

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

1. Roll call

ECVA Board Members Present: John Rice

Barry Bhakta

Delmo Andreozzi

Matt McCarty by conference call

ECVA Staff Present:

Don Newman, Executive Director

Juli Nelson, Marketing Coordinator

Susan Paprocki, Comptroller

Kandiss Fallowfield, Events Coordinator

Tom Lester, Tourism & Convention Manager

Amber Merz, Administrative Assistant

Visitors

Doris Toothman

2. Call to order and Pledge of Allegiance

**Mr. Matt McCarty was conferenced in by phone at 8:38 am.*

Mr. John Rice called the meeting to order at 8:39 am. After the Pledge of Allegiance Mr. Rice called for a moment of silence in remembrance of the lives lost over the weekend and thanked them for their service to our community.

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 October 25, 2016 – Action Item (public comment)

Mr. Delmo Andreozzi made a motion to approve the October 25, 2016 Board Minutes, Mr. Barry Bhakta seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

6. OLD BUSINESS:

7. STAFF REPORTS:

7A-1122-16 Comptroller's Report/Approval of the October expenditures and all matters related to –
Action Item (Public Comment)

Mrs. Susan Paprocki stated that room tax received in October was from September, it has increased 9.29% over 2015 and 3.5% year to date. Ad valorem taxes are also up over 2015, she explained that one of the reasons for this was that in 2015 the Centrally Assessed taxes were not received until November and this year they were received in October. She then stated that total claims for October were \$178,704.31. Susan explained that it is low because it does not include a lease payment as Octobers payment was made in at the end of September because October 1st fell on a weekend.

Mr. Matt McCarty asked if the payment to Sydney Willis for \$500 was for a deposit refund.

Mrs. Paprocki stated that it was.

Mr. McCarty asked what publication Wild Fish Wild Places is.

Mr. Newman explained that it was an outdoor recreation segment that was shot in Lamoille and Angel Lake. He explained that it was actually for a show but that they did get featured in several publications. He stated that he didn't know which publications those were off of the top of his head but he could find out and get back with Mr. McCarty on that once he knows.

Mr. Matt McCarty made a motion to approve the October 2016 claims in the amount of \$178,704.31. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

**Mr. Matt McCarty excused himself and disconnected the call at 8:45 am.*

7B-1122-16 Convention & Tourism Report - **Non-Action Item**

Mr. Tom Lester listed his travel schedule for the Board. He stated he just got back from the NCOT sales mission in LA. He stated that he will be attending American Bus Association, Select Traveler and North American Journeys. He stated that he and Don Westfall just got back from the Nevada Museum Association Conference and that Elko will be getting that conference next year. He and Mr. Newman will be attending the TAC meeting in Carson City on December 5th. Mr. Lester stated that Cowboy Country Territory has about 3600 likes on Facebook. He stated that they will be attending 5 consumer trade shows. He stated that he is busy working on the 2017 Elko Area Visitors Guide and it should be out before January. Mr. Lester stated that he is going to continue with the Redirect marketing campaign and he then explained the new geo-fences that go along with that to the board. He stated that he will be sending out another Meet Me in Elko postcard to Convention and Meeting Planners in January and showed them the new postcard that was printed for this. He stated that they are working on redoing the trifold brochure and adding in the new museum. Once it is reprinted it will once again be distributed through Certified Folder. Mr. Lester stated that they are working with NCOT on Rural Round up in April. Mr. Lester then passed around publications that featured Elko or that he had advertised in and explained each one.

Mr. Andreozzi stated that he just wants to say that we are very lucky to have Don Westfall at the Northeastern Nevada Museum. He stated that he feels he has done a great job at the Museum and in the community and he hopes that Mr. Westfall doesn't leave anytime soon. He asked everyone to please stop by the Museum and meet him if they had not already and make sure to let him know how appreciated he is. Mr. Andreozzi stated that he wants us to do everything we can to encourage him to stay in Elko and with the Museum.

Mr. Lester agreed with Mr. Andreozzi and explained how Mr. Westfall worked very hard to get the Nevada Museum Association Conference into Elko next year.

Mr. Andreozzi then expressed his concern for the future of the Cowboy Poetry Gathering and stated that he hopes we can do things to help it grow in the future.

Mr. Lester stated that he feels the Western Folklife Center needs to take advantage of the grants that are out there and available to them. He explained that he has offered to help them write grants in the past but they have yet to take the initiative and follow through.

Further discussion regarding the Cowboy Poetry Gathering took place.

7C-1122-16 Marketing Report - **Non-Action Item**

Mrs. Juli Nelson stated that she is busy promoting Elko in various ways both inside and outside of Elko. She stated that the Events Flyer that used to be put out through the Elko Daily Free Press is now put out on the ECVA Facebook, Website and in the office. She stated that the community loves it but she wishes she could get people to submit their events to her to be put on the flyer. She stated that people get frustrated that their event is not featured but she can't know about it if they do not contact her and give her the information. She stated that they have this issue with the Elko Area Events Calendar as well, every year. Mrs. Nelson stated that she and Mrs. Fallowfield will be attending AEMA the first week in December to promote the Elko Mining Expo. She then stated that she is happy to report that the sign is finally working again so she can take down the Halloween events and get it updated.

7D-1122-16 Events Report - **Non-Action Item**

Mrs. Kandiss Fallowfield stated that this year they had 16 potential charity partners apply, 5 of them being new applicants. She stated that the ECVA Board chose Terrace at Ruby View, Elko Cancer Network, Ruby Mountain Resource Center, Nevada Outdoor Schools and the Family Resource Center for the 2016 Festival of Trees Charity Partners at the October Board meeting. She stated that she continues to receive auction item forms and that she is up to 80 Christmas trees as of today.

Mr. Andreozzi stated that choosing this years Charity Partners was very difficult.

Mr. Newman stated that he spoke with Lydia of Justice for Stephanie and she is so honored to have even been considered. He stated that Judy with Ruby Mountain Resource Center has been in contact with her already and is being very proactive in helping her to apply for grants and explore other avenues that may be helpful to her.

Mrs. Fallowfield stated that the Events Calendars are supposed to be finished by the Festival of Trees and were supposed to be delivered on Friday but they're still not here so she will be following up on that today. She stated that she is looking forward to attending AEMA in December with Mrs. Nelson.

7E-1122-16 Facilities Report - **Non-Action Item**

Mr. Newman stated that Mr. Wehde is on vacation. He stated that they had a caterer in the Convention Center kitchen who was unable to get hot water during a recent event. He explained that they had it looked at and it turns out they have a water tank in the kitchen with a rusted out bottom. He explained that this is causing clogged lines which is in turn causing a back flow. He stated that they will be having this water tank replaced and that it will be coming out of Capital Projects as it will be around \$8000 to \$9000 for that new tank.

Mr. Andreozzi stated that he has heard that there were some issues with the sound system in the Conference Center during the Ducks Unlimited banquet.

Mr. Newman stated that he did speak with them about this yesterday. He stated that the biggest problem we have is that the system is digital and we do not have a way of locking the client out of the system. He

explained that it was set up for their event but that they over rode the programing our staff had done when they were using it and multiple people changed setting throughout the night which caused a lot of their problems.

Further discussion took place.

7F-1122-16 Administrative Report – **Non-Action Item**

Mr. Don Newman stated that they met with the Urresti family yesterday and that it was a very emotional morning for everyone. He thanked Mr. Rice for the moment of silence at the beginning of the meeting and expressed he condolences to all of the people who lost loved ones this weekend. Mr. Newman stated that they also met with Mr. Carpenter’s family yesterday and they will be hosting both services here on Saturday. He stated that they will have John Carpenters service in the morning at about 10:00 am in the Convention Center, then they leave and come back at about 1:00 pm for a reception that will be held at the Conference Center. He stated that the Urresti service will be at 2:00 pm in the auditorium and then they will go to the Basque House for the reception. At 5:00 pm that evening we also have a wedding in the Convention Center so the facility will be very busy. He stated that he and Mrs. Paprocki are working on wrapping up the audit with Teri Gage, which she will be presenting at next months board meeting. He stated that Mrs. Delynn Jones will officially retire at the end of November. The ice machine in the Conference center is not keeping up with the volume of usage over there so JMF will be buying a new one for that facility. Mr. Newman referenced the Nevada Broadcasters report attached in the packet and stated that it is, as always, a great return for their money. He then referenced the facility usage and catering report and explained that they are still having to turn away booking because they don’t have the dates or rooms to accommodate them.

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

None at this time.

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

Mr. Delmo Andreozzi wished everyone a Happy Thanksgiving and stated that in times of great loss like this it’s important to focus on what you are thankful for. He then thanked everyone in the room for their time and expressed his condolences.

10. Adjournment

Meeting adjourned at 9:27 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