

**ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, MAY 23, 2017
ELKO CONVENTION CENTER
CEDAR ROOM 8:30 A.M.
MINUTES**

1. Roll call

ECVA Board Members Present: Matt McCarty
Delmo Andreozzi
Barry Bhakta
David Zornes

ECVA Staff Present: Don Newman, Executive Director
Susan Paprocki, Comptroller
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. Matt McCarty, called the meeting to order at 8:31 am. He then stated for the record that all board members were present with the exception of Mr. John Rice who would not be able to attend this meeting.

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 25, 2017 – Action Item (public comment)

Mr. Dave Zornes made a motion to approve the minutes from the Board Meeting of April 25, 2017. Mr. Barry Bhakta seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

6. OLD BUSINESS:

6A-0523-17 Public Hearing as required by the State of Nevada Department of Taxation for the review and possible approval of the 2017/2018 tentative budget as the 2017/2018 ECVA Final Budget – **Action Item**

Mr. Newman stated that Mrs. Paprocki is in Denver at a conference. He stated that this is the budget that we approved as our tentative without change, so we have been through it in detail. It has been posted and advertised as required by law and we just have to have final approval from the board.

Mr. McCarty referenced the balance sheet in the board packet and read off the budgeted balances for the board.

Mr. Dave Zornes made a motion to approve the 2017/2018 tentative budget as the 2017/2018 ECVA Final Budget. Mr. Barry Bhakta seconded the motion. Motion passed unanimously.

Mr. Newman stated that he needed all of the board members signatures on the budget that will be sent to the state. He then passed it around for them to sign and stated Susan would get Mr. Rice's signature when she got back from Denver.

7. STAFF REPORTS:

7A-0523-17 Comptroller's Report/Approval of the April expenditures and all matters related to – **Action Item (Public Comment)**

Mr. Newman stated that the funds received in April 2017 were for the month of March 2017. General fund room tax for March 2017 was \$35,396.98, down 6.83% from last year. Marketing fund room tax received in March was \$26,081.98 and was also down 6.83% from last year. Year to date room tax proceeds are up 3.65%. Mr. Newman stated that ad valorem taxes received in March were \$66,954.34, a decrease of 4.17% over the previous year. Year to date ad valorem is down 1.34%.

He stated that Mrs. Paprocki has included graphs at the bottom of the page comparing previous balances. Mr. Newman stated that total claims for the month of April 2017 are \$196,651.94 and that Mrs. Paprocki listed the larger claims in her report.

Further discussion took place.

Mr. Delmo Andreozzi made a motion to approve the April 2017 Claims in the amount of \$196,651.94. Mr. Dave Zornes seconded the motion. Motion passed unanimously.

7B-0523-17 Convention & Tourism Report - **Non-Action Item**

Mr. Lester read his travel schedule off of his report for the board. He stated that Rural Round up went well. Carrie with NCOT said it was one of the smoothest ones she has attended. He stated that he and Mr. Newman will be attending the TAC meeting in Vegas to go over grants. The UK, Ireland and French FAM tours that he had in town went really well, they were able to go tour the new Ruby 360 Lodge. He stated that is a beautiful facility and they really enjoyed. Mr. Lester stated that Trains & Travel International will be bringing the Cowboy Express transport guest train through during the 2018 Cowboy Poetry Gathering. He stated that more information on this is available on their website which is listed in his report. Mr. Lester stated that he did want to mention there is a possibility that federal funding for Amtrak would be cut causing us lose our Amtrak service to the area. He stated that this is a really big deal as we already have limited options for getting visitors to Elko.

Further discussion on Amtrak took place.

Mr. Lester stated that the California Trails itinerary is going to be featured in Group Tour Magazine. He stated that the Meet Me in Elko Campaign is going really well and has received the most recent report from that. Mr. Lester then went over that report with the Board. He stated that in June they will be running commercials in the Boise area featuring the Basque Festival and the Silver Stated Stampede.

Mr. McCarty asked when the possible Amtrak cut would take effect.

Mr. Lester stated that he does not know yet.

Further discussion took place.

Mr. Andreozzi stated that one of the things he has learned while recruiting physicians to the area is that focusing on the Cowboy and Western Heritage can actually be a huge deterrent for people. He stated that he thinks it great to see that Mr. Lester doesn't only focus on that aspect of Elko's history in his marketing efforts, he also markets events like the Basque Festival and all of the outdoor recreation, heli-skiing, arts and culture, hiking and the Ruby Mountains etcetera.

Further discussion took place.

7C-0523-17 Marketing Report - **Non-Action Item**

Mr. Newman stated that Mrs. Nelson is in the office today but she is very busy and she is on deadline with the Mining Expo program book. He then passed around her most recent project including posters, postcards and ads she has been working on for the ECVA as well as area events. He stated that she has stayed very busy selling advertising and sponsorships for the Mine Expo, and that they could read all the details in her report which was included in the packet.

7D-0523-17 Events Report - **Non-Action Item**

Mrs. Kandiss Fallowfield stated that the Mining Expo is almost here and it is keeping her very busy. She stated that she has 470 booths sold as of right now but that number is still going up. She explained that

there were 4 new companies requesting booths when she checked her email this morning. Mrs. Fallowfield then stated that they have 12 gold sponsors as of right now but she thinks that Barrick is going to come on board as well which will make it 13. She stated the 12 that they do have are Newmont, Cashman Equipment, United Rentals, Elko Daily Free Press, Geotemps, Adwear, Ahern Rentals, Shell Lubricants, Folsom Associates, Jenmar, Moly Cop USA and JS Redpath. She stated that Source 1 Events will be here Sunday to start setting up the Mining Mall and all of the pre orders they received for tents and that GES will be here June 3 to start laying out the electrical grid. Mrs. Fallowfield stated that the Golf Committee and the ECVA office staff will be meeting at the Golf Course on the Sunday before tournament to stuff the golf bags. She stated that there will be some changes with the Elko Classic Car show. She explained that they will be teaming up with Jeff Remington and the Rides & Rods car show. They will be renaming it the Rides & Rods Elko Classic Car Show and they will be extending the show into Sunday.

Further discussion took place.

7E-0523-17 Facilities Report - **Non-Action Item**

Mr. Steve Wehde stated that the maintenance crew is doing good and staying busy. They have the new lights and light poles put in so everything matches now. They put new led lights in men's bathrooms to brighten them up and will be doing women's bathrooms next. They are staying busy working on the landscaping and getting used to all of the landscaping around the new facility. Mr. Wehde then stated that they just found out that the HVAC has died and are getting recommendations on how to proceed.

Further discussion took place.

7F-0523-17 Administrative Report – **Non-Action Item**

Mr. Don Newman passed around a publication call the Lonely Planet and explained that there is a great 6 page article on Elko in it. He stated that the article is written by one of the people who was on a FAM Tour Mr. Lester hosted. He stated that the Ruby 360 Lodge would be having a grand opening celebration and passed around the invitation for that event as well as promotional material showing the lodge. Mr. Newman stated that we have ordered new drape and will be here today. We will be using the old black drape in the Mining Mall and outside during the Expo and the new blue drape will be used inside only. He stated that we have also ordered disposable cardboard trashcans for the booths during the Expo this year. The Fire Marshall will be coming by tomorrow to meet with them and go over everything before the Expo so that things can run smoothly. Mr. Newman then referenced the packet and stated that the room tax revenue worksheet and Mrs. Longley's Facility and Catering report are both attached for them to read through. He stated that is May the Convention Center has 17 events over 24 days and the Conference Center is booked for 10 events over 19 days and in June the Convention Center is in use for 10 events over 19 days and the Conference Center has 5 events over 15 days.

Further discussion took place.

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

None at this time.

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

Mr. Andreozzi stated that he thought Rural Roundup went great and it was a great experience. He stated that he felt the quality of presenters and presentations was fantastic and thinks it's a shame that in all of his years of public service he has never attended on before.

Further discussion regarding Rural Round up took place.

Mr. McCarty stated that he wanted to make everyone aware that there are bills in the works trying to make hunting and/or trapping in our area illegal. He stated that this would affect us a big way so he wanted to make sure that the board was aware of it.

Further discussion took place.

10. Adjournment:

Meeting adjourned at 9:46 am.

The Chairman and/or Vice Chairman reserve the right;

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



Matt McCarty- Chairman