

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, JULY 27, 2010
ELKO CONVENTION CENTER
GOLD ROOM
8:30 A.M.

1. Roll call

ECVA Board Members Present: Connie Campbell
Gary Morfin
Charlie Myers

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

Visitors: Jeanne Greene, POOL/PACT
Jim Elliott, Elko County Fair Board
Adella Harding, Elko Daily Free Press
Dick Harris, Elko County Fair Board
Doris Toothman
Robert Wines, ECVA Attorney

2. Call to order and Pledge of Allegiance

Board Chair Gary Morfin called the meeting to order at 8:36 a.m. Board members, Ruben Abeyta and Jay Elquist were not present at this meeting.

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 June 22, 2010 – Action Item

Charlie Myers made a motion to approve the minutes from the June 22, 2010 Regular Board Meeting. Connie Campbell seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

5A-0727-10 Presentation by Jeanne Greene, Nevada POOL/PACT Human Resources with discussion and possible approval to discontinue use of the current ECVA Employee Policy and Procedures manual and adopt the Nevada Public Agency POOL/PACT Human Resources Personnel Policies as the new ECVA Personnel Policy and Procedures Manual – Action Item

Don Newman introduced Jeanne Greene from POOL/Pact and Bob Wines, ECVA attorney, at this time.

Jeanne Greene introduced herself and explained that the Nevada POOL/PACT's primary goal is to assist in reducing and eliminating personnel problems in the workforce as well as provide human resources, training and problem solving. She stated that the POOL/PACT provides firm personnel policies for all employees. She further stated that the POOL/PACT goes through policies on a quarterly basis and adopts changes made on the state or federal government level.

Ms. Greene pointed out that the current ECVA Personnel Policy was not outdated but new adaptations to the law needed to be made. She reviewed with the Board some of those changes.

Don Newman inquired of Ms. Greene if POOL/PACT would go through the current ECVA Personnel Policy and tailor it to fit the needs of the ECVA employees.

Ms. Greene stated that the current POOL/PACT Personnel Policy could be adapted to fit the ECVA.

Don Newman further inquired of Ms. Greene if training would be provided to ECVA employees explaining any changes made to the current ECVA Personnel Policy.

Ms. Greene stated that training could be provided if the ECVA choose to adopt the POOL/PACT policy. She added that quarterly changes made to the POOL/PACT policy would be sent to the ECVA and the ECVA could determine if those changes were applicable to its Personnel Policy.

Don Newman expressed that he felt it was a good idea for the ECVA to adopt the POOL/PACT policy.

Charlie Myers stated that it was beneficial to the ECVA to have a policy such as the POOL/PACT's policy because of the updated changes that are made according to the law. He pointed out that the ECVA needs to have a very clear cut set of policies that are advantageous to both the employer and the employee. He stated that he had no problem with the ECVA adopting the POOL/PACT policy but added that the ECVA staff does need to be updated and made aware of what is in the new policy.

Connie Campbell suggested that the ECVA staff review the POOL/PACT policy and return to the Board in the future with questions regarding that policy.

Charlie Myers agreed that it was a good idea to review the POOL/PACT policy and then return to the Board with questions. He suggested that Bob Wines, ECVA attorney, be present to answer those questions.

Bob Wines inquired if the ECVA has adopted the POOL/PACT policy yet.

Don Newman stated that the ECVA has not and that it is still acting under its current personnel policy.

Bob Wines pointed out that currently the ECVA engages all employees as at will employees. He inquired if the POOL/PACT policy clarifies that the personnel policy is not a contract and that it is possible to add provisions that would cater to the ECVA.

Jeanne Greene affirmed that it is possible to adopt provisions that would cater to the ECVA.

Bob Wines inquired if the ECVA can adopt specific sections of the POOL/PACT policy and not the entire policy.

Jeanne Greene stated that it was possible.

Bob Wines inquired if the POOL/PACT would monitor what is adopted by the ECVA.

Jeanne Greene stated that the POOL/PACT would continue to monitor the entire policy and the ECVA would determine whether changes made to the POOL/PACT policy would be applicable to what it has adopted.

Don Newman stated that the current ECVA Personnel Policy was originally written with POOL/PACT's policy in mind. He suggested that the ECVA staff review the POOL/PACT policy and return to next month's Board meeting with questions.

Charlie Myers made a motion to table Board Agenda Item #5A-0727-10 in order to give ECVA legal representatives and staff a chance to review the POOL/PACT policy and then return to the ECVA Board meeting in August for possible adoption. Connie Campbell seconded the motion. The motion passed unanimously.

6. NEW BUSINESS:

6A-0727-10 Discussion and possible approval of a request from the Elko County Fair Board for \$5,000 marketing support funding for the 2010 Northwest Region AQHA Challenge Championships to be held during the Elko County Fair – Action Item

Don Newman introduced Dick Harris and Jim Elliott from the Elko Country Fair Board at this time.

Dick Harris explained to the Board what the AQHA Challenge Championship races were. He stated that Elko has the chance to host these races due to Boise, Idaho not being able to get a racing agenda in the past two years. He pointed out that Boise is working out logistics to get the races back next year so it is not a given that these races will return to Elko next year. He further pointed out that Elko was awarded these races in May with the stipulation that the Elko County Fair Board raise \$7,500 toward the prize purses. He reported that as of July 15, 2010 there were fifteen horses entered into the \$60,000 race and eleven horse into the \$10,000 race. He explained that statistics have proven that there is an average of 46 people per horse that will be in attendance at the races.

He further explained that the Elko County Fair Board will run a total of 62 races in 7 days, which includes the same races that have run in the past. In addition, he pointed out that the State of Nevada allows Elko, Ely, and Winnemucca a certain percentage of money through the gaming books within the State. This year the amount has dropped to \$136,000 and so the Elko County Fair Board is requesting \$5,000 marketing support from the ECVA along with other local area businesses.

Jim Elliott stated that the AQHA races are big time races and the quality of horses is significantly greater than what the Fair has had in the past. He stated that he felt it was worth pursuing these races.

Don Newman agreed with Mr. Elliott and pointed out that the ECVA has marketed through advertising these races in Wyoming and Idaho this year in order to help host them. He pointed out that it helps to elevate the Elko area's standing by holding such high quality races. He added that this item has not been presented to the ECVA Marketing Committee for approval due to the timing.

Tom Lester inquired if the Elko County Fair Board made any money off of these races. He suggested that the Fair Board consider running more races during the summer months and put the money that is earned into a fund for purses which would help attract future races to the Elko area.

Dick Harris pointed out that the Elko County Fair Board has attempted to add races during the summer months in the past but was not successful. He pointed out that the Elko County Fair Board does not have enough of its own funds to offer to bring in additional races.

Jim Elliott pointed out that there would not be any horse races during the Fair if it wasn't for the funding that the Elko County Fair Board receives from the State.

Connie Campbell inquired if the \$5,000 marketing funding would be used for marketing and advertising the Fair.

Don Newman stated that they would be.

Charlie Myers made a motion to approve a request from the Elko County Fair Board for \$5,000 marketing support funding for the 2010 Northwest Region AQHA Challenge Championships to be held during the Elko County Fair. Connie Campbell seconded the motion. The motion passed unanimously.

Don Newman asked Jim Elliott to recap the events that have taken place at the Elko County Fairgrounds since June.

Jim Elliott complimented the ECVA for their support of the events that have been going on at the Elko County Fairgrounds and reviewed those events with the Board. He pointed out that the Elko County Fair Board has a good working relationship with the ECVA.

6B-0727-10 Discussion and possible approval to sell the 2000 Ford Expedition for the best and only offer received in the amount of \$3200 – Action Item

Don Newman stated that the ECVA ran an ad for a week in the Elko Daily Free Press listing the 2000 Ford Expedition and received no bids. He added that an ECVA employee offered to purchase the vehicle for \$3,200.

Charlie Myers made a motion to approve the sell of the 2000 Ford Expedition in the amount of \$3,200. Connie Campbell seconded the motion. The motion passed unanimously.

7. STAFF REPORTS:

7A-0727-10 Comptroller's Report/Approval of the June expenditures and all matters related to – Action Item

Delynn Jones reviewed the Comptroller's Report included in the Board packet.

Ms. Jones reported that the May 2010 General Fund Room Tax was received in June 2010 from the City of Elko in the amount of \$45,494.91 versus \$39,351 received for May 2009 showing an increase of \$6,144 or 15.6%.

Ms. Jones reported that the May 2010 Marketing Fund Room Tax was received in June 2010 from the City of Elko in the amount of \$33,516.75 versus \$28,995 received for May 2009 showing an increase of \$4,522 or 15.6%.

Ms. Jones pointed out that for the fiscal year to date (11 months) room tax receipts were down 6.81%. She stated that it is anticipated that June 2010 will be a good room tax month.

Gary Morfin inquired if lodging properties that were delinquent in property tax payments had paid.

Delynn Jones stated that some of those properties have paid.

Ms. Jones reported that Ad Valorem Taxes received from Elko County for May 2010 were \$72,226.72 versus \$35,572 for May 2009. She stated that the increase was due in part to Proceeds of Mines.

Ms. Jones reported that year-to-date Ad Valorem taxes for 2009/10 are \$369,995 versus \$281,176 for 2008/09 which is an increase of \$88,819 or 31.6%. She reviewed with the Board a worksheet showing real property value and Proceeds of Mines that helped with this increase.

Ms. Jones stated that total claims for June 2010 were \$215,090.89 which included grant expenses of \$2,321, capital improvements of \$12,500 and Elko Mining Expo expenses.

Don Newman pointed out that an improvement in room tax numbers will be seen during June 2010 due to the number of events taking place in Elko.

Tom Lester stated that the numerous construction projects taking place in the Elko area will also help improve room tax numbers.

Don Newman reported that the Oregon California Trials Convention will be held at the first of the new fiscal year with 6 conferences following during September and October. He pointed out that these will also help to improve room tax numbers.

Delynn Jones reviewed with the Board changes made to the Certificates of Deposit that the ECVA has with Edward Jones and Nevada State Bank. She pointed out that Nevada State Bank needed Board approval and a new signature card with Board signatures.

Connie Campbell inquired why Nevada State Bank needed a new signature card.

Gary Morfin pointed out that the changes made to the CDs changes the original contract with the Bank and therefore Board approval and a new signature card was required.

Charlie Myers made a motion to approve the June 2010 claims in the amount of \$215,090.89 and for the record stated that Delynn Jones has the authority to make any investments and changes to CDs in behalf of the ECVA in the future. Connie Campbell seconded the motion. The motion passed unanimously.

7B-0727-10 Convention & Tourism Report - Non-Action Item

Tom Lester reviewed the Convention and Tourism report included in the packet.

Mr. Lester stated that he will be working a booth during the first part of the Nevada State Fair in Reno on August 25-27, 2010. He further stated that Juli Nelson and Jen Stotts would then work the booth on August 27-29, 2010 while he made sales calls in the Reno area.

Mr. Lester stated that he and Don Newman attended the BLC in Reno and sponsored a golf hole with Virginia City. He stated that it gave the Elko area good exposure as well as allowing himself and Mr. Newman the opportunity to meet with several clients. He reviewed the list of clients included in the Convention & Tourism report.

Mr. Lester reported that Nevada's Cowboy Country Dream Vacation campaign is going very well with over 65 that have entered to win. He pointed out that is a great way to track marketing efforts as well as build a data base for the future.

Mr. Lester reported that both the Nevada Wild West and the Canadian FAM went very well. He stated that Elko should receive good exposure from these FAMs in the future. He pointed out that the ECVA received \$2,600 from NCOT to place a co-op ad in Group Leisure Travel publication featuring Virginia City, Elko and Ely along with a travel itinerary.

Mr. Lester stated that *AT Your Leisure* television program to promote Elko area outdoor recreation is up and running throughout Utah.

Mr. Lester shared with the Board an article from the ECVA Cowboy Poetry FAM held during January 2010.

Mr. Lester stated he continues to work with the Annual Carlin Chili Cook-off and the Carlin Ranch Hand Rodeo to organize and promote these events.

Mr. Lester reported that the new meeting planner pages are on the ECVA website. He pointed out that these pages allow meeting and event planners to navigate through the ECVA website more freely.

Mr. Lester stated that he is working with Cynthia Pyle on the Will James Society Gathering that will be held in October this year. He further stated that he is also working with the Oregon California Trails Association (OCTA) and assisting them in putting their convention together. He pointed out that the OCTA Convention will be a 5 day convention in August with around 300-400 attendees.

Mr. Lester showed a presentation of the new meeting planner pages on the ECVA website at this time. He showed how easy it was to navigate through these new pages.

7C-0727-10 Marketing & Events Report - Non-Action Item

Don Newman reviewed the marketing and events report included in the Board packet.

Mr. Newman stated that radio ads are now being run throughout the state with Nevada Broadcasters featuring the Elko County Fair and Horse Races.

Mr. Newman pointed out that additional radio spots will run in Boise, Evanston, Idaho Falls/Pocatello and Reno; as well as TV spots with Charter Media throughout Northern Nevada.

Mr. Newman stated that web banners have been updated on Go-Utah.com, Go-Nevada.com, KUTV in Utah, magicvalleynews.com, Twin Falls and elkodaily.com. He further stated that new banner ads will appear on truewestmagazine.com and trailerlife.com as well as Woodall's Camping Directory website. He added that an online virtual photo tour and print ad were placed in Trailer Life RV Parks and Campgrounds Directory.

Mr. Newman reported that posters and postcards were produced for the 2010 Sky Fair, the Carlin Ranch Rodeo, the Carlin Chili Cook off, the Ruby Mountain Balloon Festival and the Elko Leather Show.

Mr. Newman added that print ads have been placed in True West Magazine, Northern Nevada Business Weekly, Inside Pocatello, Community Living, CERCA and Idaho Game Magazine.

Mr. Newman stated that the ECVA has supported the NCOT Cowboy Country Dream Vacation Campaign, as well as the Will James Society Conference by production of direct mail postcards.

Mr. Newman reported that marketing support was provided in July for the National Basque Festival, Silver State Stampede, NQHA Summer Horse Show, Elko Leather Show and the Elko Youth Rodeo.

Mr. Newman stated that Jen Stotts coordinated the Safety Olympiad for Barrick-Cortez and had 11 teams compete during the 3 day event.

Mr. Newman reported that the RE/MAX Long Drive Competition will be held August 8, 2010 at the Ruby View Golf Course. He added that Jen Stotts will be working with Rick Longhurst on this event.

7D-0727-10

Administrative Report - Non - Action Item

Don Newman reviewed the Administrative Report included in the packet.

Mr. Newman reported that 86 applications responded to the ad for the Administrative Assistant position. He further reported that applications have been reviewed and that interviews will be scheduled for this week.

Mr. Newman stated that he and Tom Lester attended a customer appreciation event with the Reno Aces last week. He pointed out that the Reno Aces continue to average 6,200 fans per game with most Friday, Saturday and Sunday games attended by close to 9,000 fans. He also stated that he and Mr. Lester attended the RSCVA's BLC Golf FAM in Reno where they were able to meet with 50 tour and travel clients in addition to the Reno Hotel and Event representatives.

Mr. Newman reported that the front entrance to the building is completed with a few minor repairs to be made and that the back entrance should be complete by the end of the day.

Mr. Newman stated that he met with Scott Gerz with NewCo Renewables regarding opportunities for a solar installation for the building. He further stated that there is a meeting with Mr. Gerz set up on Wednesday at 1:00 p.m. at the Convention Center for anyone who would like to attend.

Mr. Newman pointed out that the ECVA hosted the Elko Band Council Conference this past week with approximately 200 participants.

Mr. Newman reported that the water tank mural has been completed and the ECVA is receiving great feedback from the community.

Mr. Newman reported that he will be attending the WACVB CEO Forum in Sedona, AZ on August 4-7, 2010.

Mr. Newman stated that the RE/MAX Long Drive Qualifier will take place on Sunday, August 8, 2010 at the Ruby View Golf Course.

8. Board Comments – Non-Item

Gary Morfin thanked the ECVA staff for their hard work and efforts during the past couple of months.

Charlie Myers also thanked the ECVA staff for their hard work and efforts during the recent changes made at the ECVA. He stated that he would like to see the ECVA do something to recognize the ATV Jamboree Board and guides for their hard work during this last year's ATV Jamboree.

8. Adjournment

Charlie Myers made a motion to adjourn the July 27, 2010 Board meeting. Connie Campbell seconded the motion. The motion passed unanimously.

The meeting was adjourned at 9:52 a.m.