

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

**1. Roll Call**

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

ECVA Staff Members Present: Don Newman, Executive Director  
Tom Lester, Convention & Tourism Manager  
Delynn Jones, Comptroller  
Juli Nelson, Marketing Coordinator  
Jen Stotts, Events Coordinator  
Ami Simpson, Administrative Assistant

Visitors: Adella Harding, Elko Daily Free Press

**2. Call to order and Pledge of Allegiance**

Chairman Gary Morfin called the meeting to order at 8:35 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 were no public comments at this time

**4. Approval of minutes from the Regular Board meeting of September 28, 2010 – Action Item**

*Mr. Charlie Meyers made a motion to approve the minutes from the September 28 2010 Board Meeting. Ms. Connie Campbell seconded the motion. The motion passed unanimously.*

**5. OLD BUSINESS:** No old business at this time.

**6. NEW BUSINESS:**

**6A-01026-10** Discussion and possible approval of a request for \$2,500 marketing support funds for the Outlaw Bronc New Year's Eve Bronc Riding event and dance as approved by the ECVA Marketing Committee- **Action Item**

Jess Jones, representative from Outlaw Broncs' Riding, was out of town and not able to attend this board meeting.

Connie Campbell, Marketing committee chairwoman, gave a brief recap of Mr. Jones' presentation given at the Marketing meeting on October 13, 2010.

*Charlie Meyers made a motion to approve a request for \$2,500 in marketing support for the Outlaw Broncos' New Year's Eve Bronc Riding event and dance. Mr. Ruben Abeyta seconded the motion. The motion passed unanimously.*

**6B-1026-10** Discussion and possible approval of a request from the Nevada Quarter Horse Association for \$3,000 in marketing support funds for the 2011 NQHA Horse Show as approved by the ECVA Marketing Committee – **Action Item**

Laurel Wachtel from the Nevada Quarter Horse Association was out of town and not able to attend this board meeting. Connie Campbell reviewed Ms. Wachtel's presentation from the marketing meeting on October 13, 2010.

*Mr. Charlie Meyers made a motion to approve a request for \$3,000 in marketing support for the Nevada Quarter Horse Association. Ms. Connie Campbell seconded the motion. The motion passed unanimously.*

**6C-1026-10** Discussion and possible approval of a request for \$5,000 marketing support funds for the 2011 National Cowboy Poetry Gathering – **Action Item**

Discussion regarding the continuing support from the ECVA for the National Cowboy Poetry Gathering took place at this time.

*Mr. Charlie Meyers made a motion to approve a request for \$5,000 in marketing support funding for the 2011 National Cowboys Poetry Gathering. Jay Elquist seconded the motion. The motion passed unanimously.*

**6D-1026-10** Discussion and possible approval to revise the ECVA Marketing Committee with Pam Borda, ECEDA and James Wilson, Fire Science Academy replacing Roger Leeper and Katie Neddenriep - **Action Item**

Mr. Don Newman explained the reason for the changes being made to the marketing committee.

*Mr. Charlie Meyers made the motion to approve Pam Borda and James Wilson as replacements for the Marketing Committee positions currently held by Roger Leeper and Katie Neddenriep. Mr. Ruben Abeyta seconded the motion. The motion passed unanimously.*

**6E – 1026 – 10** Discussion and possible approval of the 2010 Charity Partners for the ECVA Festival of Trees community fundraiser as recommended by the ECVA staff – **Action Item**

Ms. Jen Stott's recapped all the charities letters received for the Festival of Trees and listed the top five charities recommended by the ECVA staff.

Mr. Charlie Meyers inquired whether the title for the Northern Nevada Autism Network was Northern Nevada or Northeastern Nevada. He further inquired if Northern Nevada meant all of Northern Nevada or if the charity funding would stay local.

*Mr. Charlie Meyers made a motion to approve Nevada Early Intervention Services, Northern Nevada Autism Network, Christmas for Kids, Family Resource Center and Court Appointed Special Advocates for Children contingent on charity funds use by Northern Nevada Autism Network staying locally. Mr. Ruben Abeyta seconded the motion. The vote passed with Ms. Connie Campbell abstaining from the vote.*

## **7. STAFF REPORTS:**

### **7A-1026-10** Comptroller's Report/Approval of the September expenditures and all matters related there to – Action Item

Ms. Delynn Jones stated the total claims for September 2010 were in the amount of \$177,815.61, she discussed some of the reasons for the increase over claims paid in 2009.

Ms. Delynn Jones indicated that no General Fund Room Tax or Marketing Fund Tax was received from the city of Elko in the month of September.

Ms. Jones stated that the Ad Valorem Taxes received for August 2010 from Elko County were \$77,181.30 and reflected an increase of \$25,624 over 2009.

Ms. Delynn Jones reviewed Certificates of Deposit Activities.

*Mr. Charlie Meyers made a motion to approve the September 2010 claims in the amount of \$177,815.61. Ms. Connie Campbell seconded the motion. The motion passed unanimously.*

### **7B-1026-10** Convention & Tourism Report - Non-Action Item

Mr. Tom Lester went over his Convention & Tourism Report included in the board packet.

Mr. Lester reviewed his schedule for travel in the next couple of months.

Mr. Lester reported that he was putting together a snowmobile FAM tour for the month of February and that he would be inviting representatives from such publications as ATV Illustrated and SnoWest magazines.

A discussion took place at this time of possible events that could be held in the Elko area during the winter months.

Mr. Lester also stated that a Fun Map was being added to the 2011 Visitors Guide.

Mr. Lester reviewed Conventions and Meetings coming to Elko from 2011 to 2012.

### **7C-0928-10** Marketing & Events Report - **Non-Action Item**

Ms. Juli Nelson reviewed the marketing report for October 2010.

Ms. Nelson stated that ads were running to promote upcoming Elko area events. She highlighted on local radio advertising with Ruby Mountain Radio promoting the RMPRA Rodeo, the November Ruby Mountain Symphony and the Festival of Trees. She further mentioned print ads were done to promote the 2011 NQHA Schedule, the Nevada Outfitters and Guides Association and 2011 Great Basin Cowboy Gear Show and Sale.

Ms. Nelson further stated that print advertising for the 2010 Festival of Trees will begin the first week in November.

Ms. Jen Stotts stated that the RMPRA rodeo was held on October 1 & 2 at the Elko County Fair Grounds with an anticipated 205 participants. She further pointed out that the Elko Girls State Championship was held on October 18th & 19<sup>th</sup> at Ruby View Golf Course and the ECVA sponsored with a donation of \$1,000 and an in-kind donation of producing banners.

Ms. Stott's explained after reviewing the application letter from Northern Nevada Autism Network for Festival of Trees funding that the title was actually Northern Nevada Autism Network – Elko Chapter. She pointed out that charity funding would be spent in the Elko area.

Ms. Stott's stated the 2010 Festival of Trees is in production and the item entry forms will be available at the beginning of November on the ECVA website or at the business office. She explained that this year's entry form would include guide lines.

#### **7 D-1026-10 Administrative Reports - Non - Action Item**

Mr. Don Newman stated that he had attended a recent Elko County Fair Board meeting and they have agreed to partner with the EVCA for the 2011 Senior Pro Rodeo and the 2011 RMPRA Rodeo.

Mr. Newman stated that the ECVA has purchased a new four wheeler. He further stated that the kitchen bathrooms have been remodeled and that the change out of ceiling tiles is half way complete.

Mr. Newman reviewed ECVA facility bookings and stated that 2010 is full with only 3 weekends available in 2011.

Mr. Newman reviewed the Room Tax Revenue comparison report and stated that the fiscal year for 2010/2011 is off to a good start.

Mr. Newman reviewed the September Catering & Facility Rental Revenue Report at this time.

#### **8. Board Comments – Non- Action**

Mr. Jay Elquist asked if we could charge the 12% to the catering business before event to prevent collections at a later date.

Mr. Don Newman stated that the past due ECVA account receivables were mainly from the bigger companies like Barrick and Newmont meetings.

Mr. Gary Morfin stated the Boys and Girls Club will be having a Miner Appreciation Event on November 6, 2010.

Mr. Ruben Abeyta reminded the Board that Travel Channel is doing segment featuring the Ironhorse on November 28, 2010.

Ms. Connie Campbell stated that Christmas for Kids is helping out the Barrick Miners families for Christmas this year.

#### **9. Adjournment**

Chairman Gary Morfin adjourned the meeting at 9:26 a.m.