

**ELKO CONVENTION & VISITORS AUTHORITY  
MARKETING COMMITTEE MEETING  
ELKO CONVENTION CENTER  
CEDAR ROOM  
WEDNESDAY, JUNE 12, 2019  
8:00AM  
MINUTES**

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

**Committee Members Present:** **Tobey Hancock**, Elko Parks & Recreation  
**Jim Foster**, Elko Regional Airport  
**Paul Gregory**, California Trails Center  
**Natacia Eldridge**, Newmont Mining  
**Lauren Roovaart**, NE Nevada Museum  
**Angela Fraser**, Red Lion Hotel & Casino  
**Steve Burrows**, Northeastern Nevada Regional Hospital  
**Lizz Todd**, Elko Daily Free Press  
**Catherine Wines**, Elko Arts Advisory Committee  
**Billie Crapo**, Elko Area Chamber  
**Jolene Stone**, Home 2 Suites by Hilton  
**Char Gustafson**, Terrace at Ruby View

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

**Visitors:** **Helen Hankins**, CA-NV OCTA

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

Marketing Committee Chairman Delmo Andreozzi called the meeting to order at 8:05 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 April 10, 2019 Marketing Committee Minutes - **Action Item (public comment)**

*Mrs. Angela Fraser made a motion to approve the minutes from the April 10, 2019 Marketing Committee Meeting. Mrs. Catherine Wines seconded the motion. Motion passed unanimously.*

4. Presentation, discussion and possible recommendation of approval of marketing funds for the CA-NV Chapter of Oregon-California Trail Association (OCTA) in the amount of \$2,500.00. - **Action Item (public comment)**

Mrs. Helen Hankins introduced herself. She stated that she did notice a math error on her request but that it does not affect the amount they are requesting. She explained that historic trails are of great interest to many people and we have some well-preserved trails in this area. She stated that a few years back the ECVA approached the local OCTA Chapter and asked them to apply to hold another National OCTA Conference in Elko. They were awarded the 2020 OCTA Conference, everyone is very excited about this. They are estimating at least 450 attendees from all over the nation. The last conference they held saw roughly 450 people from 26 states, the majority being seniors but they are seeing an increase in younger generations attending. She explained that they are going to try to market the conference in areas with high concentrations of Pioneer decedents such as California. They also find that the Mormon Battalion is very interested in this matter so they will market in Utah and other communities with large LDS populations. They are adding another day to the conference this year to include California Trails Days at the California Trail Center. This would bring it to a 5-night stay for Conference attendees. She then stated that they will be attending this year's OCTA Conference in Santa Fe New Mexico where they will be promoting next year's Conference in Elko to the 11 other OCTA Chapters. They will be advertising in the OCTA Convention Journal, as well as seeking additional funding to pay for social media marketing and radio ads.

Mr. Lester stated that he has been very involved with this project as well as with putting on the OCTA Conference held in Elko in the past. He explained that it has been about 10 years since that conference and they had attendance of about 450 so he expects the 2020 conference to exceed that number. He explained that he would be happy to include her in the campaigns he runs every year if she provides him with the ads.

*Mrs. Billie Crapo made a motion to recommend the approval of marketing support funds for the CA-NV Chapter of Oregon-California Trail Association (OCTA) in the amount of \$2,500.00. Mrs. Char Gustafson seconded the motion. Motion passed unanimously.*

Mrs. Hankins thanked the Committee for their support. She explained that she would be at the 2019 OCTA National Conference in Santa Fe during the next Board Meeting so Mr. Duane Jones would have to attend in her place.

*\*Mrs. Helen Hankins excused herself at 8:17 am.*

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

Mr. Lester went through his travel schedule with the committee. He stated that he recently attended IPW. This trip was paid for in part by the Cowboy Country

Territory. He stated that was also at the most recent TAC meeting where they gave out roughly one million dollars in grant funding to various organizations in the state of Nevada. Mr. Lester stated that he took part in the Travel Nevada sales mission to Canada, this was also paid for by the Cowboy Country Territory. He is currently planning sales missions to Salt Lake City, Carson City and Las Vegas. He explained that he is always looking for Hoteliers who would like to go on these sales missions with him to help promote their property and in turn Elko, Cowboy Country Territory helps to cover their costs on these missions. He stated that he has rescheduled the Marketing Video shoot from last summer for the first part of July. He recently met with Kitty Fu of Sparkle tours, the largest tour operator in China, they will now be overnighting in Elko. He also met with Joy Holiday, a tour operator who already comes through Elko, they will also be adding an overnight stay in Elko to their package. Mr. Lester stated that Travel Nevada was recently here for a marketing shoot with Airstream. He then showed the Committee a publication called Secret Places, he explained that it is a very high-end German travel guide and that they had included a beautiful feature on Elko.

Further discussion took place.

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

Mrs. Juli Nelson stated that the Mine Expo went well, they were very busy. She stated that banner advertising for the Expo generated \$22,000 in revenue. She stated that the CCMedia Campaign is going well, they used it to promote the Halleck Bar Party recently and had great success. She explained that in the past they had only used it to promote the Elko area, not specific events. Going forward they will be promoting more events. She then told the committee about a campaign she is working on with the Boise Hawks, she explained that they will be doing vacation giveaways at the Boise Hawks games. The first one is for a stay at Ruby 360.

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

Mrs. Neddenriep stated that Ms. Myers was not able to attend today's meeting. She stated that Erin's primary focus since they last met has been Mine Expo. They had a very successful event. Mrs. Neddenriep stated that Ms. Myers sold a total of 468 booths to 379 vendors. Mrs. Neddenriep then went over the Mine Expo schedule and major sponsors with the Committee. She stated they will be sending out a survey shortly to try and get some feedback from the exhibitors. She stated that the next event Erin is working on is the Safety Olympiad. She explained that the ECVA has less involvement in this event than with the others they put on.

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

Mrs. Neddenriep explained that she had included 2 reports in the packet, one from the Board of Directors Meeting of each month since they last met. She stated that she participated in the Tribal Tourism Conference where she discussed tourism opportunities in Northeastern Nevada. She stated that while they were at Rural Round up this year Mr. Lester was presented with the Larry J. Friedman Industry

Partner of the Year Award. Mrs. Neddenriep stated that she and Mrs. Nelson met with representatives from Art Spot Reno, the group putting on the Mural Festival in September. They asked the ECVA for support in the amount of \$10,000. The City of Elko did give them \$10,000 in support so the Board of Directors decided that they would start out with \$5,000 and see how the event goes. Mrs. Neddenriep stated that they did hire a new comptroller, Mrs. Cheryl Garcia, she will be starting at the end of the month.

Further discussion took place.

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

Mr. Chip Stone stated that the City Pool repairs are complete and it opens on Monday.

Mr. Toby Hancock stated that the Summer Recreation Guides have all gone out. He stated that the youth baseball tournaments start this weekend as well as the summer day camps.

Mr. Jim Foster explained that while the Air Service 242 Bill was passed it was drastically modified and they were not funded. He stated that they will be applying for a small community Air Service Grant through DOT with the help of the Reno Airport. He then stated that the passenger numbers are up more than 1000 people year to date.

Mrs. Char Gustafson stated that the Terraces at Ruby View will be holding their yard sale, swap meet and Kiwanis breakfast this coming Saturday. Funds raised from this event will go to facility repairs. Nifty Fifties family day is taking place on July 27<sup>th</sup> this year.

Mr. Paul Gregory stated that California Trail days went really well in spite of the weather. He stated that the California Trail Center will switching to their summer schedule soon and they will be open 7 days a week.

Mrs. Natacia Eldridge stated that Newmont has put their public Mine Tours on hold due to the merger. She stated that the new Nevada Gold Mines offices will be in the old Newmont building on Mountain City Highway.

Mrs. Lauren Roovaart thanked the ECVA for the support with their new banners. She stated that they will have a Silver the Bald Eagle exhibit this summer. They are working on the Great Humboldt Duck Race and the Flashlight Scavenger Hunt. She stated that they will be showing Night at the Museum this Saturday.

Mrs. Angela Fraser state that the new owners of the Play Elko Properties took over on June 1<sup>st</sup>. she stated that they are also purchasing 9 properties in Washington and some in Colorado, they those sales should close tomorrow. She stated that they have a lot of positive changes coming.

Mr. Steve Burrows stated that the hospital is holding a pacemaker check clinic next Saturday. It will cost \$38 for self-pay patients but most insurance companies cover these checks 100%. He stated that they are happy to welcome a new family

nurse practitioner to their team. During Relay for Life NNRH employees raised \$11,000 with the event raising a total of \$21,000.

Ms. Lizz Todd stated that Elko Daily has a new publisher. They were very busy during the Mine Expo. She then stated that they are a can drop off location for the museums fund raiser.

Mrs. Catherine Wines stated that the Mural Expo will be September 25<sup>th</sup> through 29<sup>th</sup>. They have 10 local artists participating. There will be a lot going on during the festival, it should be very fun.

Further discussion on the Mural Festival took place.

Mrs. Billie Crapo stated that the Chambers annual Beer Festival is taking place on the 21<sup>st</sup>. She stated that Mr. Chip Stone and his band will be playing music and that Blach Distributing has donated all of the beer. Las Brisas will be there serving food, there will be a cornhole tournament and Mattie's shuttle vans will be giving attendees rides home.

Mrs. Jolene Stone stated that the Mine Expo is a great event, it brings in a lot of business for the hotels. She stated that she got a lot of feedback from her Mine Expo guests. She stated that the signs on the old Holiday Inn Express are coming down, they are in talks with 2 different flag companies working to decide what one they will go with. In the interim they will be going by Elko Inn and Suites. She stated that the new Holiday Inn Express is still facing delays, they are projecting opening in September or November as of right now. The last event in the Stockmen's Showroom was last night, they will now start converting it to an Old Chicago Pizza.

Further discussion took place.

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

Mrs. Katie Neddenriep asked the committee if they would be open to changing the time of the meetings to 8:30 am instead of 8:00 am.

The committee agreed to this change.

#### 11. Adjourn

*Meeting adjourned at 9.20 am.*



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Katie Neddenriep, Executive Director ECVA