

**ELKO CONVENTION & VISITORS AUTHORITY  
MARKETING COMMITTEE MEETING  
ELKO CONVENTION CENTER  
CEDAR ROOM  
WEDNESDAY, APRIL 12, 2017– 8:00AM  
MINUTES**

**Ex-Officio: DELMO ANDREOZZI**

**Committee Members Present: LIZZ TODD, Elko Daily Free Press  
LAUREN ROOVART, Northeastern Nevada  
Museum  
NATACIA ELDRIDGE, Newmont  
TROY EDLER, KENV TV  
MEG GLASER, Western Folklife Center  
PAM BORDA, NNRDA**

**Committee Members Absent: TONY BUZZETTI, Elko County Fair Board  
BILLIE CRAPO, Elko Area Chamber of Commerce  
CATHERINE WINES, Elko Arts & Culture Board  
AILEEN SUTHERLAND, Ruby Radio  
STEVE BURROWS, NNRH  
JAIRAH RAMIREZ, Hilton Garden Inn  
JAMES WILEY, Elko Parks and Recreation  
TONI JEWELL, Red Lion Inn and Casino  
SHASTA GRETCH, Gold Dust West  
PAUL GREGORY, California Trail Center**

**ECVA Staff Present: DON NEWMAN  
TOM LESTER  
KANDISS FALLOWFIELD  
JULI NELSON  
AMBER MERZ**

**Visitors:**

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

Marketing Committee Chairman, Delmo Andreozzi called the meeting to order at 8:07 am and then let the committee in the pledge of allegiance.

2. Public Comment Period- **Non-Action Item**

Pursuant to N.R.S. 241.020, 2 © (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 8, 2017 Marketing Committee Minutes - **Action Item (public comment)**

*Mrs. Pam Borda made a motion to approve the February 8, 2017 Marketing Committee Minutes, Ms. Lizz Todd seconded the motion. Motion passed unanimously.*

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

Mr. Don Newman stated that there were no Marketing Requests at this time so we would just use this meeting to go over reports and discuss any updates the committee members had.

Mr. Tom Lester stated that he just got back from Vancouver with NCOT. They did a few sales calls while up there as well as working the Uniglobe travel show. He stated that they made a lot of good contacts while there and have already received some feedback from an RV Publication as well as people interested in coming to next year's Cowboy Poetry Gathering. He stated that his travel schedule is listed in his report. He will be at International POW Wow in Washington DC and TAP- Travel Alliance Partners in Tucson Arizona. The leads for Select Travel and North American Journeys did go out and the leads for Go West will be sent out soon. He stated that they just finalized the stuff for Rural Round Up which is the 26<sup>th</sup>-28<sup>th</sup> of this month. Mr. Lester then went over the tentative agenda for Rural Round Up and encouraged the Committee Members to register to attend. He stated that the Experience the Unexpected brochure has been reprinted with the new Cowboy Arts and Gear museum added in and that Mrs. Nelson would be passing it around during her report. He stated that they are also working on updating the Adventures on the Edge brochure and he will be adding a rock hounding section as well as local attractions. Mr. Lester stated that he has written several grants through NCOT including a grant for the Car Show, a new marketing video, the Adventures on the Edge brochure as well as some marketing campaigns. He stated that the Meet Me in Elko redirect campaign is under way. He then went over the geo-fencing reports for the committee. Mr. Lester then passed around publications he has placed ads in or that are featuring the Elko area. He stated that Shebby Lee Tours is looking to bring in a tour in 2018. He is

going to be meeting with Chris of Trains and Travel International, they are looking at bring in a train during the Poetry Gathering from the Bay Area for a 5 day stay. The Nevada Museum Conference will be in Elko and it is going to be held at the Stockmen's Casino.

Further discussion took place.

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

Mrs. Juli Nelson stated that she has been advertising Elko as a meeting and leisure destination. She stated that she was excited to see that Jan Peterson has her new museum, the Cowboy Arts and Gear museum, open on the Weekends now. She then passed around publications and various marketing materials she has been working on lately and explained each one to the committee. Mrs. Nelson stated that she has been staying very busy working on the sponsorships and advertising for the Elko Mining Expo. She stated that sponsorships are almost full for the Golf Tournament. She then stated that she continues to promote various local events and attractions. Mrs. Nelson explained that the ECVA social media pages are very popular with locals who are looking for things to do in the area.

Further discussion took place.

6. Status Report of the ECVA Events; Kandiss Fallowfield – **Non-Action Item**

Mrs. Kandiss Fallowfield stated that as usual this time of year she is very busy with the Mining Expo which is taking place June 5<sup>th</sup>-9<sup>th</sup>. She has about 100 new companies on her waiting list and is working on moving them into the show right now. The Golf Tournament sold out in one day again this year and the Golf sponsorships are almost sold out. Sandvik and the Boys and Girls Club will be holding their concert at the fairgrounds again on Thursday night so hopefully that will also draw some people into the area. The Opening Reception will be at the Red Lion again this year on Wednesday the 7<sup>th</sup>. The Safety Olympiad is the next event she is working on and it is taking place July 7<sup>th</sup> – 9<sup>th</sup>. She did send out the registration packets and is expecting to start receiving those back soon. Mrs. Fallowfield then stated that Kinross is the hosting mine this year.

Further discussion took place.

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

Mr. Newman stated that there is a company that he and Mrs. Fallowfield will be meeting with about providing rapid charging stations for mobile devices. The Centennial Celebration is coming up very soon and will be a lot of fun. He stated that they will have food, music and drama. Mr. Newman stated that the Rural

Round Up will be a great experience and he encourages everyone to attend. He then explained each of the days on the agenda to the committee.

Further discussion on Rural Round Up took place.

Mr. Newman stated that there will be some properties coming on board in the next year or so. These include the Holiday Inn Express and Candlewood Inn and Suites. He stated that Mrs. Linda Bunch recently lost her husband. Therefore she has made the decision to not do the Bull Bash this year as she just doesn't have the time to do it all on her own, she will bring it back the following year though. Mr. Newman stated that Room Taxes were down for the month of January but they are up for February, he feels this is likely due to properties paying in arrears. Mr. Newman then passed around a copy of the Marketing Fund budget and reviewed it with the committee. He stated that the ECVA has a healthy and strong fund balance, equal to about 1 ½ years' worth of expenses.

Mr. Andreozzi stated that the ECVA has been very fiscally prudent and has a nice reserve balance, which is rare to see in government. He stated that he feels the Convention Center is a community asset and that they need to be recognized for the great work they do.

Mrs. Pam Borda stated that she would just like to agree with Mr. Andreozzi and echo his statement.

Further discussion took place.

#### 10. Discussion of new ideas, referrals or suggestions from committee members -

##### **Non - Action Item**

Mr. Troy Edler stated that he would like to give a small presentation. He explained that he was promoted within the Sinclair Broadcasting Company in January and has moved to Salt Lake City. He is now working with KJAZZ. Mr. Edler explained that the and Mr. Newman felt that he would still be useful on the committee as he is coming back to Elko often so he could still attend meeting and KJAZZ offers marketing opportunities Nationwide which could benefit all of the entities represented on the Committee. Mr. Edler then showed the committee a slideshow explaining KJAZZ and all of the opportunities that they have to offer.

*Ms. Natacia Eldridge excused herself at 8:51 am.*

Mrs. Meg Glaser stated that the Nevada arts council is having a meeting on the 25<sup>th</sup> where they will be looking for input on what they can do to better our community. She stated the Western Folklife Center will be having their regularly scheduled Jam Session tonight and Lets Dance tomorrow.

Mr. Newman stated that it's nice that the Arts Council is coming to town during the installation of the Boot project.

Mr. Andreozzi stated that unfortunately one of the boots has been damaged.

Further discussion on the boot project took place.

*Mrs. Pam Borda excused herself at 9:10 am.*

Ms. Lizz Todd stated that she wanted to share for Pam first. The NNRDA Website just published a relocation guide and recourse guide and she knows that at least one of them is up on the website. She then moved on the Elko Daily and stated that they published the Elko 100 book and she was able to see the cover of it, it looked so nice. The Mining Quarterly was printed in full gloss and looks so nice as well. She then stated that she wanted to let them know that the Free Press partners with Google and offers all of the same digital advertising opportunities that they heard Tom and Troy talk about today.

Mr. Andreozzi asked her who they would need to speak to at the Free Press if they were interested in this.

Ms. Todd stated that they would speak with her.

Further discussion took place.

Ms. Lauren Roovart stated that she is here today for Don as he wasn't able to attend. She stated that the main thing he wanted her to talk about was the Halleck Bar party which is this Friday from 6-9 pm. She also stated that they are working with the Nevada Museums Association on that conference and are talking about doing Ranch tours and getting them out into the community, it should be fun. She stated that they are still looking new ideas though so if anyone has any suggestions feel free to come in and talk to them. Their boot will be put in soon and they are so excited to see it.

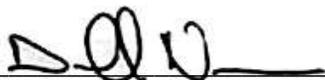
Further discussion took place.

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

None at this time.

#### 12. Adjourn

*Meeting adjourned at 9:19 am.*



Don Newman, Executive Director ECVA