

**ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, OCTOBER 25, 2016
ELKO CONVENTION CENTER
GOLD ROOM 8:30 A.M.
MINUTES**

1. Roll call

ECVA Board Members Present: Gary Morfin
Matt McCarty
Barry Bhakta
Delmo Andreozzi

ECVA Staff Present: Don Newman, Executive Director
Juli Nelson, Marketing Coordinator
Steve Wehde, Facility Manager
Amber Merz, Administrative Assistant
Kandiss Fallowfield, Events Coordinator

Visitors Doris Toothman
Les Brown

2. Call to order and Pledge of Allegiance

Board Chairman Gary Morfin Called the meeting to order at 8:41am.

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 September 27, 2016 – Action Item (public comment)

Mr. Matt McCarty made a motion to approve the September 27, 2016 Board Minutes, Mr. Delmo Andreozzi seconded the motion. Mr. Morfin abstained from voting. Motion passed.

5. NEW BUSINESS:

5A-1025-16 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. Les Brown stated every year they put on this fundraiser, the Chili Feed. He stated that it started at the Red Lion but several years ago they outgrew that space and moved it to the Convention Center. He stated that they usually have anywhere from 500 to 575 attendees and that they have people coming in from all over the country to support this event. Mr. Brown explained that the funds raised are used to support the POW MIA National League of Families. But 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. Because of this they are also having to use some of the funds raised at the Chili Feed to help pay for the trip to DC. Mr. Brown then stated that when the application for marketing funds was due they did not know for sure how much funding they would need so they put \$2500 just to be safe, since that time they have been able to run the numbers and they feel that \$1800 would be sufficient.

Mr. Newman stated that in the ECVA General Fund budget we have \$750 budgeted for the Elko POW MIA Association that is given to them to essentially “waive” the rental fee for the facility. He asked Mr. Brown if he knew if that \$1800 calculation include that \$750 that the ECVA budgeted for annually or not.

Mr. Brown stated that he believes that it does not include that \$750.

Mr. Newman stated that the postage and mailing listed on the application is considered marketing so that \$600 would qualify for marketing fund support. He explained that one of the committees concern at the last meeting was regarding running out of funds in the Marketing Support fund due to previously budgeted events and an increase in the amount requested by many of the annual events. Mr. Newman stated that since a lot of the funds being requested don't qualify for Marketing Support funds he did look into other ways for the ECVA to help support this event. The ECVA does have a Local Event Support fund in our General Fund and the other \$1200 in requests would qualify for support from that account. He then stated that as he was not at the Marketing Meeting so he would like to hear from Mr. McCarty who led that meeting.

Mr. McCarty stated that he did not bring his notes so he isn't sure what discussion took place regarding the additional funds but that he does know the Marketing Committee was in favor of supporting the \$600 from the Marketing Fund and the \$750 from the General Fund to help offset the cost of the facility rental.

Further discussion took place.

Mr. Matt McCarty made a motion to support the Elko POW*MIA Association in the revised amount of \$2550 as follows, \$600 out of Marketing Support, \$1200 out of General Fund Local Event Support and another \$750 out of the General Fund to offset the cost of the facility rental. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

Mr. Les Brown thanked the ECVA for their continued support. He then asked that the ECVA please put their logo on any artwork, postcards, flyers etcetera that they designs or print for the Elko POW*MIA Association, he stated that they want to make sure that the ECVA's support is always recognized.

**Mr. Les Brown excused himself at 9:00 am.*

5B-1025-16 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. Matt McCarty stated that this a request for Marketing Support funds for a NCOT match from the Elko Airport. He stated that Mr. Gibbs was not able to attend this meeting but he was at the Marketing Meeting. Mr. McCarty stated that the committee had some concerns about the amount of this request as well and recommended giving them \$2500. He then stated that he wanted to clarify that the ad campaign is for billboards that say “Come to Elko”, not “Fly to Elko” so it is more beneficial to the Elko area than the airport.

Mr. Newman stated that Mr. Mark Gibbs was traveling for business today and could not make it to the meeting. He explained that he spoke with Mr. Gibbs regarding the request and Mark feels that if the ECVA gives them \$2500 they can then apply for the other \$2500 through another grant. Mr. Newman

stated that the Marketing Committee did give the airport \$5000 last year but that they did not budget for it this year as they did not anticipate receiving another request.

Mr. McCarty stated that the funding received from this request and matching grant will be used to market the National Basque Festival that takes place in Elko every June.

Further discussion took place.

Mr. Matt McCarty 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. Mr. Barry Bhakta seconded the motion. Motion passed unanimously.

5C-1025-16 Discussion and approval of the 2016 Festival of Trees Charity Partners – **Action Item (public comment)**

Mrs. Kandiss Fallowfield stated that there were 16 applicants for Charity Partners this year and 5 of them were new organizations who had never applied before. She stated that she did email out the applications to all of the board members last week so she hopes that they had a chance to read through everything as there was a lot of information for them to go over. She stated that the info was included in the packet too so we can go over it now. Mrs. Fallowfield then referenced the first page of the Charity Partners portion and stated that it included the “Staff Picks”. She explained that the staff all read through the information and voted on their favorites. She stated that their top picks were Terrace at Ruby View, Family Resource Center, Nevada Outdoor School, Elko Cancer Network and then Ruby Mountain Resource Center and Justice for Stephanie were tied for 5th place.

Mr. Morfin asked how many Charity Partners we had last year.

Mr. McCarty stated that there were 5 last year.

Mr. Newman stated that he and Delmo had a conversation about the funds raised by the event and he thought it might be helpful information to go over with the board as well. He explained this event averages about \$25,000 in funds raised, about 3 or 4 years ago they had a lot of support from the owners of the East End Mall and they raised over \$30,000. He stated that this was the only time that the amount had ever been that high and it has since gone back to the normal \$25,000 range. He stated that when they have 5 charity partners and split up those funds between the organizations they each receive \$5000 which he feels is healthy amount. He stated that if you look at the list of organizations who have applied Kandiss has indicated who received funds in the past and what years they received them. You will notice that they usually do not award funds to the same organization two years in a row, they skip at least one year in between.

Mr. Andreozzi stated that after reading through the requests and looking at who had received funds in previous years his recommendation would be to go with the Staffs top 4 picks of Terrace at Ruby View, Family Resource Center, Nevada Outdoor School and Elko Cancer Network and then for the 5th spot he would recommend Justice for Stephanie. He explained that he feels Justice for Stephanie is a good choice because they have not received funding before but also because of the timing. He stated that their trial is currently taking place and it would be a great to show the family how much support they have from the community.

Mrs. Fallowfield stated that she agrees with Mr. Andreozzi on Justice for Stephanie and she also feels that they are trying to provide something really valuable to this community with the Stephanie Safe Haven.

Mr. McCarty stated that he is very much in support of the family and their efforts but he is afraid that due to the timing it will look like the board is taking a stance regarding the trial. He stated that he loved reading about her plans for the Stephanie Safe Haven and he is very much in support of the family but he

is very torn about it. He stated that if they do get chosen it just needs to be made clear that the support has nothing to do with the trial, it is because we support them as an organization.

Mr. Newman stated that he feels that this is a great cause and he supports it but he worries because it is such a new organization. He explained that he is afraid that Justice for Stephanie may not be able to come up with enough funds to get the facility that they want for Stephanie's Safe Haven, if so the money raised during the Festival of Trees may not be put toward that facility as intended by the board. He stated that they had a similar discussion when Joshua Tree applied a few years back.

Further discussion took place.

Mr. Andreozzi stated that the Family Resource Center has a very large facility with lots of rooms and extra space, he wonders if they would have space they could rent to Justice for Stephanie to be used for Stephanie's Safe Haven.

Further discussion took place.

Mr. Matt McCarty made a motion to support Terrace at Ruby View, Family Resource Center, Nevada Outdoor School, Elko Cancer Network and Ruby Mountain Resource Center as the 2016 Festival of Trees Charity Partners with the specific request that Family Resource Center look into offering space to Justice for Stephanie for use as Stephanie's Safe Haven, if they are unable or unwilling to provide such support then Justice for Stephanie will be brought on as a 6th Charity Partner. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

5D-1025-16 Discussion and approval to add Susan Paprocki, ECVA Comptroller as a signer to all existing financial accounts and related documents – **Action Item (public comment)**

Mr. Don Newman stated that we need to get Susan added to all of our financial accounts as we are transitioning with Mrs. Delynn Jones retirement.

Mr. McCarty asked if we needed to have an action item on our agenda when it came time to remove Delynn from the accounts.

Mr. Newman stated that he does not know if it was necessary but that he planned on adding it to the agenda when the time came just to be safe.

Mr. McCarty asked if Mr. Newman had the authority to remove someone from the accounts if the need arose or would there need to be a special meeting called.

Mr. Newman stated that he did not know if he had that authority or not but that he could look into it.

Mr. McCarty stated that he would like it if Mr. Newman would look into it. He explained that if a situation came up where someone needed to be removed immediately he feels that it would be best if Mr. Newman had authority to do so.

Mr. Matt McCarty made a motion to add Mrs. Susan Paprocki, ECVA Comptroller as a signer to all existing financial accounts and related documents, Mr. Barry Bhakta seconded the motion. Motion passed unanimously.

5E-1025-16 Discussion and approval to augment the Capital and General funds of the 2016/2017 ECVA Budget to reflect the use of the restricted CD investment held in Capital Projects – **Action Item (public comment)**

Mr. Newman stated that this came about during the audit relating to the funds held in trust from JD McBeth. The auditors felt we did not have proper authorization to move those funds so we needed to have a Board Motion authorizing moving the money from Capital Fund into General fund.

Mr. Andreozzi asked if there was a resolution number that needed to be read into the motion.

Mr. Newman stated that it was 5E-1025-16.

Mr. Don Newman then read into record the resolutions, included in the Board Packet under item 5E-1025-16.

Mr. Delmo Andreozzi made a motion to approve resolution 5E-1025-16 to augment the 2016/2017 ECVA Budget. Mr. Matt McCarty seconded the motion. Motion passed unanimously.

6. OLD BUSINESS:

7. STAFF REPORTS:

7A-1025-16 Comptroller's Report/Approval of the September expenditures and all matters related to –
Action Item (Public Comment)

Mr. Don Newman stated that Room Tax is up 2% as of August but only .6% year to date, Ad Valorem Taxes are up 8.5% for August, 4.2% year to date and the total claims for September 2016 are \$305,447.90. Mr. Newman stated that this is a large increase from September of 2015, mostly due to a few large payments they made. Mr. Newman then explained that they did have to make 2 months' worth of Conference Center lease payments this September due to October 1st falling on a weekend, there was a large payment to Eide Bailly for the Audit as well as a payment to Allstate Electric for the new LED Lighting Retrofit in the lobby.

Mr. McCarty asked if the \$3100 to Ellison Electric was also for the new LED lights.

Mr. Newman stated that that was actually to do new wiring for the new light poles.

Mr. McCarty asked if the \$10,000 payment to Codale was for the new light poles.

Mr. Wehde stated that it was.

Mr. Gary Morfin asked what the "undeposited funds" listed on the different balance sheet were.

Mr. Newman stated that he did not but that when Mrs. Jones or Mrs. Paprocki got back he would find out.

Further discussion took place.

Mr. Matt McCarty made a motion to approve the September 2016 claims in the amount of \$305,447.90, Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

7B-1025-16 Convention & Tourism Report - **Non-Action Item**

Mr. Don Newman stated that Mr. Lester was on his way to Gerlach for the Cowboy Country Territory Meeting, from there he and Don Westfall are headed to the Nevada Museum Association Conference in hopes of bringing that to Elko next year.

Mrs. Juli Nelson passed around various publications that Mr. Lester had left for the board and told them what each was about.

7C-1025-16 Marketing Report - **Non-Action Item**

Mrs. Juli Nelson stated that she has been very busy. She stated that she is always working month ahead to market events and activities. Mrs. Nelson then passed around a stack of material she has been working on. She stated that her report was included in the packet for them to read through.

Mrs. Kandiss Fallowfield stated that Mrs. Nelson had passed around the most recent Everything Elko, she explained that it contained the Festival of Trees ad and told them to take a look at it.

7E-1025-16 Facilities Report - **Non-Action Item**

Mr. Wehde stated that the biggest thing he has going on is the installation of the new LED lighting Retrofit in the lobby.

Discussion on the lighting took place.

Mr. Wehde stated that he has the 1 year warranty walkthrough on the Conference Center this morning. The maintenance crew is doing well, they had a staff meeting and safety training this last month so everyone is on the right track. He stated that the light install hasn't gone quite as planned, they sent the wrong parts at first but they seem to be getting it worked out.

Further discussion took place.

Mr. McCarty asked if the wrong lights being sent could make the cost of the retrofit go up.

Mr. Wehde stated that if anything it will lower the cost.

7D-1025-16 Events Report - **Non-Action Item**

Mrs. Fallowfield stated that as she was not here for the September meeting she would like to go over the car show. She stated that the event went really well, they were down in registration with only about 200 registered cars but about 40% of those were from out of the area. She explained that Jackpots Car show is the same weekend so we did have some competition for participants this year. She stated that they had a new layout this year, which worked very well. Mrs. Fallowfield stated that some other new things this year were the bounce houses from Boys and Girls Club, the Relay for Life pancake breakfast, the Ruby Mountain Balloon Festival display and the Custom Trophies Designed by Nichols Kustom Pinstriping. Mrs. Fallowfield then moved on to the Festival of Trees. She stated that it was really great to see new Charity Partner Applications this year, she will be contacting the charity partners chosen today by the end of the week. She stated that we will be bringing back the VIP Party during the last night of bidding, this will be an invitation only event though. She stated that she does have some invites for the Board as well as extras for them to give out to anyone they would like to invite. She stated that she has been getting auction item donation forms as well. There are quite a few new people donating items this year which is very exciting. She has also been working on the 2017 Elko Events Calendars, they should be ready by the Festival of Trees. Mrs. Fallowfield stated that she had a great time in Las Vegas for the International Mine Expo, it was an amazing experience. She was able to connect with a lot of current vendors as well as make some new connections with potential vendors for upcoming years.

7F-1025-16 Administrative Report – **Non-Action Item**

Mr. Newman stated that he would just continue where Mrs. Fallowfield left off. He agreed that the International Mine Expo was a great experience for them. He stated that they had a great location for their booth. One of the things he did while he was there was to go with Pam Borda to attend a meeting with a coalition of Canadian mining cities who were discussing establishing a "Sister City" relationship with Elko. They originally wanted to have booth at the Elko Mining Expo to share their information and discuss their ideas with Elko area mining companies but after discussing it in more detail he and Pam suggested that this may not be a very effective way to get their information out. After more discussion they decide on working with the ECVA in hosting a reception type event and inviting area businesses for a meet and greet. Mr. Newman stated that he would keep them updated on this matter. Mr. Newman then referenced the packet and stated that the Room Tax worksheet is attached, as well as Mrs. Longleys facility rental and catering worksheet. He stated that if you reference the facility rental and catering worksheet you will see that we did have to turn down 5 events due to availability.

8. Public Comments – Non-Action Item

None at this time.

9. Board Comments – Non-Action Item

Mr. Barry Bhakta asked if we have seen a decrease in usage and revenue of the Convention Center now that we have had the Conference Center open for a full year.

Mr. Newman stated that we have not seen a decrease like he thought we would. He stated that he feels this has a lot to do with Mr. Lesters continuing to highlight and focus on associations.

Mr. Bhakta asked how many new people were hired.
Mr. Newman stated that they hired 2 new employees.

Further discussion took place.

10. Adjournment

Mr. Matt McCarty made a motion to adjourn, Mr. Delmo Andreozzi seconded the motion. Meeting adjourned at 10:23 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