

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
ELKO CONVENTION CENTER-CEDAR ROOM
WEDNESDAY, OCTOBER 12, 2016 – 8:00AM
MINUTES**

Ex-Officio: MATT MCCARTY

**Committee Members Present: TONY BUZZETTI, Elko County Fair Board
DON WESTFALL, Northeastern Nevada Museum
KATIE AIKEN, Western Folklife Center
NATACIA ELDRIDGE, Newmont
JAIRAH RAMIREZ, Hilton Garden Inn
KEN SUTHERLAND, Ruby Radio
AILEEN SUTHERLAND, Ruby Radio
CATHERINE WINES, Elko Arts & Culture Board
JEROD LINDER, Elko Parks and Recreation
PAM BORDA, NNRDA
BILLIE CRAPO, Elko Area Chamber of Commerce
TONI JEWELL, Red Lion Inn and Casino
LIZZ TODD, Elko Daily Free Press
MARK GIBBS, Elko Regional Airport**

**Committee Members Absent: DELMO ANDREOZZI, Marketing Committee Chairman
SHASTA GRETCH, Gold Dust West
JOHN CARPENTER, Cimarron West
TROY EDLER, KENV TV
BAILEY BILLINTON, DBA
PAUL GREGORY, California Trail Center**

**ECVA Staff Present: KANDISS FALLOWFIELD
JULI NELSON
AMBER MERZ**

Visitors: LES BROWN, POW*MIA Association

1. Meeting called to order by Marketing Committee Chairman, Delmo Andreozzi.

Mr. Matt McCarty called the meeting to order 8:06 am and stated that he would be filling in for Mr. Delmo Andreozzi today as Mr. Andreozzi and Mr. Don Newman were both out of town.

2. Public Comment Period- **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

3. Approval of the August 10, 2016 Marketing Committee Minutes - **Action Item (public comment)**

Mrs. Pam Borda made a motion to approve the Marketing Committee Minutes from August 10, 2016. Mrs. Billie Crapo seconded the motion. Motion passed unanimously.

4. Presentation, discussion and possible approval of a request for marketing support funds from the Elko P.O.W.*M.I.A. Association in the amount of **\$2500.00 – Action Item (public comment)**

Mr. Matt McCarty explained that one of the things looked at when considering a marketing fund request is where the funds will be spent, to qualify for support from the ECVA Marketing Fund they must be used outside of the Elko area. He stated that it does not appear that all of the items listed in this request are outside of the area. He then stated that the ECVA does have other funds that can be used for these kinds of things and they do have some funds budgeted for the POW*MIA in another fund. He stated that Mr. Newman spoke with him prior to the meeting and made recommendations but that he would go over that recommendation after Mr. Brown had a chance to tell them about his event and his request.

Mr. Les Brown stated the POW*MIA puts on a Chili Feed and auction every year in February. He explained that it started as a fundraiser for the Elko P.O.W.*M.I.A. Association but over the years they have turned the event into a fundraiser to help out the National League of Families. He stated that the event has grown over the years and is continuing to grow. He stated that they are expecting over 500 people and do have people who come from all over the Country to attend the Chili Feed every year. Mr. Brown then explained that their goal as an organization is to raise awareness about the 82,000 Americans who have not returned home from past conflicts dating back to WWII. He stated that in the 11 years that he has been involved with POW there have been 918 service member recovered, identified and returned home from the Vietnam War alone. He explained that there are still so many people who don't know where they can go to get help or find answers about their loved ones.

Mrs. Pam Borda asked if the money they are asking for is in addition to the money that has been set aside.

Mr. McCarty stated that he does not believe so. He doesn't believe they were made aware about the funds that were set aside in the General Fund.

Mrs. Borda asked if the request lines up with Mr. Newman's recommendation.

Mr. McCarty stated that it does not. He explained that based on the application that was submitted Mr. Newman recommended that the ECVA cover the \$600 in Brochures and Mailings out of the Marketing Fund as well as give them the \$750 that they have budgeted in the General Fund.

Further discussion took place.

Mr. Brown explained that because of the support the Elko POW*MIA Awareness Association has provided to the National League they now request that members from the Elko Chapter come to the National meeting every June in Washington DC.

Further discussion took place.

Mrs. Pam Borda made a motion to approve the request for marketing support funds from the Elko P.O.W.*M.I.A. Association in the amount of \$600 from Marketing Fund and \$750 from general fund.

Mrs. Catherine Wines stated that before they continue with the motion she would like to discuss something. She explained that she feels that by flying POW*MIA Members from Elko back to Washington DC in June they are, in a way, marketing Elko with their presence. She feels we should look into helping them with that expense somehow.

Mr. McCarty asked Mrs. Borda if she wanted to amend her motion to include this.

Mrs. Borda stated that she did not. She stated that she feels that this is a separate subject so if they would like support with that they need to submit a separate request for funds.

Further discussion took place.

Mrs. Billie Crapo seconded the motion. Mrs. Catherine Wines objected. Motion passed.

Mr. McCarty explained to Mr. Brown that the ECVA Board of Directors would have to make the final approval at their meeting and that they may also have other ideas for where to find additional funding.

5. Presentation, discussion and possible approval of a request for marketing support funds from the Elko Regional Airport, City of Elko in the amount of **\$5000.00** – **Action Item (public comment)**

Mr. Mark Gibbs stated that the Elko Regional Airport has allocated \$55,000 to marketing air service this year. He stated that if they have been following the newspaper he is sure they have seen that we are at high risk for losing air service to Elko. He stated that the Airport and the ECVA both have the same marketing message which is, come to Elko. This particular request is part of a campaign they are working on for NCOT grant that they applied for, they will find out whether they are awarded that in December. He stated that the NCOT grant is for \$10,000, they are asking the ECVA for \$5,000 and the Airport will match that \$5,000. It will be marketing the National Basque Festival in July and they will be working with a marketing firm out of Salt Lake on this campaign.

Mrs. Borda asked Mr. McCarty what Mr. Newman's recommendation was on this item.

Mr. McCarty stated that Mr. Newman's recommendation was to support it at \$2500 and then direct them back to the Rec Board for the additional \$2500.

Further discussion took place.

Mrs. Pam Borda made a motion to approve the request for marketing support funds from the Elko Regional Airport, City of Elko in the revised amount of \$2500. Mrs. Billie Crapo seconded the motion. Motion passed unanimously.

Mr. McCarty explained to Mr. Gibbs that as with the previous request, once this goes to the ECVA Board of Directors there is a chance that they may be able to find additional funds or other ways to support it.

Mr. Gibbs stated that he was grateful for any support that the ECVA could offer.

Mr. Buzzetti asked Mr. Gibbs if he had spoken with the Basque Club about coming up with part of the match.

Mr. Gibbs stated that he had not, he stated that they have very little funding to begin with and he would hate to take anything from them.

**Mr. Les Brown excused himself at 8:33 am.*

6. Status Report of Convention/ Tourism Activities; Tom Lester -**Non- Action Item**

Mr. McCarty stated that Mr. Lester was not here today but his report is in the packet for them to read through.

7. Status Report of the Marketing activities; Juli Nelson - **Non-Action Item.**

Mrs. Juli Nelson stated that this is the season of fall and winter events. She stated that they are really focusing on the ECVA Events Calendar and Photo Hunt right now as well as the Festival of Trees. She has been busy promoting Elko as a Vacation, Convention and Meeting destination on social media as well as in

various publications. She then passed around those publications. She stated that the 2 month Events Flyer that they used to put out through Elko Daily is now available on the ECVA website, Facebook page and in the ECVA office.

Mr. McCarty stated that he would like to go over the upcoming Conventions portion of Mr. Lester's report really quick as Mrs. Nelson had just mentioned marketing Elko as a Meeting and Convention destination. He then referenced the last page of Mr. Tom Lester's report and read through it for the Committee.

8. Status Report of the ECVA Events; Kandiss Fallowfield – **Non-Action Item**

Mrs. Kandiss Fallowfield stated that the Elko Classic Car Show went very well. She stated that she was looking at the registration database and noticed about 40% of the participants came from out of the Elko Area which is really great. She stated that the new layout worked really well for the show and it felt a lot safer for pedestrians. Mrs. Fallowfield stated that there were some new additions to the show this year. This included the Bounce Houses from Boys and Girls Club, the Relay for Life Pancake breakfast, the Ruby Mountain Balloon Festival display and her personal favorite, the custom trophies designed by Nicoles Kustom Pinstripping. She stated that the Festival of Trees is the event that she is currently working on. It is scheduled for November 28th, 29th and 30th and "Christmas Around the World" is this year's theme. She stated that they have had 16 organizations apply to be charity partners and they will be picking them at the October 25th Board Meeting. She stated that she, Juli and Don went to Las Vegas for International Mine Expo to promote the Elko Mining Expo, it was a great experience and they made a lot of new connections.

Further discussion took place.

9. Report on ECVA Activities and Room Tax Revenue; Don Newman - **Non – Action Item**

Mr. McCarty stated that Don doesn't have a written report but there is a room tax revenue worksheet included. He stated that we do not have August's numbers yet but we should have them at the October 25th Board of Directors meeting.

10. Discussion of new ideas, referrals or suggestions from committee members - **Non - Action Item**

Ms. Lizz Todd stated that she was also at the Mine Expo in Vegas and it was huge. She stated that the Reader's Choice results are in but this year they are keeping it all a secret. They are only letting people know if they placed in the top 3 and then they will find out on the 28th who the winners were when the publication comes out.

Mrs. Billie Crapo stated that Thursday they will have Business Before hours at Cool Beans and then Business After Hours will be the following Thursday at Rehab Services of Nevada in the Sherwood Chiropractic Building.

Mr. Matt McCarty stated that there are 2 candidates forums on the 18th, the first the Justice of the Peace at 6:00 pm and then Elko City Council at roughly 7:00 pm.

Mrs. Pam Borda stated that she also went to the Las Vegas Mine Expo. She stated that she did not have a booth, she just went to network and meet with companies. It was very good and fortunately paid off, she is now working with about 5 companies who are considering moving to Elko.

Mr. Jerod Lindor stated that unfortunately Parks and Rec had to cancel their Pumpkin Bob due to the Geothermal Line being down the day they had it scheduled. They are planning a new event though, Trunk or Treat. This will be held downtown by La Fiesta and they will be opening up the old caboose for people to walk through. They are charging \$25 a space to anyone wanting to participate and you get to decorate your trunk and pass out candy, they will also be judging trunks.

Mrs. Catherine Wines stated that the Arts and Culture Board is working on getting the Boots designed right now. She stated that there are other communities that have boots but theirs are going to be an authentic worn looking cowboy boot. She stated that they currently have 18 sponsors committed. They would love to get to at least 20 but the truck that they are being transported on can hold up to 50. Mrs. Wines then stated that Frontier Communications has generously allowed them to use their warehouse to store the boots in until they can be installed.

Mr. Ken Sutherland stated that this is he and his wife Aileen's first meeting. They are thankful for the opportunity to be here.

Mrs. Jairah Ramirez stated that one thing she is hearing a lot is that people in the community don't know that there is a restaurant in the Hilton or that it is open to the public.

Ms. Natacia Eldridge stated that Newmont's last Mine Tour is this week.

Mrs. Katie Aiken stated that Cowboy Poetry is coming along well, they are doing a storytelling theme this year and calling it Real Stories Straight Up.

Mr. Don Westfall stated that the Museum will have one of the boots out front which he thinks will be great. He stated that he and Mr. Lester will be going to the Museum Association Conference and are hoping to host it in Elko next year. He feels they will have good chance as they are the only ones he knows of who are putting in a bid.

Mr. Buzzetti stated that the Fair was success this year. He stated that they did not meet in September so he does not have the numbers yet, they will meet tonight though so he should have more to tell them at the next meeting

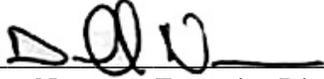
Further discussion took place.

11. Public Comment Period – **Non-Action Item**

None at this time.

12. Adjourn

Meeting adjourned at 9:06am.

A handwritten signature in black ink, appearing to read 'Don Newman', written over a horizontal line.

Don Newman, Executive Director ECVA