is interested.

Further discussion took place.

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

Mrs. Juli Nelson stated that she is busy marketing Elko and area events. She stated that the cover for the 2018 Elko Area Visitors Guide and 2018 Elko Events Calendar are complete. Tom is working on the Visitors Guide and Mrs. Myers is working on the calendar. Mrs. Nelson stated that we still need photos for the Calendar so if anyone would like to submit anything feel free to do so. She stated that she is also working on updating and redesigning the Adventures on the Edge brochure.

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

Mrs. Erin Myers stated that the Rides & Rods Car show went well this year. Tom got us extra grant money this year as we joined the two car shows together. Mrs. Myers then stated that she is busy working on the 2018 Calendars and that the deadline for the calendar photo hunt is this Friday. Mrs. Myers stated that she has been busy working on the 2017 Festival of Trees. She really worked on reaching out to new charity partners this year and got back 20 applications.

Further discussion took place.

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

Mr. Newman stated that collections for July, the start of the new fiscal year, are up. He stated that they spoke with the lodging committee recently about making room occupancy reporting mandatory. Mr. McCarty has spearheaded that project and Mr. Newman will report back regularly.

Further discussion took place.

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

Jack March stated that he has been working on a new menu that he hopes to roll out before the holidays.

Mr. Newman introduced Marcus and Larry of the Red Lion to the Committee.

Ms. Lizz Todd stated that she is working with Mr. Lester on the new Visitors Guide and very excited for the new look. She stated that the results for the Reader's Choice Awards are in, the Free Press has decided to bring back the reception to reveal the winners.

Mrs. Wines introduced herself to Marcus and Larry of the Red Lion and thanked them for their purchase of an Elko Centennial Boot. Mrs. Wines then stated that she is going to represent Elko and the Northeastern Nevada Museum in the Republic of Georgia for an art show.

Further discussion took place.

Ms. Lauren Roovaart stated that the Museum hosted the Museum Association Conference and it went great.

Mr. Burrows stated that at the recent drive through flu shot event the hospital gave over 800 free flu shots and the public donated over 1500 pounds of food to the food bank.

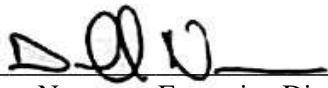
Further discussion took place.

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

None at this time.

11. Adjourn

*Meeting adjourned at 9:17 am.*

A handwritten signature in black ink, appearing to read 'D. Newman', written over a horizontal line.

Don Newman, Executive Director ECVA