

**ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, NOVEMBER 28, 2017
ELKO CONVENTION CENTER
CEDAR ROOM 8:30 A.M.
MINUTES**

1. Roll call

ECVA Board Members Present: Matt McCarty
Delmo Andreozzi
David Zornes
John Rice

ECVA Staff Present: Don Newman, Executive Director
Juli Nelson, Marketing Coordinator
Susan Paprocki, Comptroller
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 8:42 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 October 24, 2017 – Action Item (public comment)

Mr. Delmo Andreozzi made a motion to approve the minutes from the Board Meeting of October 24, 2017. Mr. John Rice seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

5A-1128-17 Discussion and possible approval to schedule the December ECVA Board meeting for the 19th of December – **Action Item (public comment)**

Mr. Don Newman stated that the December Board Meeting falls the Tuesday after Christmas. This creates a conflict with the staff and boards schedules so we would like to move it up to Tuesday the 19th of December. He stated that Teri Gage of Eide Bailey would also like to present the Audit at the December meeting and the 19th is the day that works the best for her.

Mr. Zornes asked if Ms. Gage goes over the Audit in detail and about how long her presentation usually takes.

Mr. Newman stated that she does but it usually takes fifteen to twenty minutes at the most.

Mr. Rice stated that he may have a conflict on that day but he will do his best to work around it.

Mr. Zornes stated that he also might have something that conflicts on the 19th but that he will try to attend the meeting as well.

Further discussion took place.

Mr. Dave Zornes made a motion to approve scheduling the December ECVA Board of Directors meeting for December 19, 2017. Mr. John Rice seconded the motion. Motion passed unanimously.

5B-1128-17 Discussion and possible approval of the 2018 ECVA Holiday schedule – **Action Item (public comment)**

Mr. Newman stated that the 2018 Holiday schedule is in the packet for the Board to look over. He explained that in past years staff has chosen to work one of the holidays, such as Veterans Day, in exchange for taking the day before or after Christmas off. They have not discussed that at this time so this schedule may change in the coming months.

Further discussion took place.

Mr. Dave Zornes made a motion to approve the 2018 ECVA Holiday Schedule. Mr. John Rice seconded the motion. Motion passed unanimously.

6. OLD BUSINESS:

7. STAFF REPORTS:

7A-1128-17 Comptroller's Report/Approval of the October expenditures and all matters related to – **Action Item (Public Comment)**

Mrs. Susan Paprocki stated that room tax proceeds for September 2017 were received on November 2, 2017. September 2017 general fund room tax was \$62,192, compared to September 2016 which was \$63,091 this is a decrease of 1.43 %. September 2017 marketing fund room tax was \$45,826; in September 2016 marketing fund room tax received \$46,488. This is also a decrease of 1.43%. Room tax

proceeds to date are still up 9.84%. Ad Valorem for September 2017 was received in October and was \$78,790 compared to September 2016 when Ad Valorem received \$74,859, this is an increase of 5.25%. Year to date Ad Valorem is up 5.97%. Mrs. Paprocki then stated that total claims for the month of October 2017 were \$268,953.92.

Mr. Dave Zornes made a motion to approve the October 2017 Claims in the amount of \$268,953.92. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

7B-1128-17 Convention & Tourism Report - **Non-Action Item**

Mr. Don Newman stated that Tom is traveling today but his report is attached. He stated that his upcoming travel schedule includes the Governor's Conference in Las Vegas on December 3rd, 4th and 5th and then NTA, Go West Summit and ABA. This is the start of his busy travel season. Mr. Newman stated that he does have some travel writers coming in during the Cowboy Poetry Gathering that we are very excited about. He stated that Mr. Lester has also been working very hard on the 2018 Visitors Guide which is almost finished.

Further discussion took place.

7C-1128-17 Marketing Report - **Non-Action Item**

Mrs. Juli Nelson passed around various ads and publications she has been working on. She stated that she designed new backlight signs for our lobby. They will be installed as soon as the glass is cut for them. She stated that each board member should have received a save the date card for the Gear Show that we help John Wright with. She stated that we would love it if they attended the reception for that event; all of the information is on the card. The Adventures on the Edge brochure is going out for final editing and then it will be printed. Mrs. Nelson stated that she and Mrs. Myers will be attending the AEMA conference in December to promote the Mining Expo, this has always been a very successful event for us.

Further discussion took place.

7D-1128-17 Events Report - **Non-Action Item**

Mr. Newman stated that Mrs. Myers is next door working the Festival of Trees. Today is the first day of Kindergarten Storytime. This year we have a total of 122 Christmas Trees compared to last year when we had 106 Christmas trees. We also have 18 wreaths and 44 other items. Smiths and Raley's both donated cookies and Walmart donated candy canes. Mr. Newman stated that Mrs. Myers is getting ready to start working on the Mining Expo. He stated that everyone should have 2018 Events Calendar in front of them, Mrs. Myers worked very hard on it this year and we are very happy with how it turned out.

7E-1128-17 Facilities Report - **Non-Action Item**

Mr. Newman stated that we have been having issues with the HVAC system, something keeps tripping the heat. We have brought in Snyder Mechanical, BCS, Joli with Imagine Technology, finally today we got Core to come in to push the issue a little be more. We are hoping to get this resolved before the it gets any colder. We had Superior Services come in and slurry seal the parking lot. We converted all of lights to LEDs, the lobby was done last year but Ralf did all of the other rooms on his own this year. Ralf is also rewiring the patch bay in the theatre for better sound. We did bring on a new employee, JT Kirk. We are starting him out through American Staffing and once he is trained we will bring him on under the ECVA.

7F-1128-17 Administrative Report – **Non-Action Item**

Mr. Newman stated that one of our biggest projects right now is getting the boiler/chiller off of the roof so we are working with Dan Danner of Petty and Associates to finalize the bid documents. He stated that Mr. Lester, Mr. McCarty and he will all be attending the Governor’s Conference in Las Vegas. The Nevada Cattleman’s Conference will be here in December. We will also be very busy with Barrick Christmas Parties for the month of December. In November we had 20 events over 19 days in the Convention Center and 8 events over 14 days in the Conference Center. Mr. Newman stated that the Nevada Broadcasters report is attached, this continues to be a great investment, he explained that we are seeing a 12/1 return.

Mr. Newman then played some TV and radio ads that will be airing promoting the Elko Area and upcoming events.

Mr. Rice stated that he noticed that there was a significant increase in room tax revenue in July and August.

Further discussion on room tax took place.

8. Public Comments – Non-Action Item

None at this time

9. Board Comments – Non-Action Item

Mr. Delmo Andreozzi stated that Mrs. Pam Borda of NNRDA is retiring and Mr. Sheldon Mudd will be taking her place. He stated that she has been a part of the ECVA Marketing Committee for quite some time so he would like to send her a thank you card from the Board and Staff.

The Board agreed.

Mr. John Rice stated that he is on the American Folklife Center Board and a part of that is the Veterans History project. The director of this project, who is a Veteran and a Pilot, will be coming to the Cowboy Poetry Gathering and meeting with the GBC Veterans Program Coordinator. He stated that he would love to set up a meeting with her and the ECVA as well.

Mr. Newman stated that Elko is one of the top 25 cities in the AMP Levitt Concert Series contest.

Further discussion took place.

10. Adjournment:

Meeting adjourned at 9:28 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