

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
ELKO CONVENTION CENTER
CEDAR ROOM
WEDNESDAY, April 10, 2019
8:00AM
MINUTES**

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

Committee Members Present: **Sheldon Mudd**, NNRDA
Steve Burrows, Northeastern Nevada Regional Hospital
Char Gustafson, Terrace at Ruby View
Angela Fraser, Red Lion Hotel & Casino
Lizz Todd, Elko Daily Free Press
Lauren Roovaart, NE Nevada Museum
Jolene Stone, Home 2 Suites by Hilton
Catherine Wines, Elko Arts Advisory Committee
Brad McMullen, Western Folklife Center
Jim Foster, Elko Regional Airport

ECVA Staff Present: **Katie Neddenriep**
Tom Lester
Julie Nelson
Erin Myers
Amber Merz

Visitors: **Jeff Remington**, Rides & Rods
Aron Means, V-L Rodeo Productions

1. Meeting called to order by Marketing Committee Chairmen, Delmo Andreozzi & Chip Stone.

Marketing Committee Chairman Delmo Andreozzi called the meeting to order at 8:06 am.

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 13, 2019 Marketing Committee Minutes - **Action Item (public comment)**

Mrs. Jolene Stone made a motion to approve the minutes from the February 13, 2019 Marketing Committee Meeting. Mr. Sheldon Mudd seconded the motion. Motion passed unanimously.

4. Presentation, discussion and possible recommendation of approval of marketing funds for the Rides & Rods Elko Classic Car Show in the amount of \$5,000.00. - **Action Item (public comment)**

Mr. Jeff Remington stated that this will be the 9th year of the Rides & Rods car show and 3rd that they have worked with the Convention Center in putting it on. He stated that they would be taking over and doing most of it on their own this year and that the ECVA would just be helping with Marketing of the event. He explained that they would like to focus on using the funds to market the event outside of the area in hopes of bringing cars from the Salt Lake City and Reno areas. He stated that he and his wife Stormy also travel to various car shows to help promote Rides & Rods in hopes of attracting more contestants.

Mr. Andreozzi stated that he believes this is the first year the Remington's have requested Marketing Funds as this has been an ECVA event previously and the Remington's worked with them as partners.

Mr. Lester stated that he is doing various commercials and summer event ads in the markets that were mentioned, the same as he has in previous years. If Mr. Remington will provide him the ads, he will include them in those spots.

Mr. Remington stated that he would use the same ads that he gave to Mr. Lester in previous years.

Mrs. Neddenriep stated that she just wanted to make sure that Mr. Remington understood that he would only be eligible for reimbursement of funds if the marketing was done outside of the Elko area.

Mr. Lester stated that he recommends that they put in for the grant through TravelNevada that he has been telling them about. He explained that submissions for this cycle of grants close at 5pm on April 26th.

Further discussion took place.

Mrs. Catherine Wines made a motion to recommend approval of up to \$5,000 for qualifying invoice reimbursement to the Rides & Rods Elko Classic Car Show. Mrs. Angela Frasier seconded the motion. Motion passed unanimously.

5. Presentation, discussion and possible recommendation of approval of marketing funds for V-L Rodeo Productions in the amount of \$2,000.00. - **Action Item (public comment)**

Mr. Aron Means explained that V-L puts on barrel races and rodeos as well as working with the POW MIA on multiple events and putting on various events for kids. He stated that ECVA has been very helpful in the past with promoting their events and helping them with marketing funds when they did not have funds available to them from anywhere else.

Mr. Andreozzi stated that in the request they listed Elko County as their target area, he asked if they actually planned to use the funds outside of the area.

Mr. Means stated that they did. He explained that 30-40% of their audience and contestants are from out of the area. He stated that they are focused mainly in the 11 western states.

Mr. Andreozzi asked what Newspaper they planned to use.

Mr. Means stated that they haven't done a lot with the paper in the past. The radio ads that Mr. Newman had helped them with were great and really helped.

Further discussion took place.

Mrs. Jolene Stone made a motion to recommend approval of up to \$2,000 for qualifying invoice reimbursement to V-L Rodeo Productions. Ms. Lizz Todd seconded the motion. Motion passed unanimously

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

Mr. Lester stated that they would be leaving for Rural Round up today. He read through his travel schedule for the committee. Mr. Lester stated that he would be going on a Canadian sales mission with TravelNevada. The marketing video that was rescheduled last summer due to the weather and then the fire is tentatively scheduled for this June. He explained that this could change depending on what happens with the weather and how things look in the canyon. He stated that he met with Kitty Fu of Sparkle Tours, the largest tour operator in china, they will now be overnighing in Elko. He stated that grant applications to the state are due by 5pm on April 26th. He stated that he and Mrs. Nelson are working on redesigning and reprinting various brochures.

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 Elko and its various attractions. She explained that she highlighted most of the projects she has been working on in her report. Mrs. Nelson stated that she wants to mention that the posters and ads that she designs for local events and organizations are done as “In Kind” donations and don’t come out of their funds. She then stated that currently her main focus is the Mining Expo, she assists Ms. Myers by handling the sponsorships banners and program for the event. Mrs. Nelson then stated that she also puts together the events flyer that they see on the ECVA website and Facebook.

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

Ms. Erin Myers stated that she is busy working on the Elko Mining Expo. The Golf Tournament will take place on the first two days, Monday and Tuesday and Exhibit days are Thursday and Friday. The Opening Reception will be at the Red Lion again this year and it will take place on Wednesday. She stated that she has sold almost all of the Booths except for the ones in the park. Ms. Myers stated that the ECVA will be continuing their partnerships with Source 1 Events, GES and Old Dominion Freight this year. She stated the Safety Olympiad is the next event that she will be working on. Barrick Cortez is hosting this year and they have already sent out their registration packets so those should be coming back soon.

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

Mrs. Katie Neddenriep stated that she is probably going to include a written report for them at the next meeting. She stated that this is her second week on her own in her new position and things are going well. She stated that the new facility worker that they brought on, Roxane Weeks, is doing great. Mrs. Neddenriep then stated that the HVCA project is still ongoing, they have had some time without heat during the whole process but Chester Plumbing says that things should be coming together soon. She then explained that Mrs. Paprocki, the ECVA’s comptroller, was stolen by the county and she is looking at possibly outsourcing that position as they have yet to see a qualified applicant. She stated that she has been working closely with Mr. Lester and Mrs. Nelson to go over all of the marketing campaigns that they are working on and look at possibly updating the website and expanding their social media advertising. Mrs. Neddenriep then stated that she did speak at the Air Service Bill hearing, in favor of the bill and she looks forward

Further discussion took place.

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

Mrs. Jolene Stone stated that she has heard that the new Holiday Inn Express has had to push back their opening date again, they may not be open for the Mining Expo. She stated that the Stockman's is getting rid of their Showroom, they will be remodeling and turning it into an Old Chicago Pizza.

Mrs. Lauren Roovaart stated that they are still working on getting their new banners printed. She stated that they are hoping to have them up soon. The Museum is also working on the Humboldt Duck Race and the Halleck Bar Party. The theme for this years Halleck Bar Party is the Great Train Robbery.

Ms. Lizz Todd stated that the Women in Business Luncheon is taking place on April 24th. They have not held this event in a few years but decided to bring it back.

Mrs. Angela Frasier stated that the Maverick Gaming is in the process of purchasing the Red Lion and other Play Elko properties. She stated that they also own 2 properties in Wendover.

Mrs. Charlene Gustafson stated that the Terraces is still waiting on funding so that they can start their roof repairs. When that project is complete, they will work on fixing the Boiler and then the parking lot. They will be holding fundraiser to pay for these projects.

Mrs. Catherine Wines stated that there are 54 boots in town. She stated that she is working with the group putting on the Mural Expo that is coming in in September. She stated that there are 28 spots around town that have been designated as sights for murals during the event.

Mr. Steve Burrows passed around NNRHs Community Impact Statement. He stated that they did free blood draw and lab work at the Health & Fitness Fair this year and they had the largest number of participants yet.

Mr. Jim Foster stated that there were 94 letters of support submitted for Assembly Bill 242, the Air Service Bill. He thanked everyone for their support. He explained that the Reno Airport is a major sponsor of that bill and they really want a flight between Elko and Reno.

Mr. Sheldon Mudd stated that the Reverse Expo went well, they had also planned an international trade mission during that same time. He stated that they launched their new website about 3 weeks ago and it is great. He explained that this was done through the Elko Daily Free Press.

Further discussion took place.

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

Mr. Delmo Andreozzi stated that the Lions Club raised about 350k towards rebuilding Camp Lamoille. They are hoping to have it open again this coming summer. He stated that he has heard that they are expecting Lamoille Canyon to be open to the public again this summer if everything goes well. He then stated that he is working with a group of people in the hopes of bringing in some public speakers and as well as planning a Community Forum to address the rising suicide rate in Elko County.

Further discussion took place.

12. Adjourn

Meeting adjourned at 9:26 am.

A handwritten signature in blue ink, appearing to read 'K. Neddenriep', is written over a horizontal line.

Katie Neddenriep, Executive Director ECVA