

**ELKO CONVENTION & VISITORS AUTHORITY
SPECIAL SESSION BOARD WORKSHOP
FRIDAY, NOVEMBER 15 AND SATURDAY, NOVEMBER 16, 2019
ELKO CONVENTION CENTER
CEDAR ROOM 8:30 A.M.
AGENDA**

Items 1-3 and 5-7 will be conducted each day.

1. Roll call

2. Call to order and Pledge of Allegiance

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.

4. **NEW BUSINESS:**

Strategic Planning Workshop Day 1: Discussion may be held, but **this is a Non-Action item** for voting purposes.

- Review of the Strategic Planning Process: Goals and Objectives of Strategic Planning
- Review of Past & Current ECVA Strategic Planning Efforts
- Development of core values, strategic mission statement and strategic vision statement
- Review of results of target market analysis
- Review and revision of S.W.O.T. Analysis for the ECVA

Strategic Planning Workshop Day 2: Discussion may be held, but **this is a Non-Action item** for voting purposes.

- Review of day 1
- Completion of development of core values, strategic mission statement and strategic vision statement
- Review of goals and objectives
- Development of strategic goals and objectives and implementation measures
- Identification of next steps and actions to be presented for possible adoption at future Board meeting

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

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

7. **Adjournment:**

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