

ELKO CONVENTION & VISITORS AUTHORITY
RESCHEDULED BOARD MEETING
TUESDAY, JULY 28, 2009
ELKO CONVENTION CENTER
CEDAR ROOM
8:00 A.M.

1. Roll call

ECVA Board Present: Connie Campbell
Charlie Meyers
Gary Morfin

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

Visitors: Crystal Bartorelli, Silver State Stampede
Fred Beitia, Elko Basque Festival
Charlie Ekburg, Sweetlight Photography
Sandy Ekburg, Sweetlight Photography
Adella Harding, Elko Daily Free Press
Jamie Vega, Nevada Quarter Horse Association
Laurel Wachtel, Nevada Quarter Horse Association

2. Call to order and Pledge of Allegiance

The meeting was called to order at 8:03 a.m. by Board Chair, Gary Morfin. Board members Ruben Abeyta and Jay Elquist were not present at the meeting.

3. Public Comments- Non- Action Item

No public comment was made at this time.

4. Approval of minutes from the Board meeting of June 23, 2009

Charlie Myers made a motion to approve the minutes from the June 23, 2009 Board meeting. Connie Campbell seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

5A-0728-09 Event recap and discussion regarding the 2009 Elko Motorcycle Jamboree

Cathie Horn, representing the Elko Motorcycle Jamboree, stated that the 2009 Jamboree was a complete success. She further stated that a survey was conducted and that the Motorcycle Jamboree Committee will present the survey as soon as it is completed.

Don Newman asked Ms. Horn how far in distance does the Motorcycle Jamboree Committee's advertising plan extend.

Cathie Horn replied that the Motorcycle Jamboree Committee will meet again in September and develop an advertising plan at that time. She pointed out that the advertising plan for the 2009 Jamboree extended as far as the Eastern United States.

5B-0728-09 Event recap and discussion regarding the 2009 National Basque Festival

Fred Beitia, representing the Basque Festival, stated that attendance at the dance scheduled for Friday of the Festival was not well attended however attendance did pick up for the festivities scheduled for Saturday and Sunday. He indicated there was a lot of attendance from people outside of the Elko area.

Don Newman noted that Mr. Beitia had applied for ECVA funding for the 2009 National Basque Festival to help promote the event and to help keep it strong. He further pointed out that the Basque Festival Committee did an excellent job in advertising and promoting the 2009 Festival.

5C-0728-09 Event recap and discussion regarding the 2009 Silver State Stampede Rodeo

Crystal Bartorelli, representing the Silver State Stampede, stated that general admission to the 2009 Rodeo was excellent with an increase in concession and advance tickets sales.

Don Newman pointed out that the Silver State Stampede utilized advertising tools such as Charter Media and other media. He attributed the excellent attendance at the Rodeo to this advertising.

A discussion took place at this time of the success of the 2009 Silver State Stampede.

Crystal Bartorelli noted that plans for the 2010 Silver State Stampede have begun.

5D-0728-09 Event recap and discussion regarding the 2009 NQHA Silver State Circuit

Laurel Wachtel and Jamie Vega, representing the NQHA Silver State Circuit stated that the 2009 event was well attended with participants from all over the Western United States. Ms. Wachtel pointed out that there were even participants from as far away as Hawaii. A slide presentation was played at this time displaying pictures from the Friday night BBQ. Ms. Wachtel stated that the BBQ had an attendance of over 100 people.

Ms. Wachtel further noted that the horse show industry has taken a major hit with the economy however the 2009 NQHA Silver State Circuit was successful due to the advertising that was done with various types of media in different locations outside of the Elko area.

Don Newman stated that this was the second year that the NQHA Silver State Circuit has held their show in Elko since moving it from Winnemucca. He stated that he was very impressed with the feedback and attendance at this year's show.

Charlie Myers inquired how the attendance at this year's show compared to the attendance of the year prior.

Ms. Wachtel stated that she was not sure of the exact numbers as far as attendance. She pointed out that contestant entries however had increased in this year's show. She further pointed out that the NQHA Silver State Circuit plans on returning to Elko for the 2010 show.

Don Newman asked if dates for the 2010 show have been confirmed with the Elko County Fairboard and if the Fairgrounds have been reserved.

Ms. Wachtel confirmed that the Elko County Fairboard is aware of the dates for the 2010 show and that the Fairgrounds have been reserved.

Don Newman at this time thanked all those in attendance at the Board meeting for their hard work in making these events successful. He invited them to apply again for ECVA marketing funds for their 2010 events. He stated that one of the purposes of the ECVA is to help promote local events which are the key to success in the community.

6. NEW BUSINESS:

6A-0728-09 Review and discuss 2008/2009 Room Tax Revenues recap

Don Newman reviewed the Occupancy Revenue Comparison worksheet covering the years 2006 through 2009 included in the Board packet. He pointed out that occupancy revenue has increased during those years. He stated that the forecast from the City of Elko for the 2009/2010 occupancy revenue shows a decrease of approximately \$100,000.

Charlie Myers asked how the decrease from 2008 to 2009 affect the ECVA's donation to the Fire Science Academy.

Don Newman replied that the ECVA can continue to make the minimum donation amount of \$25,000 per month.

Gary Morfin inquired how certain lodging properties not reporting during the year affects this report.

Don Newman pointed out that the numbers included in the Occupancy Revenue worksheet jump around from one month to another which reflects that those lodging properties did eventually report and that events taking place during that period of time were successful. He stated that the bottom number on the worksheet is a true reflection of the success of the various events that take place in the Elko area.

7. STAFF REPORTS:

7A-0728-09 Administrative Report

Don Newman reviewed his Administrative Report for July 2009 included in the Board packet.

Mr. Newman reported that Tom Lester and he partnered with Virginia City to sponsor a golf hole at the RSCVA's Golf Tournament on July 18-20, 2009. The event was successful with he and Mr. Lester visiting with various meeting planners and destination organizers that participated in the tournament.

Mr. Newman stated that concrete repair work on the sidewalks outside the Convention Center has been mostly completed with one small section remaining to be poured. He pointed out that the repair work was being done due to damage from the Mining Expo and settling cracks and heaves over time.

Mr. Newman reported that asphalt patching for the Convention Center parking lot was completed this week. He stated that Superior Asphalt did the work.

Mr. Newman further reported that repairs on the fence around the back dirt lot have been scheduled and materials for the repair work have been ordered.

Mr. Newman pointed out that the ECVA is working with the Elko Gold Little League to help sponsor and promote the "Strike It Rich" Baseball Tournament in August. He stated that the League is hoping to bring in approximately 30 teams for three nights.

Cathie Horn stated that the Elko Motorcycle Jamboree donated fencing to the League through the ECVA in order to shorten fields for the younger teams' games.

Don Newman stated that the ECVA has increased its advertising support for the 2009 Elko County Fair and Horse Races through radio ads that will run in the Boise, Idaho area and TV ads that will run in the Southern Idaho area. He further stated that the ECVA is running the Fair radio ads with Nevada Broadcasters through Labor Day.

Mr. Newman reported that the ECVA has an opportunity to sponsor a Rocky Mountain Pro Rodeo Association event in October. He stated that he is gathering information and will take this information to the ECVA Marketing Committee in August.

Mr. Newman reported that Room Tax Comparisons for May and June 2009 were down however the fiscal year ended strong. He further reported that July 2009 had 10 events being held at the Convention Center over 19 days and August 2009 had 10 events being held over 15 days.

At this time the Board Chair, Gary Morfin, moved to Agenda Item #7D-0728-09.

7D-0728-09 Comptroller's Report/Approval of June 2009 Expenditures and all matters related to

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

Ms. Jones reported that general room tax received in June from the City of Elko for April 2009 was \$42,426.15 with an increase of \$322 or .77% over April 2008. She further reported that marketing fund room tax received in June from the City of Elko for April 2009 was \$31,255.95 with an increase of \$238 or .77% over April 2008.

Ms. Jones stated that in the marketing fund through May 2009 room tax receipts were down 7.9%.

Charlie Myers inquired if there were any affects or impacts on the ECVA with decreasing funds.

Delynn Jones stated that the ECVA continues to remain strong financially.

Ms. Jones reported that ad valorem taxes received from Elko County in June for May 2009 were \$35,395.13 with an increase of \$32,400 over May 2008. She stated that this difference was due to receipt of the "Proceeds of Mines" payment by the County in May 2009 in the amount of \$35,375 versus the 2008 payment of \$14,263 which was received a month earlier in June 2008.

Ms. Jones reported that year to date ad valorem taxes received were \$281,176 with an increase of \$45,397 or 19.25% over year to date in 2008.

Ms. Jones stated that total claims for June 2009 were \$234,775.95 of which \$9,770.37 were eligible for grant reimbursement. She further stated that total claims for June 2008 were \$312,169.65 of which \$2,032 was eligible for grant reimbursement and \$100,000 was transferred in savings.

Charlie Myers asked what causes the increase in total claims from year to year.

Delynn Jones stated that total claims for June 2009 reflects higher utility costs due to the City's geothermal being down. She further stated that it also reflects the cost of reprinting the Adventures On The Edge.

Charlie Myers made a motion to approve the June 2009 claims in the amount of \$234,775.95. Connie Campbell seconded the motion. The motion passed unanimously.

Don Newman pointed out that due to green initiatives the current ECVA HVCA system will become obsolete. Therefore replacement of the ECVA's air conditioning will be budgeted for in the general fund over the next fiscal year or two. He stated that the current air conditioning units will be used until they need to be replaced.

Charlie Myers pointed out that the ECVA may want to do research and get estimates on the cost of replacing the entire air conditioning sooner due to demand.

Delynn Jones stated that she is currently working on submitting a 5-year investment plan and a debt plan that will be submitted to the State of Nevada.

At this time the Board Chair, Gary Morfin, moved back to Agenda Item #7B-0728-09.

7B-0728-09

Convention & Tourism Report

Tom Lester reviewed his Convention & Tourism Report for July 2009 included in the Board packet.

Mr. Lester reported that he attended RSCVA's Golf Tournament on July 18-20, 2009 with Don Newman. He further reported that he had the opportunity to meet with a representative from Amtrak to discuss the possibility of bringing in tours to Elko via train.

Mr. Lester stated that he is currently working on a new Cowboy Country website for the Territory. He further stated that the new website should be online by the end of the month.

Mr. Lester stated that he is working with the Carlin Chili Cook-off Committee organizing the 2009 event scheduled for September 18-19, 2009. He further stated that the event currently has 25 sponsors with \$25,000 in donations in addition to grant funding from the NCOT in the amount of \$3,500. He pointed out that advertising is being done with both TV and radio as well as print advertising.

Mr. Lester reported that the ECVA has received NCOT grant funding for two consumer shows through Cowboy Country Territory for the SAC Show in Salt Lake City and ISE Show in Sacramento. He pointed out that this will save the ECVA approximately \$3,000 in expenses.

Mr. Lester stated that he has placed an ad in Leisure Group Travel for Cowboy Country along with an ad for the ECVA. He further stated that he has placed leader boards on Leisure Group Travel's website and Nevada Magazine's website which will attract tour operators and consumers to the Elko area.

Mr. Lester reviewed the Visitor's Guide lead report included in the Board packet.

Mr. Lester reported that leader board ads have been placed on Meetings Focus and Smart Meetings website. He pointed out that Elko was featured on the Smart Meetings website and that the ECVA website has received over 118 clicks from that feature since July 17, 2009.

Mr. Lester stated that ads have been placed in Meetings West's annual guide and the July issue of Meetings West's magazine along with an ad in Smart Meetings.

Mr. Lester pointed out that he is working on a new "Meet Me In Elko" DVD showcasing Elko as a meeting and convention destination. He further pointed out that filming has been completed and that the script was been started and should be completed in the near future.

Mr. Lester reviewed conventions scheduled to come to Elko along with conventions that he is working to bring to Elko.

7C-0728-09 Marketing & Events Report

Cathie Horn reviewed her Marketing & Events Report for July 2009 included in the packet.

Ms. Horn reported that ads continue to run in various publications which highlight Elko as a recreation destination. She pointed out that ads were placed with Nevada Business Weekly and the Northwest Mining Association Membership guide highlighting the ECVA's "Meet Me In Elko" campaign.

Ms. Horn stated that web banners highlighting Elko are currently running on KUTV.com, magicvalley.com, elkodaily.com, renopassport.com, go-nevada.com, go-utah.com and atvillustrated.com

Ms. Horn reported that she is developing a page for www.heritagetravelinc.com which will launch in August. She further reported that the page will focus on the Basque heritage, ranching, the California Trails Center, the Museum and the Sherman Station along with promoting the Explore Elko campaign.

Ms. Horn stated that the ECVA's membership directory in conjunction with the Chamber of Commerce had a total of 431 hits with 32 direct views of our Traffic Catcher Website System. She pointed out that this page links back to the ECVA's website.

Ms. Horn reported that the 2009 Mining Expo was a huge success with Ellison Electric doing a great job with the electrical work. She stated that the Mining Expo Committee meetings will begin again in September and that the 2010 Mining Expo will be the 25th Anniversary of the event. She further stated that the slogan for 2010 will be "Celebrating Our Silver Anniversary In Gold Country."

Ms. Horn stated that she is working on paying tribute to vendors which have exhibited with the Mining Expo all 25 years. She pointed out that she is working on giving those vendors a silver coin that will be sponsored by four different sponsors. She further pointed out that the back of the coin has room to put those sponsor's logos.

Charlie Myers inquired if there are other ways that these vendors could be honored.

Ms. Horn replied that these vendors could be recognized with a special banner. She further stated that a picture collage could also be done to highlight these vendors.

Charlie Myers suggested doing a large printout of the schedule of events during the 2010 Mining Expo and placing it strategically around the show.

A discussion took place at this time on how to highlight the 25th Anniversary of the Mining Expo.

Ms. Horn reported that the 2009 Elko Motorcycle Jamboree was successful. She reviewed a response with the Board from the Motorcycle Jamboree Committee in response to the Friday night concert being rained out.

Gary Morfin stated that Brant Hinze with Newmont is retiring.

Cathie Horn remarked that his retirement will have a huge impact on the Elko Motorcycle Jamboree.

Ms. Horn stated that she has been accepted into the Society of Mining, Metallurgy and Exploration and is an official member of AIME which is a professional sector of the Society.

Ms. Horn shared with the Board that while vacationing in North Carolina she had an opportunity to meet with Paul Lawler and his wife along with the Mayor of Wilmington, Bill Safro. She stated that Mr. Lawler specialized in community redevelopment of downtown corridors and he willingly gave an outline on what steps needed to be taken in Elko's efforts to revitalize downtown. She further stated that with the efforts of the Elko community along with the Mining community, a collaborative effort could be taken to accomplish the goal of revitalizing Downtown Elko.

Ms. Horn stated that through her meeting with Mr. Lawler and Mr. Safro she received a lot of information on federal grants that cities can apply for. She further stated that she will research this information and meet with Delmo Andreozzi of the City of Elko to discuss this information with him.

Ms. Horn stated that she also met with Leah Thompson with Professional Network in Charlotte, South Carolina while on vacation and was invited to become a member of the Marketing Team for that network. She further stated that due to logistics she declined the offer.

Ms. Horn pointed out that the ECVA is spending more money to advertise the Elko area in higher quality publications which have produced better results.

8. Board Comments

Charlie Myers stated that Lavon Thomsen with the Chamber of Commerce needed to be recognized for her hard work in planning and organizing the U.S. Forest Service Travel Management Public Meeting.

Mr. Myers reported that the Republican Party Picnic is scheduled for August 15, 2009 from 11am to 5pm in the City Park. He stated that both Dean Heller and John Ensign have been invited and that a response from Dean Heller has been received stating that he will be attending.

Cathie Horn reported that she will be attending the Jarbidge Centennial as part of a marketing coalition from Elko to offer support to the Jarbidge community.

Gary Morfin thanked visitors in attendance at the Board meeting.

9. Adjournment

The meeting was adjourned at 9:17 a.m.