

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
ELKO CONVENTION CENTER
WEDNESDAY, OCTOBER 14, 2015 – 8:00AM
MINUTES**

Ex-Officio: Delmo Andreozzi

Committee Members Present: LIZZ TODD, Elko Daily Free Press
TROY EDLER, KENV TV
STACEY SAWYER, Gold Dust West
MARK GIBBS, Elko Regional Airport
JAMES WILEY, Elko Parks and Recreation
NATACIA ELDRIDGE, Newmont
LAUREN ROOVART, Northeastern Nevada Museum
DELYNN JONES, DBA

Committee Members Absent: JAMES BROWN, Gold Dust West
JAIRAH RAMIREZ, Hilton Garden Inn
LYNN RUBEL, Ruby Mountain Symphony
JEN SPROUT, Elko Area Chamber of Commerce
LENNY MARTINEZ, Red Lion Inn and Casino
PAM BORDA, NNRDA
JOHN CARPENTER, Cimarron West
KATIE AIKEN, Western Folklife Center
TONY BUZZETTI, Elko County Fair Board
LISA DITTMAN, California Trail Center

ECVA Staff Present: Don Newman
Tom Lester
Juli Nelson
Kandiss Fallowfield
Amber Merz

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

Marketing Committee Chairman, Mr. Delmo Andreozzi called the meeting to order at 8:14 am and thanked everyone for coming to the meeting this morning.

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 12, 2015 Marketing Committee Minutes - **Action Item (public comment)**

Ms. Stacey Sawyer stated that her name was spelled wrong under agenda item number 6 on the minutes.

Ms. Merz stated that she will make the correction.

Ms. Stacey Sawyer made a motion to approve the August 12, 2015 Marketing Committee Minutes with stated amendments, Mr. Mark Gibbs seconded the motion. Motion passed unanimously.

4. Presentation, discussion and possible approval of a request for marketing support funds from the City of Elko/Elko Regional Airport in the amount of **\$2500.00 – Action Item (public comment)**

Mr. Mark Gibbs passed around some pictures and a scope for the marketing proposal for 2015/2016 budget. He stated that last year they were very thankful to receive 2500 to participate in the NCOT digital marketing campaign. This year they are making a small change in how they pursue it. They will be looking at second tier SkyWest market, for example St. George, Moab, and Logan Utah. When they click on the link it will then take them directly to the 2016 Elko Area Visitors Guide. He really wants people to see all of the stuff to do in Elko, he doesn't even care if they fly into town as long as it gets them here. All of the other aspects are listed in the handout they will be advertising on the radio, at the theaters, the football games, the DBA Wine Walks, at the Convention Center, Delta Airlines will donate airline tickets for raffle giveaways, t-shirts to launch out at 4th of July, a long term durable sign on NV-225 as well as TV ads. If anyone doesn't know that Elko has an airport at the end of the campaign then they have clearly been living under a rock.

Mr. Lester stated that he thinks it's awesome how he's marketing the airport and trying to move it forward, everything looks great.

Mr. Newman asked Mr. Lester to explain how NCOT matches work.

Mr. Lester stated that it looks like Mr. Gibbs understands it and has it all documented in his report.

Mr. Gibbs stated that it has to be spent outside of the state, which is why they are hitting those second tier airports in Utah.

Mr. Lester stated that he would like to get some footage of the new jet service to include in some of the ECVAs campaigns.

Mr. Newman stated Mr. Gibbs had mentioned advertising at the Convention Center and what he is referring to is the kiosk out in the atrium.

Ms. Stacey Sawyer made a motion to approve the request for marketing funds in the amount of \$2500.00 to the City of Elko/Elko Regional Airport. Mr. Troy Edler seconded the motion. Mr. Mark Gibbs abstained from voting, motion passed.

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

Mr. Tom Lester stated that he is starting to get busy with traveling. He will be going to the Governor's Conference, Go West Summit, ABA and NTA next. Our marketing efforts with the Tri-fold brochure using Certified Folders is going very well. The campaign was paid for with a grant from NCOT, he is going to be writing another grant to continue it. The September issue of the Cowboy Country Territory newsletter is out, the next meeting will be on October 20th. He is working on the 2016 Visitors Guide which will come out in the middle of December. He placed an ad in 6 key markets with Madden Media, it is a partnership with the Cowboy Country Territory. We are working with RAD strategies on getting moved up in Google search results. We had a Road Trip media FAM Tour here September 9-14th and it really went well. He just got back from Smart Meetings in Reno, it went really well. He met with 19 meeting planners, those leads were already sent to the Hoteliers for them to follow up with. He also attended Small Market Meetings in Little Rock where he had 25 appointments, those leads were also sent out already. He stated that Amber is sending out a second round of the Meet Me in Elko postcards featuring the new Conference Center, the first one went out to over 1000 meeting planners from a list we purchased and the second will go to about 380 meeting planners in the area. It looks like we will be getting the Nevada Realtors Association Meeting which is good. We are also updating our website and we have a portion with information on alternative meeting space in the Elko area. So if anyone has meeting space and would like it posted on our website let him know.

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

Mrs. Juli Nelson stated that she outlined a lot of the ECVAs marketing efforts in her report, but that in addition to what has been outlined she is focusing a lot on advertising the new Elko Conference Center. She stated that she and Don sit on a committee through NNRDA that would benefit from the information Mr. Gibbs

spoke about in his request. It is a collaborative effort from various entities in the area to create a central location for people to go to for information on the area. The information that Mark is offering is going to be perfect for this website. It will be a source for businesses and individuals who are interested in moving to the area to find out everything Elko has to offer. Mrs. Nelson stated that we are very busy right now, we used to always slow down after the Mine Expo, which is no longer the case. She is staying very busy promoting Elko and area events.

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

Mrs. Kandiss Fallowfield stated that the Elko Classic Car show went well, they had 247 registered cars, 21 vendors and many great sponsors. We had a great car club that comes from Boise and many of their members took home awards including Best of Show. The 2016 Events Calendars are coming along nice, we have photo submissions coming in right now. The Festival of Trees is the next event we have coming up and she is busy working on getting ready for that. It will be the first event to take place in the Conference Center from November 30th through December 3rd. The theme this year is 25 Days of Christmas. Donation forms are up on the website as well as in the office. We have had 13 organizations apply to be Charity Partners this year and we will be picking them at the next Board Meeting. The Reno Dance Company is coming in during the Festival of Trees to perform The Nutcracker everyone is very excited to have them back for this year's event.

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

Mr. Don Newman stated that a few weeks ago Larry Freedman did a presentation for the lodging community regarding a sales mission to India, the meeting went really well and as a result we are trying to get some of the lodging members to attend the Governor's Conference. The new building is coming along amazing, it changes every day and he does tours all the time so if anyone wants to see it let him know. The Cowboy Poetry Gathering will be taking advantage of the extra space and shifting some of their events over there, as of right now it looks like the silent auction that is normally in our lobby will be moving over there which will be great. As Tom mention it looks like we will be getting the Nevada Association of Realtors meeting. Greg Martin is the incoming president for the NV state board of realtors and he wants to have his induction here as they have not met in Elko in a very long time. It will be very good exposure for us. On the 27th he will be going over to Carson City to do the presentation of the NV-150 Saddle to the Governor. He is hoping that John Wright and Armando will be able to go, he spoke with DeDe Garcia and she will be coming so that is good. While he was in Carson City at the last Commission meeting they had a Brazilian FAM Tour of 140 tour operators in the area. It was really good to see them discover rural Nevada. This week we have some people coming into Elko that are looking to do

a new TV Show on the Discovery Channel, it will be similar to Ice Road Truckers but about rural rescue and tow truck drivers. At the last meeting we awarded some money to Barry for his Volleyball Tournament and it went very well, they had almost 300 people come into town one bus load came in a day early and another stayed an extra night so he is very thankful that we supported them. He stated that there are a lot of groups that need help getting the word out to get people to their events but they already had the people, they just really needed the support to fund the event itself and he feels it's important to offer that sometimes. He stated that he went to the Van Normans Horse Sale and it was incredible, it has grown so much over the years and it was packed. They do a great job with that event and we have supported them for years and will continue to support them as long as they need it. We are doing an advertorial with a magazine called Food Traveler which will be really good because it allows us to focus on the fact that we don't have a bunch of chain restaurants here. We are picking up more of the Newmont meetings due to the new facility coming online in December so that's really good. Kim is already getting calls about bookings and walkthroughs. Mr. Newman stated that if you look at the Room Tax sheet at the back of your packet you will see that it is much skewed. He thinks this means someone is in the rears on their payments. He feels it should balance out over the next few months.

Mr. Gibbs stated that so much of the younger generation does everything on their phones or computers, have we looked into doing any digital advertising such as Pandora or other mobile apps.

Mr. Lester stated that this is one of the things we have hired RAD Strategies to help us with, and that he doesn't talk about it as much but almost every publication he does print advertising with he also does banner ads on their websites. He stated that he is looking into doing ads in mobile apps as well as possible writing a grant for a mobile app. Juli does use Facebook, Instagram, Twitter and Pinterest to promote the ECVA as well.

Further discussion on digital advertising took place.

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

Non - Action Item

Mr. Andreozzi stated that he wants to welcome Ms. Lauren Roovart, who is Catherine Wines replacement at the Museum.

Mr. James Wiley stated that he would like to update everyone on the golf course and ballpark projects, at the County Meeting on Monday night they passed the final approval process for the bond. The bond goes up for sale on October 22nd so baring the fact that nobody buys the bond, which is highly unlikely, they will be funded on November 15th he believes. \$5.5 million will go towards the Sports Complex another \$1.5 million goes to refinance the California Trails Center bond at a lower interest rate, and they are still undetermined as to what portion will go to the golf course project. They are trying to find other ways to fund that project. They are looking at getting donations from a foundation out of Reno as well as the mines here to help fund the additional phases of the Sports Complex.

Mrs. Delynn Jones stated that she is here today to represent the DBA. They will have their last farmers market this Saturday from 9:00-11:00 am on the corner of commercial street and 5th street. They are also working on Snowflake Festival which is going to be on the second Saturday of December.

Ms. Lizz Todd stated they just hosted their Readers Choice reception last night, everyone should look for the results coming out on the 30th. They rolled out their all access digital so now anyone who has a newspaper subscription also gets free online access to everything on their website without having to do the surveys or anything.

Mr. Troy Edler stated that Elko Newsmakers has changed times, it used to be early in the morning on Sunday but it has changed to 3:00 pm, this is due to football. KAME televised the Elko vs. Sparks game a few weeks ago. NBC is doing really well, America's Got Talent was the top rated show all summer long, right now Sunday Night Football is the top rated show. The number one new show right now is Blindspot, so that's pretty cool.

Mrs. Juli Nelson stated she wants to thanks Troy for his help with the Troy Bullock Concert commercial.

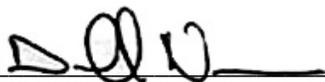
Mrs. Stacey Sawyer stated that the Hotel is going up which is nice, they are currently painting the entire casino and it will be closed November 9th and 10th because they are re-carpeting. They are aggressively advertising on Yelp right now as they have upped their budget for digital media. They will be revamping Dusty's as soon as the hotel is done so that's exciting too.

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

None at this time.

11. Adjourn

Meeting adjourned at 9:21 am.



Don Newman, Executive Director ECVA