

**ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, SEPTEMBER 26, 2017
ELKO CONVENTION CENTER
CEDAR ROOM 8:30 A.M.
MINUTES**

1. Roll call

ECVA Board Members Present: Matt McCarty
Delmo Andreozzi
Barry Bhakta
David Zornes

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

Visitors Christopher Esposito, Rise Broadband

2. Call to order and Pledge of Allegiance

Board Chairman, Mr. Matt McCarty, called the meeting to order at 8:38 am and stated for the record that Mr. Rice was not present.

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 August 22, 2017 – Action Item (public comment)

Mr. Dave Zornes made a motion to approve the minutes from the Board Meeting of August 22, 2017. Mr. Barry Bhakta seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

5A-0926-17 Presentation by Adam York, Rise Broadband on company capabilities and presence in Elko - **Non – Action Item**

Mr. McCarty introduced Christopher Esposito of Rise Broadband and stated that he was here today in place of Mr. Adam York.

Mr. Chris Esposito introduced himself and stated that he is the Regional Manager of Rise Broadband over Idaho, Utah and Nevada and that Mr. York is a member of his team but was not able to be here today so he came to town to speak to them. Mr. Esposito passed around information sheets explaining who Rise Broadband is and what they do. He stated that they are the largest provider of fixed wireless technology in the nation. He explained that they use microwave technology to broadcast dedicated symmetrical fiber wire speeds to businesses and residences. He stated that it is incredible how large the companies in Elko have grown without sufficient internet. There are some of the largest companies in the world here and they have managed to grow with incredibly slow speeds. He stated that he has been working with a lot of different companies here in town to try and get them up and running with faster more reliable internet. He stated that Rise Broadband is a large enough company that they are able to invest in the community. They've been upgrading and adding new towers, upgraded backhauls to support the additional bandwidth and they have brought on an additional field team so that the community can have the support that they need. Rise understands the need for reliable customer service and support 24/7, 365 days a year. He then asked for any questions that they may have.

Mr. Zornes asked if they are able to keep up with the bandwidth needed to run a hotel.

Mr. Esposito stated that all that they need to do is figure out how much bandwidth the property needs. At that point the engineers can allocate the necessary amount to that location. If they cannot deliver the necessary amount of bandwidth then they will not sign with that customer. Once they have determined that they can provide service they will go to the FCC to file permits for allocating dedicated bandwidth to that particular business.

Further discussion took place.

Mr. Andreozzi stated that he feels that internet service should be treated as a utility the same as power, gas, water and sewer and he hopes that someday it will be recognized as such. He then asked Mr. Esposito if Rise has the capacity to serve the population of Elko today.

Mr. Esposito stated that they are currently working on upgrading and building towers in the area so that they will be able to in the future but as of right now no, they cannot serve the entire population of Elko and Spring Creek. He explained that they have the capacity to serve the customers that they are signing on currently and per their policies if they could not provide enough dedicated bandwidth to each customer they could not bring them on. He then stated that if for some reason a customer is without a service that they were guaranteed Rise issues credits to them.

Mr. Andreozzi stated that he feels Rise coming to the area is going to be good as we have had many issues recently with our local provider. He hopes that the competition will help to improve their efforts and customer service. He then asked if there would be issues for companies who have internet and phone service with frontier currently. He explained that he is concerned with problems when switching from frontier internet to Rise while still keeping frontiers phone service.

Mr. Esposito stated that if the business is happy with the phone service that they have through Frontier then they can keep it and switch to Rise internet with no issues whatsoever but that Rise does offer phone service at a great price and it is very reliable.

Mr. Andreozzi asked what the length of the contracts are for telephone service through Rise.

Mr. Esposito stated that they range from 12-60 months. He explained that this is due to the cost of the equipment and installation. This is usually around \$10,000 and Rise provides these at no cost to the customer when they sign a contract.

Mr. Andreozzi then asked how Rise issued credits if their service went down.

Mr. Esposito explained that this varies between the phone and internet service but that if they do not have a technician out within 4 hours to address the issue then the company is issued credits based on amount of time without service as well as potential business lost.

Further discussion took place.

Mr. Newman stated that this sounds like great option and he would like to look into it for the Convention and Conference Center as they have had many issues with Frontier since completing the expansion.

Mr. McCarty asked if each customer is issued their own license with the FCC and if the customer has to manage their own FCC license.

Mr. Esposito stated that it depends on how much bandwidth they need, if they require a large amount then yes, if not then multiple companies can be put on a license. He then explained that Rise manages the license as a part of the service that they provide.

Mr. McCarty asked if the ECVA were to need their own FCC license would it effect their current FCC license for the radios.

Mr. Esposito stated that it should not.

Mr. McCarty asked if there is an additional charge for the FCC licensing.

Mr. Esposito stated that there is not, it is all built into the contracts.

Mr. McCarty asked if businesses would be able to keep their current phone numbers if they were to transfer service to Rise.

Mr. Esposito stated that they can as long as they do not cancel service with Frontier before the phone number is transferred. He explained that once the line is canceled it is nearly impossible to get a phone number back.

Further discussion took place.

Mr. Newman explained that he put this item on the agenda as a non-action item today and he feels he should be able to move forward with due diligence and report back to the board without needing a motion. If the decision is made to switch providers an action item can be placed on the next board meeting agenda.

The board agreed and asked Mr. Newman to continue his research.

**Mr. Chris Esposito excused himself at 9:27 am.*

6. OLD BUSINESS:

6A-0926-17 Update regarding the rooftop heating coil installation and all matters related to- **Non-**

Action Item

Mr. Newman stated that Chester showed up yesterday and started to dismantle the heating coil and the crane is here today to start taking it off of the roof. Everything is moving along smoothly so far and we are within our timeline.

Mr. McCarty asked if there have been any change orders.

Mr. Newman stated that there has not and that we will hopefully have heat by the beginning of next week.

7. STAFF REPORTS:

7A-0926-17 Comptroller's Report/Approval of the August expenditures and all matters related to –
Action Item (Public Comment)

Mrs. Paprocki stated that Room Tax July 2017 was received in August and was as follows, the General Fund for July 2017 received \$72,727.20, in July of 2016 General Fund received \$66,656.12. This is an increase of 9.11%. Marketing fund for July 2017 received \$53,588.46 and in July of 2016 Marketing Fund received \$49,115.03, this is also an increase of 9.11%. Ad valorem received in August was for July of 2017 and was in the amount of \$34,942.07, July of 2016 was \$27,363.10, and this is an increase of 27%. Total claims for the month of August 2017 are \$197,395.15.

Mr. Delmo Andreozzi made a motion to approve the August 2017 Claims in the amount of \$197,395.15. Mr. Dave Zornes seconded the motion. Motion passed unanimously.

Further discussion took place.

7B-0926-17 Convention & Tourism Report - **Non-Action Item**

Mr. Newman stated that Mr. Lester is currently at Small Market Meetings, you can read through his report at your leisure. Mr. Newman then passed around Mr. Lester's advertising reports and various publications. He stated that he has not been able to make contact with Marie or Kelly about having to move their event due to the Conference that was booked but he will continue reaching out.

7C-0926-17 Marketing Report - **Non-Action Item**

Mrs. Juli Nelson passed around various marketing materials and ads she has been working on. She stated that her report is in the packet for them to go through but she did want to go over a few things. We are getting ready to do our photo hunt for the 2018 Calendar as well as requesting events submissions. We will be promoting those on social media, Radio, TV and various print ads. She stated that we started the Storytelling campaign with Madden Media in July and already reached over half of our targeted impressions.

Further discussion took place.

7D-0926-17 Events Report - **Non-Action Item**

Mrs. Erin Myers stated that the Car Show took place at the beginning of the month. It was a very successful event for us. We had 229 registered cars with participants coming from 7 different states, 132 of them being from the Elko area. This year we had a special vendor section for nonprofits. There were 3 that participated and had booths, we are hoping to have more next year. The Best of Show winner was Byson Collins from Kuna Idaho with his Chevy Bel Air. She stated that she is working with Juli on the 2018 Elko Events Calendar and will be compiling events and photos for that as they come in. The theme for the 2018 Festival of Trees is Enchanted Forest. She has mailed out the letters to the local nonprofits to invite them to apply to be charity partners. She tried to broaden the scope this year and mailed the letter to over 40 charities so she hopes to get some new applicants.

Further discussion took place.

7E-0926-17 Facilities Report - **Non-Action Item**

Mr. Newman stated that Mr. Wehde is very busy right now. He stated that the crane is here right now working on the rooftop unit. They also have M & M Granite in the Conference Center working on replacing the tile bench. He explained that the tile used was very thin and not intended for a bench so it was cracking. Core is paying to have it replaced. We also got our backflow certification that the City has been asking for. The open position on the maintenance crew has not been filled yet, they will start looking to fill that in about a month.

7F-0926-17 Administrative Report – **Non-Action Item**

Mr. Newman stated that he wants to show some of the TV and Radio ads that we have had produced and run recently. He stated that the Car Show radio ads are done by Ken Sutherland and that Troy Edler produced the TV commercials. He stated that Mr. Edler has relocated to Southern Utah.

*Mr. Newman then played the ads and commercials for the board.

Mr. Newman then stated that he wrote the DBA a letter of support stating that the ECVA will be an alternative location, as available, for the Concert Series that they are applying for. He stated that they did get a letter back from the city regarding the 28 day stay room tax exemption. It makes things more confusing than ever but they will be going over it with the hoteliers at the Lodging Committee meeting tomorrow night.

Further discussion took place.

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

None at this time.

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

Mr. Andreozzi asked Mr. Newman if we would need to replace Mr. Edler on the Marketing Committee.

Mr. Newman stated that we would most likely have to.

Mr. Andreozzi stated that he feels we should send him a letter thanking him for serving on the committee for so many years. He stated that Mr. Westfall of the Museum has taken a leave of absence and Ms. Roovaart was appointed to the position of interim Director. It is still unclear if Mr. Westfall will return from his leave.

Mr. Zornes stated that he is no longer with the Red Lion. He explained that his position there was eliminated so he may leave the Elko area in the future but he has a few months before he has to make a decision.

Further discussion took place.

10. Adjournment:

Meeting adjourned at 10:20 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