

**ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, OCTOBER 23, 2018
ELKO CONVENTION CENTER
SILVER ROOM 8:30 A.M.
MINUTES**

1. Roll call

ECVA Board Members Present: Matt McCarty
Delmo Andreozzi
Barry Bhakta
Dave Zornes
Reece Keener

ECVA Staff Present: Don Newman, Executive Director
Steve Wehde, Facility Manager
Erin Myers, Events Coordinator
Juli Nelson, Marketing Coordinator
Susan Paprocki, Comptroller
Amber Merz, Administrative Assistant

Visitors Doris Toothman
Aaron Means
Toni Jewell

2. Call to order and Pledge of Allegiance

Board Chairman, Mr. Matt McCarty, called the meeting to order at 8:37 am and stated that all Board Members were present today.

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.

Mr. Reece Keener asked that everyone take a moment of silence to remember past ECVA Board of Directors member Al Bernarda who passed away on October 10th.

4. Approval of minutes from the Board meeting of September 25, 2018 – Action Item (public comment)

Mr. Dave Zornes made a motion to approve the minutes from the Board Meeting of September 25, 2018. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

Mr. McCarty stated that he would now like to move to agenda item 5C-1023-18.

5. NEW BUSINESS:

5C-1023-18 Discussion and possible approval of the retirement plan for the Executive Director and

all matters related to – **Action Item (public comment)**

Mr. McCarty stated that Mr. Andreozzi and Mr. Zornes have been working with Don to narrow down the candidates for the Executive Director position and that they will hopefully be making their decision soon. He stated that they will hold a Special Meeting with the candidates where the Board will make their final decision. He explained that the Board had the choice to either address this agenda item today or table it and address it at the Special Meeting once they have selected Mr. Newman's replacement.

Mr. Zornes stated that he feels whatever Mr. Newman suggests is fair.

Mr. Andreozzi stated that he first like to make his standard disclosure, as a licensed realtor in the state of Nevada he has done business with Mr. Newman and many other people in the community. He stated that he does not feel this is a conflict in any way, he has no direct pecuniary interest in these matters and that he can vote in a fair and impartial way.

Mr. Andreozzi then stated that he also feels that Mr. Newman's suggestions seem fair.

Mr. Newman explained that when he started at the ECVA the previous Director was kept on for 6 months and that he felt that was too long. He stated that he believes 4 months is more than enough time. Mr. Newman stated that he has already assured Mrs. Windbigler that he will be available to help through the Cowboy Poetry Gathering.

Mr. Delmo Andreozzi made a motion to approve the retirement plan for the Executive Director and retain Mr. Don Newman for a period of no more than 4 months. Mr. Barry Bhakta seconded the motion. Mr. Dave Zornes and Mr. Reece Keener voted for, Mr. Matt McCarty opposed the motion. Motion passed 4 to 1.

Further discussion took place.

Mr. McCarty stated that he would now like to move to agenda item 5A-1023-18.

5A-1023-18 Discussion and possible approval of a request for marketing support funds from V-L Rodeo Productions in the amount of \$2000 – **Action Item (public comment)**

Mr. Newman stated that Aaron Means has been putting these rodeos on for some time now. He explained that when they first started they didn't feel that the events qualified for Marketing support so the ECVA helped in other ways such as Mrs. Nelson helping with design and printing of posters. He stated that the events have progressed and clearly qualify for Marketing support now. Mr. Newman explained that the Marketing Committee didn't show up to the Committee Meeting so this request was coming directly to the Board.

Mr. Aaron Means introduced himself. He explained that V-L puts on a variety of different equine and other events including barrel races, team roping, rodeos, parades and more. He stated that they have a loyal following of contestants and spectators from all over the world. He stated that they also have events for all ages from young kids to adults.

Mr. Zornes asked Mr. Means how the overnight and out of town attendance was at V-L events.

Mr. Means stated that about 20% of the overall attendance is from out of the area and that their events consistently fill the Horse Palace.

Mr. Dave Zornes made a motion to approve a request for marketing support funds from V-L Rodeo Productions in the amount of \$2000. Mr. Delmo Andreozzi seconded the motion. Motion passed unanimously.

Further discussion took place.

**Mr. Delmo Andreozzi excused himself 8:56 am*

**Mr. Aaron Means excused himself 8:56 am*

Mr. McCarty stated that they would skip over 5B-1023-18 for now in the hopes that Mr. Andreozzi will be able to return in time to take part in that decision.

6. OLD BUSINESS:

6A-1023-18 Discussion and possible approval for a \$7000 upgrade for the DMG rooftop HVAC Unit to include: Single piece wide load shipping and steel reinforced floor construction –
Action Item (public comment)

Mr. Newman explained that originally this unit was going to be shipped out in individual pieces, each piece would be hoisted onto the roof with a crane and then it would be assembled. Upon further review they determined that it would be better for the unit to be assembled prior to leaving the manufacturers warehouse, however this will require they upgrade the unit to include steel reinforced beam/s. This will help with stability during travel and make hoisting the assembled unit onto the roof an easier process.

Mr. Keener asked if it will increase the shipping costs.

Mr. Newman stated that he doesn't believe it should. He explained that the pieces would have be shipped on the same truck either way, now it is just one large unit instead of 3-4 pieces.

Mr. McCarty asked if the additional weight from the steel beams could pose a problem as the unit is being mounted on the roof.

Mr. Newman stated that he believes it is better as it helps to distribute the weight more evenly.

Further discussion took place.

Mr. Reece Keener made a motion to approve a \$7000 upgrade for the DMG rooftop HVAC Unit to include: Single piece wide load shipping and steel reinforced floor construction. Mr. Barry Bhakta seconded the motion. Motion passed unanimously.

6B-1023-18 Update regarding the status of the RT-2 rooftop HVAC project and all matters related to
Non-Action Item

Mr. Steve Wehde stated that so far, they are just working on getting all of the materials here. He stated that Chester has done some work in the maintenance area cutting up the concrete where they will be running the new boiler drain pipes.

Mr. Newman stated that everything is progressing as it should and that they are still on schedule.

Further discussion took place.

6C-1023-18 Update regarding the status of the Executive Director search process and all matters related to – **Non-Action Item**

Mr. Zornes stated that he and Mr. Andreozzi have been working with Mr. Newman and the ECVA to find Mr. Newman's replacement. He explained that they had phone interviews with the top 5 candidates and have further narrowed their selection down to the top 3 who will be interviewed at the Special Meeting.

Mr. Newman stated that they received 14 total applications and he and Susan had phone interviews with all but 2 of these. He stated that so far all of the 3 final candidates are available on November 8th for a Special Meeting. He asked the Board if they would be available that day as well.

Mr. Zornes stated that he would be out of town in the morning and asked if they were available for an afternoon meeting.

Mr. Newman stated that he was planning schedule the meeting in the afternoon.

Further discussion took place.

6D-1023-18 Review, discussion and possible approval to update the ECVA Sales and Accounts Receivables Policy and Procedures and all matters related to – **Action Item (public comment)**

Mrs. Paprocki stated that she has updated the policies and procedures as she promised when we got new accounting software. She explained that most changes were just in the verbiage, for example removing reference to QuickBooks and replacing employee names with job titles. She stated that she has also changed the shredding schedule from 60 days to 90 days.

Further discussion took place.

Mr. Dave Zornes made a motion to approve the updates to the ECVA Sales and Accounts Receivables Policy and Procedures. Mr. Reece Keener seconded the motion. Motion passed unanimously.

7. STAFF REPORTS:

7A-1023-18 Comptroller's Report/Approval of the September expenditures and all matters related to – **Action Item (Public Comment)**

Mrs. Susan Paprocki stated that Room Tax for August 2018 was received on October 1, 2018 and was as follows; General Fund Room Tax for August 2018 was in the amount of \$75,508.82; compared to the \$75,678.23 General Fund Room Tax received in August 2017 this a decrease of \$169.41 or .22%.

Marketing Fund Room Tax for August 2018 was in the amount of \$55,638.08, compared to the \$55,762.91 Marketing Fund Room Tax received in August 2017 this was a decrease of \$124.83 or .22%.

Year to date Room Tax proceeds are up 9.92% in General and Marketing Fund.

Ad Valorem Taxes received in September 2018 from Elko County were for the month of August 2018 in the amount of \$98,023.18, compared to August 2017s \$93,414.32 this was an increase of \$4,608.86 or 4.93%. Year to date Ad Valorem Taxes are up 2.78%.

Mrs. Paprocki then stated that total claims for September 2018 less Print N Copy came to \$261,634.63 and that the Print N Copy Claims for September 2018 came to \$1,579.32.

Mr. Dave Zornes made a motion to approve the September 2018 claims less Print N Copy in the amount of \$261,634.63 Mr. Barry Bhakta seconded the motion. Motion passed unanimously.

Mr. Dave Zornes made a motion to approve the September 2018 Print N Copy claims in the amount of \$1,579.32. Mr. Barry Bhakta seconded the motion. Mr. Reece Keener abstained from voting. Motion passed.

7B-1023-18 Convention & Tourism Report - **Non-Action Item**

Mr. Lester read through his report with the Board. He stated that he is leaving for vacation tomorrow. He stated that he went to the Cowboy Country Territory meeting in Battle Mountain yesterday. Mr. Lester stated that he and Mr. Newman will be attending the TAC meeting November 1st-3rd where they will be awarding grants. The certified folder campaign is still doing well. He stated that he wrote several grants for Elko, Cowboy Country Territory and surrounding areas. Mr. Lester then went over the reports for the Meet Me in Elko re-direct campaign with the Board. He stated that he just sent out the quarterly newsletter for the Cowboy Country Territory and that the Cowboy Country Territory Facebook has over 4600 followers.

Mr. Keener asked what the dates for the Governor's Conference were.

Mr. Lester stated that it is November 12th-14th.

Mr. Keener asked Mr. Lester if he thought the Lamoille Canyon fire has had an impact on tourism in the area.

Mr. Lester stated that he feels like it will but that we won't really know until the spring. He explained that lot of it will depend on whether or not the canyon is opened back up in time for outdoor winter recreation.

Further discussion regarding the fire took place.

Mr. Newman stated that Merrit Mountain was devastated by fire this season as well. He explained that this is one of the areas alternative outdoor winter recreation locations. He stated that if they are both closed through the winter season this would probably impact tourism.

Further discussion took place.

7C-1023-18 Marketing Report - **Non-Action Item**

Mrs. Nelson stated that she is busy designing web ads, print and media ads. She stated that she continues marketing Elko as convention, business, meeting, leisure and vacation destination. There were a lot of beautiful photos submitted in the photo hunt this year so she is excited to how that comes together. Erin was very busy working on the ECVA Events Calendar this month. Mrs. Nelson stated that the Festival of Trees coming up at the end of November so she is currently working on promoting that event various platforms. She and Ms. Myers are going to attend AEMA in Spokane again this year as it is a great way to promote our Mine Expo.

Further discussion took place.

7D-1023-18 Events Report - **Non-Action Item**

Ms. Myers stated that she just finished the first draft of the 2019 Elko Events Calendar. She had 23 people who submitted photos this year. As always, we are expecting the Calendars to be finished and available at the Festival of Trees. Ms. Myers stated that she had 20 charities apply for charity partner status this year, she worked really hard to encourage all local charities to apply so this year many charities who have never received money or applied before did submit letters of interest. Ms. Myers stated that POW*MIA is going to be delivering the Christmas Trees again. Holly Whittle, the Elko County Children's Librarian, will be doing Storytime for kindergartners again.

Further discussion took place.

7E-1023-18 Facilities Report - **Non-Action Item**

Mr. Newman stated that Mr. Wehde had to step out to take a phone call. He stated that the maintenance crew has been deep cleaning the facilities and get ready for the catering and Christmas party Season that is approaching. He stated that Mario, the newest addition to the maintenance crew is doing great. He hit the ground running and fit right in. He explained that we had used him for the last 3 years as a temp worker for the Mine Expo. Mr. Newman stated that we are having issues with the blinds for Conference Center lobby again, that is the phone call Steve had to take. They are trying to figure out how to get them programed again.

Further discussion took place.

7F-1023-18 Administrative Report – **Non-Action Item**

Mr. Newman stated that the Elko County Wellness program started today, all ECVA employees are required to participate in this event. He stated that it lowers the insurance premiums and the staff gets a \$200 credit towards their deductible. He stated that he and Mr. Lester will be attending the Governor's Conference from November 12th-14th and then he will be attending his final Commission meeting on December 17th. Mr. Newman then went over the digital marketing recap reports included in the packet. He read through the Nevada Broadcasters report and stated that it continues to be a great investment at an 18:1 return on our dollar. Mr. Newman went over Mrs. Longleys Facility and Catering Report with the Board. He stated that they will cover the Audit at the November 27th Board Meeting.

Further discussion took place.

Mr. McCarty stated that they would now move to agenda item 5B-1023-18

5B-1023-18 Review, discussion and possible approval of the 2018 Festival of Trees charity partners and all matters related to – **Action Item (public comment)**

Mr. McCarty stated that before they began, he would like to disclose that he is currently employed by the Great Basin College Foundation but that he was not aware that GBC had applied until last week. He stated that he is also involved in the Lions Club. Mr. McCarty stated that he felt he could remain impartial when voting. He then stated that Mr. Andreozzi had a prior engagement this morning and was hoping to be back in time for this agenda item but in the event that he did not make it back he had asked Mr. McCarty to read a statement he had emailed to him.

Mr. McCarty then read Mr. Andreozzi's statement into record.

(see attached document included after minutes)

Mr. Zornes asked how much money the ECVA was expecting to raise this year.

Ms. Myers stated that last year we raised about \$35,000.

Mr. Newman explained that each year the earnings go up so our goal is to make more than the \$35,000 that we raised in 2017. The Community is great about supporting this event and they get very excited about donating items and bidding on items every year. Mr. Newman stated that Erin worked very hard to contact all of the local charities and encourage them to submit letters of interest. He stated that there are a lot of new and old organizations applying this year that are very deserving. He stated that the Lions Camp is a wonderful facility that gets a lot of use. He stated that it is an asset to the community and that the fire was devastating. Mr. Newman stated that he feels this is a very difficult decision as all of the different groups are deserving of assistance. Discussion regarding awarding all funds raised from the 2018 Festival of Trees to the rebuild of the Lions Camp took place.

Mr. McCarty asked Ms. Myers what the Friends of the Elko County Library does.

Ms. Myers stated that they focus on literacy and if selected the funds would be put towards their literacy programs.

Mr. Zornes stated that he likes that the Boys and Girls Club also would use their funding for literacy if selected.

**Mr. Delmo Andreozzi returned at 10:30 am.*

Mr. McCarty stated that he likes the Igloos letter of interest and that he would love to see a Curling Rink in Elko.

Mr. Keener stated that once the Rink was completed it would have the potential to draw overnight stays for matches or tournaments.

Further discussion took place.

Mr. Dave Zornes made a motion to support- Friends of the Elko County Library, Heart & Shield Family Violence Prevention Program, Igloo Recreation Center, Elko Lions Club and Wells Family Resource Center as the 2018 Festival of Trees Charity Partners. Mr. Reece Keener seconded the motion. Motion passed.

Mr. McCarty stated they would now move to agenda item 8.

8. Public Comments – Non-Action Item

None at this time.

9. Board Comments – Non-Action Item

Mr. Keener asked if anyone has been down to see the progress of the new sports complex area. He stated that it is coming along great, they did have delays in the beginning but by the end of construction season it should be good. He stated that he heard a lot of the properties sold out for the Trump Rally.

Mr. Zornes stated that Secret Service took up a lot of the rooms and that they had to come in advance so they booked out quite a few nights.

Further discussion took place.

10. Adjournment:

Meeting adjourned 10:46 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- Chairma

Chairman McCarty,

I am writing you this email today in the hopes of expressing my opinion regarding a topic on the upcoming agenda. I have a meeting I have to go to at 9:00 AM and am concerned that I will not have the opportunity to give the full board my thoughts regarding our annual Festival of Trees and the Charity Partners.

First and foremost, what a celebration it is that we have such a successful event that involves the entire community. For many years, we have had the good fortune to leverage the funds raised to assist our many worthwhile partners. Many of these programs rely on this funding to assist in some way to help serve the people in our community.

I have found each year to be extremely rewarding yet extremely difficult to select the recipients of the event. They are all so deserving. However, in going through the process, I have always tried to be thoughtful, fair and equitable in choosing the recipients, based upon *who is next in line*. I have always attempted to spread the funds around. And I think it is best that we only choose 5 partners otherwise we so dilute the funds that it really doesn't help. There is great wisdom in selecting five organizations as not only will those funds will assist the group but they also get some well-deserved publicity, not to mention that it would be extremely difficult to just pick one and it would take decades before that particular organization would circle around in the fund scheme I spoke of previously.

This year is no different, there are several well-deserving groups that could greatly benefit from this funding. I am however wanting to propose something a little different this year. As everyone knows, we have had one of the worst fire seasons on record. The fires that burned Elko County have been horrific! At the very heart and essence of the ECVA is "visitors" and tourism. We know that the Canyon receives many many visitors each and every year. But on top of the tourism is the local usage as well. All of this contributes to our local economy, which we are a partner with. Currently, we have the support of the USFS to rebuild the Lions Camp. I believe its important to utilize this support to leverage the fact that many people and organizations are standing in line waiting to help rebuild the Camp. This would be a one time support of this endeavor. The Lions have never asked for money in the past and have done many great things and service projects in our community and have given nearly a million dollars (if memory serves me correctly) here locally since their inception. In full disclosure, I must admit that I am a Lion, however, I DO NOT have any pequinary interest and feel I can act fair and impartial. It is my sense, that the community is grieving what has happened in the Rubies. I suspect that everyone in the community and the groups requesting money would understand the board desire to help rebuild this camp. And, in no way does this diminish the value and importance of all the local service groups and what they provide to our community. It's invaluable really.

In any event, while I propose we join what appears to be the communitie's desire and efforts to rebuild the camp, I support whatever decision the board makes and thank the staff for their continued hard work with this project as well as the other things they continually do.

"Out of the Ashes, We Will Rebuild The Lions Camp in Lamoille"

Respectfully,

Delmo