

**ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, MAY 24, 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
John Rice

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

Visitors Doris Toothman
Stacey Sawyer

2. Call to order and Pledge of Allegiance

Board Chairman Gary Morfin called the meeting to order at 8:39 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.

None at this time.

4. Approval of minutes from the Board meeting of April 26, 2016 – Action Item (public comment)

Mr. Matt McCarty made a motion to approve the minutes from the April 26, 2016 Board Meeting, Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

5A-0524-16 Public Hearing as required by the State of Nevada Department of Taxation for the review and possible approval of the 2016/2017 tentative budget as the 2016/2017 ECVA Final Budget – **Action Item**

Mrs. Delynn Jones stated that we received a letter dated May 19th from the Nevada Department of Taxation regarding the tentative budget that stated it's in compliance with Nevada law. Therefore we can move forward with the final budget. She stated that she would now like to go over the budget overview and the form as it is submitted to the Department of Taxation. Mrs. Jones then referenced the Budget Overview worksheet in section 5A-0524-16 of the Board Packet and explain the changes made between the 2015/2016 fiscal year and 2016/2017 fiscal year. She stated that the first change made was Conference Center Wages and Benefits were increased. She then explained that the lease payments for the Conference Center are currently being paid from the Facility Expansion Fund and the State told her that it would be cleaner if she paid it out of the General Fund as originally budgeted. They did not think she should change it in the middle of the fiscal year but could be changed in the final 2016/2017 budget.

Further Discussion on this matter took place.

Mrs. Jones then stated that if you were to compare this budget to the one that was presented in March the only difference is that you would see is the “Conference Center Wages and Benefits” and “Transfers”. In Capital Projects, the Ad Valorem dropped a little bit based on the States calculations. She did not budget for Proceeds from Mines this year due to conversations with County and State.

Mr. Andreozzi stated that he was going to bring that up at some point so he was glad she mentioned it. He stated that a few years ago the state had some financial troubles so the Mines started prepaying their money. There were some overpayments made by the mines that had to be paid back. They have now decide to revert back to a post payment system. Due to this transition the county is not anticipating any payments this year.

Further discussion took place.

Mr. Andreozzi asked if there were any other significant changes other than the ones that she brought up at the beginning. He stated that he feels they took a very deep look into the tentative budget back in March.

Mrs. Jones stated that the only significant changes were the ones she brought up previously.

Mr. Don Newman stated that the fund balances are all very healthy.

Mr. Andreozzi agreed and stated that we are very fortunate to have such healthy balances here.

Mr. Matt McCarty made a motion to approve the 2016/2017 Tentative Budget as the 2016/2017 ECVA Final Budget. Mr. John Rice seconded the motion. Motion passed unanimously.

Mrs. Jones stated that she would need the Boards signatures on the Budget, she then passed it around and they each signed it.

5B-0524-16 Discussion and possible approval to bring in theatre consultants to review the sound and lighting system and make recommendations for an upgrade - **Action item (public comment)**

Mr. Newman stated that this is something they have been talking about for years. It is in the budget, and it does need to be done. Their system is antiquated and clients have brought it up multiple times.

Mr. Steve Wehde stated that he has reached out to Performance Audio in Salt Lake. He has taken photos and measurements everything that they need to do their evaluation. Once they go over that they will then come out and do a more thorough evaluation on site.

Mr. Newman stated that we do know that we need to get more bids for a project of this scope. We have reached out to a company out of Sacramento but they wanted \$1200 to come out and look at everything so we decided to start out with Performance Audio.

Mr. John Rice stated that one thing he feels we need to look at is that the angle of the lighting. We are lighting the top of people's heads instead of coming in at a 45 degree angle. Acoustically it is almost perfect though. He stated that he would like to be present when the companies are here evaluate the auditorium.

Mr. Andreozzi stated that he definitely supports updating the auditorium. He feels it is an asset to our community and he would love to see it updated.

Mr. Rice stated that the cost of updating to a LED system is a bit higher but the savings in the long run much outweighs that cost. The operating cost is much lower than that of the system we have now and the life of the LED bulbs and units are at least 10 times longer.

Mr. Andreozzi asked if it would be possible to update the audiovisual equipment in there as a part of the project as well.

Mr. Newman stated that we did get a new projector a few years ago but we could look at getting new screens for it.

Mr. Wehde stated that he wants to look at surround sound speakers as well.

Mr. Rice stated that it would be awesome to have surround sound and that the speakers need to be mounted regardless.

Further discussion took place.

Mr. John Rice made a motion to ratify the ECVA staff's decision to bring in theatre consultants to review the sound and lighting system and make recommendations for an upgrade, Mr. Matt McCarty seconded the motion. Motion passed unanimously.

6. OLD BUSINESS:

7. STAFF REPORTS:

7A-0524-16 Comptroller's Report/Approval of the April expenditures and all matters related to –
Action Item (Public Comment)

Mrs. Delynn Jones stated that financial statements are for the month ending April 30th of this year. Our room tax proceeds for March were down about 14 % and were down about 7% year to date. We received our first Facility Expansion Room Tax payment in April and that was \$18,275.91 but in 2015 we had already received a couple of month's payments by April.

Further discussion the Facility Expansion Room Tax Payments took place.

Mr. McCarty stated that it is interesting that Ad Valorem is up so much.

Mr. Andreozzi stated that it is likely that we will see it go down significantly at some point.

Mrs. Jones stated that it just has to do with when people pay their taxes.

Further discussion took place.

Mr. Matt McCarty made a motion to approve the April 2016 Claims in the amount of \$205,586.38, Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

Mr. John Rice excused himself at 9:28 am.

7B-0524-16 Convention & Tourism Report - Non-Action Item

Mr. Newman stated that Mr. Lester was currently in Paris with the NCOT Sales Mission. When he gets back from that he will be home for only a few days and then he will be going to Duluth. Mr. Newman stated that there is some stuff going on during the Mining Expo. We are redoing the Meet Me in Elko video and the RFP for the project was awarded to Patrick Ferris of Patrick Media. He will be here filming that during the Mining Expo. Mr. Newman stated that Patrick also did the video that won Tom and Cowboy Country "Best Marketing Video in the State of Nevada" at Rural Roundup.

The Board then watched that winning Marketing video.

7C-0524-16 Marketing Report - Non-Action Item

Mrs. Juli Nelson stated that she is very busy promoting Elko's summer events. She stated that the summer months are always the busiest when it comes to Elko Events and requests for in kind work. They are all very busy working on the Mining Expo. She just finished the 48 page Program Book. The total value of the Program Book is about \$22,000 with a little over half being paid advertising and the rest being sponsorship ads.

Mr. Newman stated that he just wanted to commend Mrs. Nelson on the amazing job she does on the program books.

Mrs. Nelson stated that she is also working on promoting the Elko Motorcycle Jamboree, High Dessert Bull Bash and Rides and Rods which are all being held in conjunction this year.

Mr. McCarty asked if it would be beneficial to track the amount of in kind work she does.

Mrs. Nelson stated that she can do that.

Further discussion took place.

7D-0524-16 Events Report - Non-Action Item

Mrs. Fallowfield stated that the Mining Expo is almost upon us. She is at about 450 booths right now. She stated that all of the booths are full except for the ones in the City Park. She is still getting inquiries about companies wanting to exhibit in the show. She stated that this year's gold sponsors are listed in her board report. Source 1 is setting up the Mining Mall tent in the back parking lot right now. The guys

have been chalking the new layout in the back parking lot as well. The Golf Tournament is on June 6th and 7th at the Elko Golf Course, the Golf Awards BBQ is that Tuesday the 7th at the golf course as well. The entertainment for that event is the Beach Party Surfers. The Opening Reception is next, it will be Wednesday the 8th at the Red Lion. Cashman is the big sponsor of that event. The DT's will be playing the music for this event. Her next event after the Expo is the Safety Olympiad. Barrick Goldstrike is the hosting mine this year. She stated that she has had only 2 teams register so far. She did reach out to Bob at Goldstrike to see if he had heard from any of the other teams and knew if they would be competing this year. Bob did say that there should be about 7 more teams that are going to register this year. She stated this year they are not putting the teams in order of who registered which takes away any incentive for them to get their paperwork in.

Further discussion on the Safety Olympiad took place.

Mrs. Fallowfield stated that she did want to thank Doris and Jackie for volunteering during the Mining Expo.

7E-0524-16 Facilities Report - **Non-Action Item**

Mr. Steve Wehde stated that they are staying busy with landscaping and painting curbs. The temps spent yesterday pulling weeds. Core still has 3 things to finish up around the building. First the flag pole, which will be put up tomorrow, the rollup door and then there are some boxes that were put in for the sidewalk lights that have sunk and they need to be fixed. They had to put an ad in the paper for a new maintenance worker because they lost Alden, he moved to Reno.

Further discussion about available positions took place.

7F-0524-16 Administrative Report – **Non-Action Item**

Mr. Newman stated that he would like to pass around a thank you letter from the PEO Conference as well as a Certificate of Appreciation from Chief Reed. He stated that Aflac was here last week, they are now offering fraud protection free for the first year to our employees. After the first year is 37 cents a month per person, Mr. Newman stated that he feels that with the time it takes Mrs. Jones to do a payroll deduction it may just be better if the ECVA covered the cost of the Fraud Protection. The new ATM machine and Xerox copier are both in the Conference Center. The Xerox will have a passcode in the future so that we can bill customer directly for the copies they make. There has been some confusion with Carson City as we have called the facility expansion a Lease to Purchase on occasion when in fact it really is just a Lease, Lease. He stated that he is going to Carson to do a presentation and he will report back to them. He stated that he would like it if all of them could be here at 4:00 pm on June 1st for the unveiling of the JD McBeth Bench. Maryanne with the Free Press will be here to cover it, there has also been a feature in the Mining Quarterly about it. He stated that he has included the Nevada Broadcasters report as well, we are getting an enormous value with these ads, about 38 to 1 on our dollar. He then referenced Mrs. Kim Longley's report and stated that we are down a little bit in facility usage and catering revenue for April but its ok because we are about where we had predicted we would be originally. He stated that we will most likely be down in May and June as well due to Mining Expo

Mr. McCarty asked if the people servicing the ATM were local.

Mrs. Jones stated that they are Nevada Bank and Trust ATMs.

Mr. McCarty stated that we should make sure to start calling them before any of the big events so that it is stocked and working. It is better to not have it than to have it and not have it working.

Further discussion took place.

8. Public Comments – Non-Action Item

None at this time.

9. Board Comments – Non-Action Item

Mr. McCarty thanked ECVA staff for their help getting candidates forums organized. He then stated that Meet and Greets start at 4:00 pm, forums begin at 6:00 pm both days, County Commission is on Wednesday and Justice of the Peace is on Thursday.

Mr. Newman stated that the bronze plaque is up in the Conference Center and it looks great.

10. Adjournment

Meeting adjourned at 10:11 am.

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



Gary Morfin, Chairman