

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY AUGUST 24, 2010
ELKO CONVENTION CENTER
CEDAR ROOM, 8:30 A.M.

1. Roll call

ECVA Board Members Present: Gary Morfin
Jay Elquist
Connie Campbell

ECVA Staff Members Present: Don Newman, Executive Director
Tom Lester, Convention & Tourism Manager
Mike Benzie, Facility Maintenance Manager
Delynn Jones, Comptroller
Juli Nelson, Marketing Coordinator
Jen Stotts, Events Coordinator

Visitors: Catherine Wines, Northeastern Nevada Museum
Dalana Hornback, Elko ATV Jamboree
David Tilger, Elko ATV Jamboree
Adella Harding, Elko Daily Free Press

2. Call to order and Pledge of Allegiance

Board Chair Gary Morfin called the meeting to order at 8:36 a.m.

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.

There was no public comment at this time.

4. Approval of minutes from the Regular Board meeting of July 27, 2010 – Action Item

Ms. Connie Campbell made a motion to approve the minutes from the July 27th Board Meeting. Mr. Jay Elquist seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

5A-0824-10 Presentation to the ATV Jamboree Board members and guides in recognition of the 2010 ATV Jamboree and the professional and precautionary safety measures put in place for the event - **Non – Action Item**

Mr. Don Newman stated that at the previous Board Meeting Mr. Charlie Myers had stated that he was impressed with the safety efforts that the ATV Jamboree implements during their event and wanted to recognize Jamboree the event's Committee for these efforts.

Chairman Gary Morfin Presented the Jamboree with the appreciation certificates and thanked the ATV Jamboree Committee again for their continued efforts to keep this event safe.

Mr. Dave Tilger of the ATV Jamboree Committee stated that event will be in its seventh year next year and will be held June 19-25. Mr. Tilger further stated that the event continues to grow and change as trail rides are added event. Mr. Tilger stated that organization is key to this event.

6. NEW BUSINESS:

6A-0824-10 Discussion and possible approval of a request from the Northeastern Nevada Museum for \$500 marketing support funding for the Great Basin Western Art Foundation as approved by the ECVA Marketing Committee - **Action Item**

Mr. Don Newman stated that the Marketing Committee had approved the \$500.00 support funding for the Great Basin Western Art Foundation and added that he thought this would be a great opportunity.

Ms. Catherine Wines from the Northeastern Nevada Museum stated that the marketing funds would be used to print the brochures that promote sign up and advertise building the western art collection. Ms. Wines further stated that there is not a western art collection in Nevada and that the Northeastern Nevada Museum would like to be the first to have this type of collection.

Mr. Jay Elquist suggested using the The National Cowboy Poetry Gathering and Gear Show to help promote this foundation.

Ms. Connie Campbell made a motion to approve the request from the Northeastern Nevada Museum for \$500 marketing support funding for the Great Basin Western Art Foundation. Mr. Jay Elquist seconded the motion. The motion passed unanimously.

6B-0824-10 Discussion and possible approval of a request from the Northeastern Nevada Museum for \$1000 in marketing support funding, as approved by the ECVA Marketing Committee, to purchase (4) banners to market/advertise the different aspects of the museum's collection – **Action Item**

Ms. Catherine Wines stated that the museum would like to add framed banners to the outside of the Museum in order to advertise exhibits and entice people to stop. Ms. Wines added that the Museum would like to have four 14ft by 5ft banners printed.

Mr. Jay Elquist made a motion to approve the request from the Northeastern Nevada Museum for \$1000 in marketing funds to purchase four (4) banners to market/advertise the different aspects of the museum's collection. Ms. Connie Campbell seconded the motion. The motion passed unanimously.

6C-0824-10 Discussion and possible approval to offset the anticipated shortage from the airport debt room tax funds with the facility expansion fund balance for the \$25,000 payment to the Fire Science Academy – **Action Item**

Ms. Delynn Jones stated that the amount received from the City this year from the airport debt room tax funds is \$17,000 however, the ECVA has committed \$25,000 to the Fire Science Academy which puts the ECVA about \$8,000 short.

Mr. Jay Elquist asked what the ECVA's exact commitment to the Fire Science Academy was.

Mr. Don Newman stated that the original commitment was for \$25,000 or up to 25% of the excess for 3 years.

Mr. Jay Elquist asked if the \$8,000 shortage would come from the same fund (airport dept room tax) just from last year's monies.

Mr. Don Newman stated that this was correct.

Ms. Delynn Jones stated that the City of Elko may have paid down a debt from this excess fund because it is less than previous years. Ms. Jones stated that the Auditors would be looking into why that amount is low.

Mr. Jay Elquist made a motion to approve to offset the anticipated shortage from the Airport Debt Room Tax Funds with funds from the Facility Expansion balance so that the second of three \$25,000 payments can be made to the Fire Science Academy with a note for ECVA staff to find out why the Airport Debt Room Tax payment from the City of Elko was short for 2010. Ms. Connie Campbell seconded the motion. The motion passed unanimously.

Ms. Connie Campbell asked what the status is on the National Guard moving to the Fire Science Academy was and how this will affect the facility.

Mr. Newman stated he attended a sustainability meeting and the National Guard is very impressed with the Facility. Mr. Newman further stated that he believes that this would work out very well for the National Guard based on how this meeting went.

6D-0824-10 Discussion and possible approval to hire a consultant to support the current sale efforts and work to develop new opportunities on behalf of the ECVA - **Action Item**

Mr. Don Newman stated that Mr. Jeff Beckelman is retired from the Palm Springs Convention and Visitors Authority and is looking to become eligible for PERS as he was 6 months short of being vested when he retired from the Reno Convention & Visitors Authority. Mr. Newman stated that Mr. Beckelman would be hired as consultant for a six (6) month period to work with Mr. Tom Lester. Mr. Newman added that this would be a \$10.00 an hour position and further stated that he had spoken with Mr. Tom Lester regarding the possibility of hiring Mr. Beckelman as a consultant and that both he and Mr. Lester thought Mr. Beckelman could open some doors using his contacts.

Chairman Gary Morfin asked how much hiring Mr. Beckelman would cost the ECVA.

Mr. Newman stated that in six (6) months time Mr. Beckelman's wages would cost \$10,000; PERS would cost \$2,000, and health insurance would cost \$5,000 for a total of \$17,000. Mr. Newman stated that contact lists can be bought, however they are usually very outdated and this would give the opportunity to build a current database of our own with fresh contacts in Nevada business.

Mr. Jay Elquist stated that there is not a gap for Mr. Beckelman to fill and added that it would be better if there was a specific project for him to work on. Mr. Elquist further stated that he would like to a better definition as to what Mr. Beckelman would be contributing before a decision is made.

Ms. Connie Campbell stated that she is not in favor of hiring Mr. Beckelman and added that this could be a potential waste of money. Ms. Campbell further stated that Mr. Lester does a great job and sees hiring a consultant as unnecessary.

Mr. Newman stated that he would meet Mr. Lester and see what a good focal project would be for Mr. Beckelman.

Mr. Jay Elquist made a motion to table this Agenda Item. Ms. Connie Campbell seconded the motion. The motion passed unanimously.

7. STAFF REPORTS:

7A-0824-10 Comptroller's Report/Approval of the July expenditures and all matters related to – **Action Item**

Ms. Delynn Jones stated that the May Room tax had been received in the amount of \$45,494.91 for the General Fund and \$33,516.75 in the Marketing Fund which is an increase over 2009. Ms. Jones further stated that the June room tax had also been received in the amount of \$64,539.30 in the General Fund and \$47,547.02 in the Marketing Fund which is also an increase over 2009. Ms. Jones stated that for the 2009/2010 fiscal year, room tax receipts are down 3.6% year to date however once all money has been received for the fiscal year, there should be no difference between 2009 & 2010.

Ms. Jones stated that the Ad Valorem Taxes received for the fiscal year from Elko County was \$372,176.74 which is a 10% increase from 2009.

Ms. Jones stated that the total claims for July 2010 were in the amount of \$232,486.03.

Mr. Jay Elquist made motion to approve the July 2010 claims in the amount of \$232,486.03. Ms. Connie Campbell seconded the motion. The motion passed unanimously.

7B-0824-10 Convention & Tourism Report - Non-Action Item

Mr. Tom Lester stated that he and Mr. Newman had attended the BLC in Reno and sponsored a hole with Virginia City. Mr. Lester stated that he used this opportunity to meet with several clients.

Mr. Lester stated that the Cowboy Country “Dream Vacation” promotion was going very well and he is continuing to build databases based on the entries.

Mr. Lester stated that Nevada Wild West and Canadian FAM tours both went very well and should have created some great exposure for Elko.

Mr. Lester stated that he is continuing to work on the 3rd Annual Chili Cook-Off that is coming up on September 17-18 and efforts on this event are coming along very well.

Mr. Lester stated that the Meeting Planner’s portion of the ExploreElko.com website are up and functioning. Mr. Lester stated that this is a “one stop shop” for anyone looking to plan a meeting or convention in Elko.

Mr. Lester stated that the OCTA Convention went very well and added that they were very impressed by what Elko had to offer and would more than likely return in the future.

Mr. Lester stated that there are a number of conventions that will be coming into the Elko area with the newest being the League of Cities which will be held in Elko in 2012.

7C-0824-10 Marketing & Events Report - Non-Action Item

Ms. Juli Nelson stated that ads are running to promote the upcoming Elko County Fair and other September Events. Ms. Nelson further stated that she is using the Heritage Travel web site in order to reach out to RV Travelers and campers. Ms. Nelson stated that goziac.com had contacted the ECVA to highlight Elko’s Labor Day festivities. Ms. Nelson stated that print ads are beginning to run for the 2011 Mining Expo in numerous print magazines.

Ms. Jen Stotts stated that Elko had a busy summer and gave a recap of events that had occurred in the Elko area. Ms. Stotts stated that Elko had hosted a RE/MAX long drive golf tournament at the Ruby View Golf course which had two qualifiers moving on to the Championship in Mesquite, NV. Ms Stotts further stated that work on the RMPRA Rodeo coming to Elko on October 1st and 2nd had

begun and added that these were great dates because they are the last before the Finals in Heber City, UT.

7D-0824-10 Administrative Report - **Non - Action Item**

Mr. Don Newman welcomed Ms. Ami Simpson to the ECVA staff and stated that she will be a great addition.

Mr. Newman stated that receipt of the Nevada League of Cities Conference in 2012 is great and should be a good conference.

Mr. Newman stated that Ms. Catherine Wines would be replacing Mr. John Collett on the Marketing Committee.

Mr. Newman stated that he would be attending the Nevada Mining Association Convention in September and added that the National Summit of Mining Communities planning process was going very well.

8. Board Comments – Non- Action

Mr. Jay Elquist stated that it is great that all of these conferences and events are going on in Elko and added that the ECVA staff is doing a great job.

Mr. Newman stated Elko is very fortunate that people are willing to organize these events.

Chairman Gary Morfin stated that he thought it would be great to do an appreciation for all events that are put on in the Elko Area.

Ms. Connie Campbell agreed with Mr. Elquist and Chairman Morfin while adding that it would be great to just say thank you to these organizers.

9. Adjournment

Chairman Gary Morfin adjourned the meeting at 10:16 a.m.