

**ELKO CONVENTION & VISITORS AUTHORITY  
REGULAR BOARD MEETING  
TUESDAY, MARCH 22, 2016  
ELKO CONVENTION CENTER  
CEDAR ROOM 8:30 A.M.  
MINUTES**

**1. Roll call**

ECVA Board Members Present: Gary Morfin  
Matt McCarty  
Barry Bhakta  
Delmo Andreozzi

ECVA Staff Present: Don Newman, Executive Director  
Juli Nelson, Marketing Coordinator  
Tom Lester, Tourism & Convention Manager  
Steve Wehde, Facility Manager  
Kandiss Fallowfield, Events Coordinator  
Amber Merz, Administrative Assistant

Visitors Doris Toothman

**2. Call to order and Pledge of Allegiance**

Board Chairman Mr. Gary Morfin called the meeting to order at 8:32 am.

**3. Public Comments- 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.

Mrs. Doris Toothman said good morning.

**4. Approval of minutes from the Board meeting of February 23, 2016 – Action Item (public comment)**

*Mr. Matt McCarty made a motion to approve the minutes from the February 23, 2016 Board Meeting, Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.*

**5. NEW BUSINESS:**

5A-0322-16 Discussion and possible approval of the Tentative Budget for the Fiscal Year July 1, 2016 through June 30, 2017 - **Action Item (Public Comment)**

Mr. Don Newman stated that Mrs. Delynn Jones was on her way to a financial meeting with Becky Erickson so he will be going over the Tentative Budget today. He stated that he put a budget overview at each seat prior to the meeting. Mr. Newman explained that he and Mrs. Jones sat down with each staff member over the last few weeks to go through everything and put the budget together, they then met with

each board member individually to go over the budget and answer any questions they may have had. Mr. Newman then referenced the budget worksheets for each fund and explained the balances. He stated that they have not made any changes since they each met previously. He stated that they had also discussed using Dawn Stout's numbers as they are typically a little bit lower, so these numbers may go down a little bit on the final budget. He explain that she is with the City of Elko. After reviewing the worksheets Mr. Newman stated that the Convention Center put \$3 million of their own money down for the construction of the Conference Center, they are able to do all of the things they want to do and at the end of the year they still have 5 million in ending fund balance. He then asked if anyone had any questions.

Mr. Delmo Andreozzi stated that he just wanted to make a few comments. He stated that he appreciates having the opportunity to come in go over the budget in depth with Mr. Newman and Mrs. Jones. The budget they have prepared is very easy to understand and follow yet still very comprehensive. He understands that it has taken a long time to develop the fund balance that we have but he appreciates that there is still a conservative approach to the amount that we spend. The healthiness of the fund overall is really great and he really appreciates it. Everyone involved, the staff and the Board of Directors, current and previous, should be very proud of what they have created. They have not built a "tax and spend" environment, they have built up security in the facility and fund balance. He stated that in the coming year he would like to see them look at lighting and sound in terms of capital projects if at all possible.

Mr. Bhakta asked if the \$5 million balance will be at the end of this year or next year.

Mr. Newman stated that it will be at the end of the next fiscal year.

Mr. Bhakta asked if anyone knows what that balance was 5 or 10 years ago.

Mr. Newman stated that he does not have it on hand today but that they can look that up.

Further discussion took place.

Mr. McCarty stated that there is an excess of revenues coming out of the Mine Expo event and he has asked Don and Delynn if we can transfer that and lock it up for 10 years. Then when the Conference Center loan comes up in 10 years we will have that money set aside to pay down said loan.

Mr. Newman stated that it is a good point and that they should look at possibly making transfers into restricted accounts. He stated that creating a fund with a 10 year restriction could limit us but if we continue to transfer and build the expansion fund with excesses from revenue could be very good.

Mr. McCarty asked if in May of 2017 we do in fact see those excess funds is there anything that restricts us from making that transfer.

Mr. Newman stated that there was not.

Mr. McCarty stated that he think they should revisit the subject in May of 2017.

***Mr. Matt McCarty made a motion to approve the Tentative Budget for the Fiscal Year July 1, 2016 through June 30, 2017. Mr. Barry Bhakta seconded the motion. Motion passed unanimously.***

## **6. OLD BUSINESS:**

6A-0322-16 Update regarding the restricted Capital Expansion Funds held in trust in memory of JD McBeth.- **Non-Action Item**

Mr. Newman stated that for longest time he and Delynn had tried to figure out what this \$40,000 that is our in funds held in trust account was from. When we first started talking about building the new facility he got a call from Twyla McBeth and her daughter. She told him that the money had been raised at the Mine Expo in JD McBeth's name for the purpose of building a new facility. He and Delynn then did some more research and discovered that she was correct. So they have decided to use the funds to make part of the first payment on the Conference Center. We do want to do something to recognize this contribution and since the funds were raised at the Expo years ago he and Kandiss have been discussing ways to recognize the contribution at this year's Expo. They have decided that they will have a bench made in his honor, it will have "JD McBeth" on it and a message honoring all of his contributions to the mining industry. The bench will be presented at the 2016 Mining Expo and then it will be placed at the Conference Center. The Mining Quarterly and Elko Daily will also be doing stories about the contribution as well as covering the story when we present the bench. Mr. Newman explain for anyone who did not know that JD McBeth passed away right before the Mining Expo years ago so that year all of the companies that did business with him donated money to Convention Center in his honor.

## **7. STAFF REPORTS:**

7A-0322-16 Comptroller's Report/Approval of the February expenditures and all matters related to –  
**Action Item (Public Comment)**

Mr. Newman stated that the Comptrollers report was in the packet, he then referred them to the first page of the report so they could follow along. He stated that room taxes are down about 7.6% year to date but ad valorem is up year to date by \$117,114. Claims for February 2016 are \$190,450.19.

Mr. McCarty stated that he noticed that the Gear Show payments decreased by almost half for participants this year, he just want to make sure that the show is not becoming less successful each year.

Mr. Newman stated that this is due to the items that the artists enter. He stated that we can't really know ahead of time what is going to be entered, each item has to be a custom piece and it has to be newly made by the artist entering it. Mr. Newman also stated that this year we did not have any saddles entered into the Gear Show. He stated that the show itself is actually very successful, attendance to the show continues to grow each year. The reception at the museum is a great event and is every year more and more people come.

***Mr. Matt McCarty made a motion to approve the February 2016 claims in the amount of \$190,450.19. Mr. Barry Bhakta seconded the motion. Motion passed unanimously.***

7B-0322-16 Convention & Tourism Report - **Non-Action Item**

Mr. Tom Lester stated that he just got back from Go West Summits, he stated that this is probably one of the best shows he has had. He already has some possible return business. Sparkles Tours out of Beijing is looking at bringing in a group tour. He passed around an email from them. He stated that there are about 4 different tour operators looking at bringing groups to Elko right now. He stated that we did secure the Rural Round Up conference for 2017 and everyone will be attending Rural Round Up in Laughlin this year. He just got back from the Bay Area Travel Show, this is a consumer based show. He stated that they wanted lots of information on ATVing, camping, Lamoille Canyon, snowmobiling, etc... This was paid for with a grant from the NCOT. Mr. Lester stated that Cowboy Country has over 1900 likes on Facebook. He is looking at writing another

grant for Certified Folders, the campaign we did with them has been very successful. He is also writing another grant for the Elko Classic Car Show, the amount will decrease this year but it will help Kandiss with marketing outside of the area. Mr. Lester then passed around the Google Ad Words impressions, RAD Strategies report and PCMA. He pointed out the PCMA advertorial on Elko. He stated that he will be putting out an RFP for the new "Meet Me in Elko" video.

Mr. McCarty told Mr. Lester good job on securing Rural Round Up for 2017

Further discussion took place.

#### 7C-0322-16 Marketing Report - **Non-Action Item**

Mrs. Juli Nelson stated that she is busy promoting Elko as a vacation, meeting, business and convention destination. Mrs. Nelson passed around publication that she has placed ads in recently. She told the board that she just recently did an ad in the Great Race's program book, it welcomes the race participants to Elko and highlights the Elko Classic Car Show as well as the other Cowboy Country car shows. She is working with Carrie Eary on the Jake Eary Rodeo, that event has been rescheduled for June because it outgrew the Horse Palace and had to be moved to the Fairgrounds. She is working with Kandiss on the Mining Expo, she has been busy with sponsorships and selling advertising for the Mining Expo. More and more companies want to get their name out there and are using the Mine Expo as an avenue for that. She went to ISE in Salt Lake with Tom to help promote Elko as a recreation destination. She stated that a lot of people want to bring their ATVs to Elko because of our very relaxed ATV and off-roading laws.

Further discussion on ATVs took place.

#### 7D-0322-16 Events Report - **Non-Action Item**

Mrs. Kandiss Fallowfield stated that she continues to stay busy with Mining Expo. Exhibitor Contracts are coming in. She stated that she has noticed a little bit of a difference this year though, some vendors have said they are skipping our Expo and only going to the show in Vegas because of budget cuts. She stated that she has about 110 companies on the waiting list though so she is confident that she will be able to fill the booths. Golf opened on February 2 and it was completely sold out in under 2 hours. Due to this they are looking at making some changes next year so that more exhibitors can golf. They had the first Golf Committee meeting in March, they discussed different options for the golf barbeque. The committee feels that having a band for the entertainment was much better than having a DJ. She stated that Juli is staying busy selling sponsorships, all of the hole in one sponsorships have been filled and Redpath will be sponsoring the golf shirts again which we are very thankful for. Flying Fish closed very suddenly so we did have to move the Opening Ceremonies Banquet to the Red Lion. Thankfully they did have availability, we are even able to keep it at the same time and date as it was before. She has been working with Cashman again this year, they are the biggest co-sponsor of the Banquet event. She has sold about 250 tickets for the Banquet so far. She stated that her next event after Mine Expo is Safety Olympiad, Barrick will be hosting this year's competitions. She has only heard back from one mine so far and unfortunately they are not able to come due to budget cuts.

Mr. Newman stated that we have signed up to host the Great Race in June. It is a classic car, cross country, endurance race that starts in San Rafael California and ends in Moline Illinois. All of the cars need to be 1972 or older and have a driver and a navigator. We will be hosting them for diner at the Convention Center on June 20<sup>th</sup> as part of our sponsorship and then we will also get an overnight stay out of it. They will come into town on the evening of the 20<sup>th</sup> and be announced as they arrive, then the driver and their support team will have diner. They ask that we do everything we can to get the public out for their arrival

Further discussion took place.

#### 7F-0322-16 Administrative Report – **Non-Action Item**

Mr. Don Newman stated that he and Juli did a presentation for a group of young women that the Rotary Club brought in last week, they were all Russian Entrepreneurs. He stated that it was a very neat experience.

Mrs. Juli Nelson stated that they were very interested in the cowboy way of life and ranching. She stated that they showed a video on ranching and they were all very fascinated by it.

Mr. Newman stated that they have been doing some hiring for maintenance positions. He stated that they had previously hired Ken who is working out great. They decided that they wanted to add another position to the maintenance crew and during the hiring processes Tino left so they ended up hiring 2 new people, Audi Noble and Aldun Tybo. The Nevada Broadcasters campaign is still going great. We are seeing a 42:1 return on it. He stated that the most exciting part of the packet in his opinion is Kim's report. He then referenced Mrs. Kim Longley's report and stated that February's revenue is projected to be over \$62,000 which is more than our lease payment. He also pointed out that she is still having to turn away bookings even with the new facility. He stated that they are working on an RFP for the Civil Air Patrol Conference as well.

#### 7E-0322-16 Facilities Report - **Non-Action Item**

Mr. Steve Wehde stated that he has been very busy. They're trying to get all of the warranty repairs scheduled and done on the new building. Those repairs are the sound system, roll up door, landscaping etc... He stated that they need to get some new storage trailers and that they have one that they are trying to sell. They had to get new radios because of the new facility, the old ones did not reach between the two buildings. They had a yard sale over the weekend to sell old equipment, he stated that it went well, they sold a lot of good stuff. Mr. Wehde also stated that they are selling a scissor lift.

Mr. Andreozzi stated that he just wanted to thank Mr. Wehde and his crew again for the amazing job they did setting up and flipping for all of the different political events.

Mr. Newman stated that they had their kitchen inspection recently and they got a great score. He stated that the guys do a great job keeping everything clean. He stated that they did have covers made for the dish racks to help keep dust out when dishes are being stored between uses. He stated that they were made by a local shop located in the Rancho Plaza and they did a great job for a really reasonable price.

#### **8. Public Comments – Non-Action Item**

None at this time.

#### **9. Board Comments – Non-Action Item**

Mr. McCarty stated that some of the larger properties are showing and uptick for February so he is hoping that that will start to show across the board.

Mr. Newman stated that Mr. McCarty is running unopposed for his seat on the board and Mr. Morfin's term is up. He stated that Mr. Dave Zorn's of the Red Lion and Mrs. Stacey Sawyer of Gold Dust West are running for his position.

Further discussion took place.

## **10. Adjournment**

Meeting adjourned at 9:48

1. To change the order of agenda items; and
2. Recess the meeting and continue at another specific date and time.



Gary Morfin, Chairman