

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING MINUTES
TUESDAY, June 28, 2011
ELKO CONVENTION CENTER
CEDAR ROOM, 8:30 A.M.

1. Roll Call

EVCA Board Members Present: Gary Morfin
Charlie Myers
Connie Campbell
Jay Elquist

EVCA Staff Present: Don Newman, Executive Director
Jen Stotts, Event Coordinator
Tom Lester, Convention & Tourism Manager
Juli Nelson, Marketing Coordinator
Ami Simpson, Administrative Assistant
Ralph Jacobo, Maintenance Tech

Visitors: Adella Harding, Elko Daily Free Press
Doris Toothman
Curtis Calder, Gold Diggers M/C
Ginna Reyes, El Aero Services
Richard Harris, Elko County Fair Board
Jon Wahrenbrock, McMullen Insurance
John Smales, McMullen Insurance
Tina Perchetti, Wells Fargo Insurance
Colleen Thomason, Wells Fargo Insurance

2. Call to order and Pledge of Allegiance

Chairman Gary Morfin called the meeting to order at 8:36 a.m. Board member Barry Bhakta was not present at the 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 not public comment at this time.

4. Approval of minutes from the Special Budget / Board meeting of May 20, 2011 – Action Item

Ms. Connie Campbell made a motion to approve the minutes from the Special Budget/Board meeting of May 20, 2011. Mr. Jay Elquist seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

No old business at this time.

6. NEW BUSINESS:

- 6A-0628-11** Review, discussion and possible approval of a request for \$4300 in marketing support funds from the SkyFair 2011 Organizing Committee for the 2011 SkyFair
– **Action Item**

Ms. Ginna Reyes reported that all the groups/airplanes that came to the 2010 SkyFair will be returning for 2011 SkyFair.

Ms. Reyes stated that they are doing a cross promotion this year for people to come to Morrodders Car show as well.

Mr. Tom Lester suggested that the SkyFair Organizing committee put some ads in the Reno Air Race program and gave other ideas for advertising this event.

Mr. Don Newman stated that is great event is growing and is in the 2011 budget for funding.

Ms. Connie Campbell made a motion to approve the request for \$4300 in marketing support funds from the SkyFair 2011 Organizing Committee. Mr. Jay Elquist seconded the motion. The motion passed unanimously.

- 6B-0628-11** Review, discussion and possible approval of a request for \$2000 in marketing support funds from the Gold Diggers Motorcycle Club for the 2011 SnoBowl XC Hare and Scrambles 2011 MRANN Sanctioned Off-Road Motorcycle Race – **Action Item**

Mr. Curtis Calder presented a DVD of last year's event.

Mr. Calder stated that they will be using the funding for advertising with flyers and radio ads in surrounding areas outside of Elko.

Mr. Newman stated that this event has the potential to grow and ECVA has budgeted for this event.

Ms. Campbell stated that there will be other events going on in Carlin with the Chili Cook-off and the Classic & Antique Bike show.

Ms. Connie Campbell made a motion to approve the request for \$2000 in marketing support funds from the Gold Diggers Motorcycle Club for the 2011 SnoBowl XC Hare and Scrambles 2011 MRANN Sanctioned Off-Road Motorcycle Race. Mr. Charlie Myers seconded the motion. The motion passed unanimously.

6C-0628-11 Review, discussion and possible approval of a request from the Elko County Fair Board for \$5000 in marketing support funds for the 2011 Elko County Fair
– **Action Item**

Mr. Richard Harris stated that the 2011 Elko County Fair will not be having the Quarter Horse Races.

Further discussion took place.

Mr. Harris reported that they would be using the funding on publications, newspaper and radio ads in Elko and surrounding areas and well as online.

Mr. Charlie Myers made a motion to approve the request from the Elko County Fair Board for \$5000 in marketing support funds for the 2011 Elko County Fair. Ms. Connie Campbell seconded the motion. The motion passed unanimously.

6D-0628-11 Discussion and possible approval to request a written “Joinder” bid from the contractor as selected by the City for their seal coating projects, to add @ 94,000 square feet of ECVA parking lot to be completed concurrently with the seal coating for the City of Elko
– **Action Item.**

Mr. Don Newman reviewed the email from Mr. Bob Wines and written “Joinder” bid which is included in the Board report. Further discussion took place at this time.

Mr. Charlie Myers made a motion to approve the written request “Joinder” bid from the contractor as selected by the City for their seal coating projects, to add @ 94,000 square feet of EVCA parking lot to be completed concurrently with the seal coasting for the City of Elko. Ms. Connie Campbell seconded the motion. The motion was passed unanimously.

6E-0628-11 Review and discussion of the insurance proposal(s) with possible approval by the Board for coverage as detailed, effective July 1, 2011– July 1, 2012 – **Action Item**

McMullen Insurance Agency and Wells Fargo Insurance individually reported on their proposals for the Board at this time.

Mr. Jay Elquist made a motion to approve McMullen Insurance Agency's proposal of Nevada Public Insurance Pool effective July 1, 2011 – July 1, 2012. Ms. Connie Campbell seconded the motion. The motion passed unanimously.

7. STAFF REPORTS:

7A-0628-11 Comptroller's Report/Approval of the May Expenditures and all matters related to – **Action Item**

Mr. Don Newman stated that the Comptroller's Report is included in the Board packet.

Mr. Charlie Myers made a motion to approve May 2011 expenditures in the amount of \$136,868.90. Mr. Jay Elquist seconded the motion. The motion passed unanimously.

7B-0628-11 Convention & Tourism Report - **Non-Action Item**

Mr. Tom Lester reviewed his travel schedule for the past few weeks and went over the upcoming events that he will be attending.

Mr. Lester pointed out that he has been working with Karrie Schopine designing a website for the 2011 Carlin Chili Cook-Off.

Mr. Lester stated while he was at the International Pow Wow he met media writers from Germany that are interested in coming to Elko on a media FAM tour.

7C-0628-11 Marketing Report - **Non-Action Item**

Ms. Juli Nelson reviewed the Marketing Report include in the Board packet.

Ms. Nelson thanked Ms. Jen Stotts for all of her hard work during the 2011 Mining Expo.

Ms. Nelson passed around a book (100 Amazing Festivals) that the Elko Basque Festival is presented in and various current publications that featured Elko advertising.

7D-0628-11 Events Report - **Non-Action Item**

Ms. Jen Stotts stated that the 2011 Mining Expo went very well and she already has a waiting list started for 2012.

Ms. Stotts pointed out that Safety Olympiad is in full swing and it is going to bring in about 200 people to the Elko area.

7E-0628-11 Administrative Report - Non - Action Item

Mr. Don Newman reviewed the Administrative Report included in the Board packet.

Mr. Newman stated that he wanted to thank the ECVA staff for all the support and efforts of the Mining Expo and passed around a certificate for excellent safety which was given to the ECVA from the Elko Fire Marshall.

Mr. Newman stated that the exterior painting of the ECVA facility has been completed by Byrns Painting.

Mr. Newman pointed out that the Room Tax Revenue report was attached for review.

8. Board Comments – Non- Action Item

Mr. Charlie Myers stated that Ms. Jen Stotts and staff did a great job with the 2011 Mining Expo.

Ms. Connie Campbell stated everyone on the EVCA staff did a great job for the 2011 Mining Expo.

Mr. Jay Elquist pointed out that we need to get with the smaller groups that are coming in for marketing support and let them know what we can do for them as far as advertising in surrounding areas.

9. Adjournment

*Mr. Charlie Myers made a motion to adjourn the ECVA Board meeting at 10:33 am.
Mr. Jay Elquist seconded the motion. The motion passed unanimously.*