

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, JANUARY 26, 2010
ELKO CONVENTION CENTER
CEDAR ROOM
8:30 A.M.

1. Roll call

ECVA Board Present: Ruben Abeyta
 Connie Campbell
 Jay Elquist
 Gary Morfin

ECVA Staff Present: Don Newman, Executive Director
 Tom Lester, Convention & Tourism Manager
 Delynn Jones, Comptroller
 Cathie Horn, Marketing & Events Manager
 Mike Benzie, Facility Manager
 Juli Nelson, Administrative Assistant/Graphic Design

Visitors: Adella Harding, Elko Daily Free Press
 Paul Connors, Elko Motorcycle Jamboree
 Kevin Doerr, Elko Motorcycle Jamboree
 Summer Ehrmann, Elko Motorcycle Jamboree
 Ken Wellington, Elko Motorcycle Jamboree

2. Call to order and Pledge of Allegiance

The meeting was called to order at 8:38 a.m. by Board Chair, Gary Morfin. Board Vice – Chair, Charlie Myers was not present at the meeting.

3. Public Comments

No public comment was made at this time.

4. Approval of minutes from the Rescheduled Board meeting of December 15, 2009

Connie Campbell made a motion to approve minutes from the December 15, 2009 Board meeting. Jay Elquist seconded the motion. The motion passed unanimously.

Board Chair, Gary Morfin moved to Item #6, New Business, at this time.

6. NEW BUSINESS:

6A-0126-10 Discussion and possible approval of a request for \$5,000 marketing support funding for the 2010 Elko Motorcycle Jamboree

Kevin Doerr from the Elko Motorcycle Jamboree Board made a presentation to the ECVA Board at this time requesting \$5,000 marketing support funding for the 2010 Elko Motorcycle Jamboree.

Tom Lester pointed out that the Nevada Commission on Tourism produces the Rides Guide which is used by the Elko Motorcycle Jamboree. He explained that NCOT did not have funding for distribution of the guides. He pointed out that purchasing of the Rides Guide might not be the best use of ECVA marketing support funding and if the Motorcycle Jamboree chooses to use the Rides Guides then an alternate plan needed to be used for distribution.

Jay Elquist inquired if \$5,000 in ECVA marketing support funding had been requested in past years.

Don Newman stated that the amount of \$5,000 in ECVA marketing support funding is what has been requested in past years. He further explained that the ECVA includes funding for the Elko Motorcycle Jamboree in its fiscal budget.

Ruben Abeyta inquired if the 2010 Elko Motorcycle Jamboree will be in conflict with the 2010 ATV Jamboree.

Summer Ehrmann stated that the 2010 ATV Jamboree is during the week following the 2010 Elko Motorcycle Jamboree. She pointed out that the 2010 High School Rodeo Finals will be held at the same time as the Elko Motorcycle Jamboree but did not foresee a conflict as far as hotel room availability.

Kevin Doerr stated that the Elko Motorcycle Jamboree Board felt that the next area of growth for the Jamboree will be to offer the option of camping locally.

Ruben Abeyta pointed out that the pipeline project will peak around the time of the Motorcycle Jamboree in June and that RV spaces may not be available.

Don Newman stated that due to the location of the Motorcycle Jamboree in the downtown area that mostly smaller hotels in that area will be affected by the event.

Gary Morfin inquired what the various venues during the Jamboree would be this year.

Kevin Doerr stated that the Elko Motorcycle Jamboree is working on fundraising and that a paid band will perform again this year in the downtown area. He further stated that smaller local bands will be playing throughout the event along Idaho Street.

Further discussion of the various events taking place during the Jamboree took place at this time.

Connie Campbell inquired how sponsorships for the Jamboree were going.

Kevin Doerr stated that they were progressing well.

Connie Campbell stated that in past Board meetings the value of marketing an event through magazine articles and advertising had been discussed. She further inquired if Don Newman could

explain this to Elko Motorcycle Jamboree Board members that were present.

Don Newman explained the dollar value as determined by NCOT, of a free article in a magazine and how it helps to promote an event along with the Elko area.

A discussion of the importance of inviting media writers to the Elko Motorcycle Jamboree took place at this time.

Tom Lester inquired if web advertising was being done to help promote the Jamboree.

Cathie Horn responded that it was being worked on.

Jay Elquist stated that the Elko Motorcycle Jamboree needed to continue to communicate well with the High School Rodeo Finals in order that the two events do not conflict. He pointed out that good communication will reflect well on the Elko community.

Jay Elquist made a motion to approve \$5,000 marketing support funding for the 2010 Elko Motorcycle Jamboree. Ruben Abeyta seconded the motion. The motion passed unanimously.

6B-0126-10

Discussion and possible approval of the purchase of a replacement Jackson Conserver XL2 Commercial dishwasher for the ECVA kitchen

Don Newman explained that the current dishwasher in the ECVA kitchen was 15 years old and that the total amount to fix it would be over \$5,000. He explained that the same dishwasher brand new was \$6,000 including shipping in addition EcoLab of Elko would lease the unit for \$146 per month which would include repairs. The ECVA would be required to buy all dishwasher products from EcoLab.

Ruben Abeyta stated that the Hilton has the same lease through EcoLab on its dishwasher unit and that the Hilton is required to buy so much product per month. He inquired if the lease would be cost effective for the ECVA since the dishwasher is not used very often and does not use product on a regular basis.

Don Newman stated that it depended on the scheduling and use of the Convention Center as to how often the dishwasher would be used and how much product would be needed. He further stated that adjustments to product use would have to be made and would look into whether or not EcoLab would work with the ECVA.

Jay Elquist suggested that it might be more beneficial to buy a dishwasher unit. He pointed out that the ECVA has a maintenance staff that could make repairs on the unit once the warranty was up.

Mr. Elquist inquired why Board approval was necessary for this agenda item.

Don Newman stated that the price of a new dishwasher unit was \$6,000. He explained that any purchase over \$5,000 required approval of the ECVA Board.

Don Newman pointed out that a lease is for only a year with the option to buy. He stated that if the lease does not work well during a year's time then the unit could be purchased.

Jay Elquist made a motion to approve the purchase of a replacement Jackson Conserver XL2 Commercial dishwasher for the ECVA kitchen for \$6,000. Ruben Abeyta seconded the motion. The motion passed unanimously.

6C-1026-10

Discussion and approval of the purchase of a replacement Waste King 3000 – 3 Commercial disposal for the ECVA kitchen

Don Newman pointed out that the current garbage disposal in the ECVA kitchen also needed to be replaced. He stated that the cost of replacing the old disposal with a new Waste King commercial disposal ranging approximately from \$1,900 to \$2,800.

Jay Elquist made a motion to approve the purchase of a replacement Waste King 3000-3 Commercial disposal. Ruben Abeyta seconded the motion. The motion passed unanimously.

Board Chair, Gary Morfin returned to Item #5, New Business, at this time.

5. OLD BUSINESS:

5A-1026-10

Discussion and possible approval of the revised 2010 Marketing Committee categories and members

Don Newman reviewed the revised 2010 Marketing Committee category and member list with the Board at this time. He pointed out adjustments made and new members added to each Marketing Committee category. He further pointed out that appointment to the Marketing Committee is a one year term starting in February 2010.

Ruben Abeyta inquired if the Lodging Community had been discussed as a member under the Permanent Member Category on the Marketing Committee Member list.

Don Newman explained that since Elko area businesses are rotated on a regular basis under the Permanent Member Category that each business or entity will be rotated in. He explained that each hotel/motel in the lodging community has potential to be a member under that category.

Connie Campbell made a motion to approve the revised 2010 Marketing Committee categories and members. Jay Elquist seconded the motion. The motion passed unanimously.

5B-1026-10

Review and discuss audit findings and recommendations for internal controls and operating efficiencies

Delynn Jones reviewed with the Board audit findings and recommendations for internal controls and operating efficiencies as found by Kafoury, Armstrong & Company in the ECVA Fiscal Year 2008/2009 Audit.

Don Newman commented in regards to the audit recommendation that there are no formal controls in place to detect unrecorded catering fees. He reviewed the steps that are taken by the ECVA in making sure that the 12% catering fee required from approved caterers is collected. He further reviewed the December Revenue Report included in the January Administrative Report. The report is used to track events, caterers used and whether the 12% has been collected for the previous month. He explained that a monthly Revenue Report will be included in his Administrative Report in the future.

Ruben Abeyta pointed out that the 12% fee required of ECVA approved caterers cannot be determined until the event is over.

Don Newman confirmed that Mr. Abeyta's statement was correct and pointed out that an invoice of expenses from the caterer for an event is required by the ECVA.

Mr. Newman stated that the ECVA will be using a program called Caterease to track catering expenses.

In regards to the audit recommendation that quarterly payroll tax reports be reviewed or approved by the appropriate level of management, Delynn Jones commented that Don Newman had reviewed all payroll reports for the 2009 calendar year and in the future quarterly payroll tax reports will be given to Don Newman to review.

Ms. Jones stated in regards to the audit recommendation that the ECVA have a risk management process or a data/file recovery process formally documented. She explained that Imagine Technology will be updating the ECVA server. She further explained that Imagine Technology will also start verifying back up information on a regular basis. She pointed out that the ECVA will be looking at a more formal plan in the future for backing up programs on the server.

Ms. Jones commented in regards to the audit recommendation that the ECVA Business Office be restricted during non-business hours. She pointed out that the office usually is locked but will be monitored more carefully during non-business hours in the future.

Don Newman stated that office supplies are constantly being requested during events held at the Convention Center and that the staff has put together a supply box with commonly requested office supplies that will be given to each event which will eliminate people having to get into the business office during non-business hours.

Ruben Abeyta inquired if the ECVA had ever considered putting in a business center.

Don Newman replied that he had researched putting in a business center and had determined it would not be cost effective and that security would be an issue. He further pointed out that there isn't enough demand for a business center.

Delynn Jones reviewed audit recommendations from the prior year and explained the changes that were made to meet those recommendations.

Jay Elquist inquired if the ECVA has a retirement form that is filled out when equipment is being replaced or discarded.

Don Newman stated that the ECVA is currently updating a form to be used for retiring equipment.

Delynn Jones pointed out that recommendations made during an audit process are not requirements and will be carried over from year to year if changes are not implemented.

7. STAFF REPORTS:

7A-1026-10

Comptroller's Report/Approval of November Expenditures and all matters related to

Delynn Jones reviewed the Comptroller's report for December 2009 included in the Board packet.

Ms. Jones stated that the November General Fund Room Tax was received from the City of Elko in the amount of \$25,448.52. She stated that the amount received for November 2008 was \$24,579 which is an increase of \$870 or 3.55%.

Ms. Jones reported that November Marketing Fund Room Tax was received from the City of Elko in the amount of \$18,751.54. She stated that the amount received for November 2008 was \$18,108 which is an increase of \$644 or 3.55%.

Ms. Jones stated that fiscal year to date room tax receipts were down 10.3%.

Ms. Jones reported that Ad Valorem Taxes received for November 2009 from Elko County were \$6,137.29. She stated that no Ad Valorem Taxes were received in November 2008.

Ms. Jones stated that year to date Ad Valorem Taxes in 2009 are \$153,104 versus \$131,595 received in 2008 which is an increase of \$21,509 or 16.3%.

Ms. Jones reviewed Certificates of Deposit activities with the Board at this time.

Ms. Jones reported that the State of Nevada approved the ECVA Annual Audit Report for the Fiscal Year ending June 30, 2009.

Ms. Jones reviewed the Profit & Loss Reports included in the packet with the Board at this time.

Ms. Jones stated that total claims for December 2009 were \$166,523.95 which included a purchase of a new phone system for \$8,632 and payment to Nevada Broadcasters for \$7,500.

Ruben Abeyta made a motion to approve the December 2009 claims in the amount of \$166,523.95. Jay Elquist seconded the motion. The motion passed unanimously.

7B-1026-10

Convention & Tourism Report

Tom Lester reviewed the January 2010 Convention & Tourism report included in the Board packet.

Mr. Lester reviewed his travel schedule to various tradeshow and conventions that he has or will be attending.

Mr. Lester stated that the ECVA is working with Virginia City Tourism and White Pine County Tourism on a Media/Operator FAM tour which will feature America's Wild West. He further stated that a \$10,000 grant has been applied for from the Nevada Commission on Tourism for this FAM tour.

Mr. Lester stated that the 2010 Visitors Guide is completed and is now available to the public.

Mr. Lester reported that the ECVA is working on new meeting/convention pages as well as tour/travel pages for the ECVA website.

Mr. Lester stated that Rob Sabo with the Northern Nevada Business Weekly will be in Elko on February 11-12, 2010 for a site visit and to meet with various business leaders in the Elko area.

Mr. Lester pointed out that numerous media writers are attending the 2010 National Cowboy Poetry Gathering and covering various venues.

Mr. Lester reviewed the Visitors Guide lead report included in the packet at this time.

Mr. Lester stated that the ECVA has sent out a bid for the WACVB convention in 2011.

Mr. Lester stated the Will James Gathering will be held in Elko in August with around 500-600 attendees.

Mr. Lester reported that the ECVA has sent out over 150 Meet Me In Elko DVDs and Visitor Guides to potential meeting and group planners.

Mr. Lester shared an article on Elko written in Meetings West Magazine with the Board at this time.

Mr. Lester reviewed conventions and meetings coming to Elko in 2010 through 2013.

Mr. Lester reported that the 2009 Carlin Chili Cook-off was successful and that preparations have begun for the 2010 Cook-off.

Jay Elquist made a suggestion that the ECVA approach various state boards and promote Elko as a meeting destination.

Don Newman pointed out that there were six Nevada associations which held their meetings or convention at the Convention Center in 2009.

7C-1026-10

Marketing & Events Report

Cathie Horn reviewed the January 2010 Marketing & Events Report included in the Board packet.

Ms. Horn stated that the ECVA continues to advertise in various magazines and publications promoting the Elko area and its events. She further reported that web advertising continues to run on KUTV.com, magicvalley.com, elkodaily.com, renopassport.com, go-nevada.com, goutah.com and atvillustrated.com.

Ms. Horn stated that she attended the ISE show in Sacramento, CA representing the ECVA. She explained that she helped to promote the Cowboy Country Territory.

Ms. Horn stated that she will be representing the ECVA at the SME Conference in Phoenix, Arizona on March 1-3, 2010.

Ms. Horn reported on the progress being made at the ECVA on the 2010 Elko Mining Expo. She explained that 59 booths have been added to the layout of the show to help accommodate vendors which are on a waiting list.

Ms. Horn stated that the 2010 Elko Mining Expo packet was emailed to the 2009 vendors who exhibited in the 2009 show.

Ms. Horn reported that the Mining Expo Committee is working to bring in a country act venue to perform at the Red Lion on Thursday during the Mining Expo. She stated that American Staffing is interested in being the major sponsor of this event.

Ms. Horn stated that she is in charge of marketing for the 2010 Elko Motorcycle Jamboree.

Ms. Horn stated that she is working as a member of Soroptimist on their fundraising event for their scholarship program. The fundraiser will take place on April 16, 2010 at the Hilton.

Ms. Horn stated that changes have been made to the ECVA website.

7D-1026-10

Administrative Report

Don Newman reviewed the January 2010 Administrative Report included in the Board packet.

Mr. Newman reviewed the 2010/2011 ECVA Budget timeline included in the Administrative Report.

Mr. Newman displayed artwork designed by the ECVA which was submitted to the City Council by the Elko Arts Advisory Committee for the water tank project. He explained that bids are being taken by the City to determine the feasibility of including a design along with painting the tanks.

Mr. Newman reported that the ECVA was successful with its proposal to host the 2010 Independent Broadcasters-Idea Bank Conference in Elko on September 27-29, 2010. He stated that the ECVA is still waiting to hear from WACVB to host their 2011 Tech Conference.

Mr. Newman explained that there will not be a Lodging Committee Meeting in January due to the National Cowboy Poetry Gathering. He further explained that all of the lodging committee members have been invited to attend the Wednesday, January 27th show of the Gathering which is sponsored by the ECVA.

Mr. Newman stated that the ECVA has tickets to various shows of the Poetry Gathering this year and if there is an event that one of the Board members would like to attend to let him know and he will arrange tickets for that event.

Mr. Newman reviewed the 2009 Facility Rental recap and the 4th Quarter Facility Revenue Report with the Board which were included in the Administrative Report.

Mr. Newman reported on the November 2009 room tax comparisons. He pointed out that 3 hotel/motel properties continue to not report their room tax.

Mr. Newman reported that there were 6 events being held over 19 days at the Convention Center in January 2010 along with 16 events being held over 23 days in February 2010.

8. Board Comments

No Board comments were made at this time.

9. Adjournment

The meeting was adjourned at 9:42 a.m.