

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
ELKO CONVENTION CENTER
CEDAR ROOM
WEDNESDAY, FEBRUARY 13, 2019
8:00AM
MINUTES**

Ex-Officio: **Delmo Andreozzi**, Marketing Committee Chairman
Chip Stone, Marketing Committee Chairman

Committee Members Present: **Tobey Hancock**, Parks & Rec.
Billie Crapo, Elko Area Chamber
Lizz Todd, Elko Daily Free Press
Lauren Roovaart, NE Nevada Museum
Jolene Stone, Home 2 Suites by Hilton
Natacia Eldridge, Newmont Mining
Ken Sutherland, Ruby Radio
Char Gustafson, Terrace at Ruby View

ECVA Staff Present: **Don Newman**
Julie Nelson
Amber Merz

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

Marketing Committee Chairman, Delmo Andreozzi, called the meeting to order at 8:05 am. He then introduced Mr. Chip Stone to the Marketing Committee and explained that he a new member of the ECVA Board of Directors representing the City of Elko.

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 12, 2018 Marketing Committee Minutes - **Action Item (public comment)**

Mrs. Jolene Stone made a motion to accept the December 12, 2018 Marketing Committee Minutes. Mrs. Billie Crapo seconded the motion. Motion passed unanimously.

Mr. Newman stated that he wants to welcome Mrs. Stone to Committee and he introduced her to any of the members who did not know her or were not present at the last meeting.

Further discussion took place.

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

Mr. Newman stated that Mr. Lester is not able to be here today because he is at RTO in Marina Del Ray, California. He stated that Mr. Lester recently attended ABA in Louisville and will be sending our those leads when he gets back to town. He stated that Mr. Lester's travel schedule and report are included in the packet for them to read through.

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

Mrs. Juli Nelson passed around print ads that the ECVA has published recently. She explained that she and Mr. Lester sit on the Board for the Cowboy Country Territory and because of that they are able to promote Elko and the ECVA at various events and shows that the Cowboy Country Territory sends them to. She stated that they are always looking for help working these events and that the Territory will pay for anyone who is interested to go with them. She then stated that the last few months were very busy with promoting the Cowboy Poetry Gathering and helping Mr. Wright with the Great Basin Gear Show. She explained that they added a new aspect to Gear Show this year, the Bit Contest and Auction. It did very well, they had a total of 13 bits entered and all of them sold.

Mr. Newman explained that the contestants who entered the Bit Contest had to do so through Capriolas. They paid an entry fee and then they were provided supplies to use in the construction of their bit. He stated that it was very well received and they had artists of all caliber enter and the items were all sold at the auction during the Reception Friday February 1st.

Further discussion took place.

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

**Ms. Myers was not present.*

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

Mr. Newman stated that he gets a lot of questions about Room Tax funds and how they are divided up. He explained that he asked Mrs. Paprocki to make a pie chart showing how the funds are distributed throughout the entities so that everyone could get a better understanding. He then passed them around to all of the members and read over it with them. He stated that his Room Tax spreadsheet is also included in the packet the payments over the years.

Further discussion took place.

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

Mr. Tobey Hancock stated that the Parks and Recreation department has been staying busy at the SnoBowl. The SnoBowl is only open on the weekends but they have still been able to utilize all of the Elko Pool employees up there while the pool is closed for repairs. They are currently working on their Summer Recreation Guide, it should be ready to go out in about a month and half.

Mrs. Billie Crapo stated that the Chamber just finished their Installation Dinner, they were able to recognize 6 different community members for the good work they are doing. They are busy selling booths their Home and Business Expo in May. Going Postal is hosting Business Before Hours this month and Gallagher Ford will be hosting Business After Hours, she encouraged everyone to attend.

Ms. Lizz Todd stated that she has been very busy working on many different projects but the only thing she really wanted to mention is that the Elko Daily Free Press is looking for a new Reporter. She asked everyone to get the word out and send anyone they thought may be qualified to their way to apply.

Ms. Lauren Roovaart stated that they just wrapped up their Cowboy Poetry Gathering exhibits and that they did very well. They are working on the Great Humboldt Duck Race and the Halleck Bar Party. The new banners will be going up on the outside of the building soon.

Mrs. Jolene Stone stated that she is no longer at the LedgeStone, she is now at the Home 2 Suites by Hilton. She then stated that she has heard that the TownePlace Suites by Marriott is doing a major renovation and that the new Holiday Inn Express that is going in behind Home 2 Suites is still under construction but they are hoping to be open by April or May. She stated that they are taking bookings for June and are planning on being open by the Mining Expo for sure. She then explained that the property that is currently the Holiday Inn Express will be rebranded to a Four Points by Sheraton when the new Holiday Inn opens.

Further discussion took place.

Ms. Natacia Eldridge stated that Newmont is going through the process of being acquired by a Canadian company called GoldCorp. Once this acquisition goes through, they will move the regional office to Vancouver.

Mr. Ken Sutherland stated that the Ruby Radio Opportunity Fair had just wrapped up. He explained that they had about 3000 people come through the event and 20% of those people were from out of Elko. Mr. Sutherland stated that next they have the Health and Fitness Fair and that Northeastern Nevada Regional Hospital is the cosponsor of this event.

**Mr. Delmo Andreozzi excused himself at 8:49 am.*

Mrs. Char Gustafson stated that currently she is working towards getting the Terrace at Ruby View facility's roof replaced. She explained that she originally thought that the new roof would be paid for by a grant but that funding fell through so they are doing various fundraises to help pay for it. Once that project has been completed, they will be looking into replacing their water lines which may require tearing up portions of their parking lot.

Mr. Chip Stone stated that the City of Elko is taking bids for the swimming pool project through next week. They are hoping it will be back open by June. He stated that the GBC Foundation Gala is March 16. Mr. Stone then explained that this year Relay for Life would be taking place in the city park instead of at the high school.

Mrs. Jolene Stone stated that Angela with the Hilton Garden Inn is spearheading the Relay for Life event this year. She then stated that the 2nd Annual Ride for the Racks is taking place the first weekend in May, she explained that this fundraiser helps to raise money for women and men in our community who cannot afford mammograms.

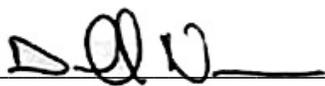
Further discussion took place.

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

None at this time.

10. Adjourn

Meeting adjourned at 9:02 am.



Don Newman, Executive Director ECVA