

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY September 28, 2010
ELKO CONVENTION CENTER
CEDAR 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
Mike Benzie, Facility Maintenance Manager
Delynn Jones, Comptroller
Juli Nelson, Marketing Coordinator
Jen Stotts, Events Coordinator
Ami Simpson Administrative Assistant

Visitors: Dick Harris, Elko County Fair Board
Janet Petersen, OCTA
Laurel Wachtel, NQHA
Adella Harding, Elko Daily Free Press
Jeri Norton, Kafoury Armstrong

2. Call to order and Pledge of Allegiance

Board Chair 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.

Ms. Janet Petersen representing Oregon California Trail Association (OCTA) stated that the 2010 OCTA Convention held in Elko in August was a success. She further thanked the staff of ECVA.

Mr. Don expressed his appreciation for Ms. Petersen's hard work in organizing the convention.

4. Approval of minutes from the Regular Board meeting of August 24, 2010 – Action Item

Ms. Connie Campbell made a motion to approve the minutes from the August 24th Board Meeting. Mr. Jay Elquist seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

5A-0928-10

Recap of the AQHA horse races at the 2010 Elko County Fair, Dick Harris, Elko County Fair Board - Non – Action Item

Mr. Dick Harris gave a recap of the 2010 Elko County Fair and Horseraces and stated that ECVA donated 5,000 for the event. He further stated that attendance was up from last year with 61 races consisting of 31 quarter horse and 30 thoroughbred races.

Ms. Laurel Wachtel representing the Nevada Quarter Horse Association (NQHA) gave a recap of the youth events during the fair. She stated that the 2011 NQHA Silver State Circuit will be held on July 14-17, 2011 at the Elko County Fairgrounds.

Mr. Gary Morfin presented a certificate of appreciation for the promotion of tourism to Mr. Dick Harris and the Elko County Fair Board.

6. NEW BUSINESS:

6A-0928-10 Presentation and possible approval of the 2009/2010 Audit Report as presented by Jeri Norton, Kafoury, Armstrong & Co. - Action Item

Ms. Jeri Norton from Kafoury, Armstrong reviewed the 2009/2010 Audit Report with the EVCA Board at this time. Ms. Norton answered questions from Board members regarding the audit.

Mr. Charlie Myers made a motion to approve the 2009/2010 Audit Report. Mr. Jay Elquist seconded the motion. Motion passed unanimously.

6B-0928-10 Discussion and possible approval to accept the Elko Daily Free Press bid for the production of the 2011 ECVA Event Calendar – Action Item

Mr. Don Newman stated the ECVA received only one bid from the Elko Daily Free Press for the production of the 2011 Event Calendar.

Mr. Tom Lester stated that the amount of calendars for 2011 needed to be increased.

A discussion was took place at this time on the amount of calendars to order for 2011.

Mr. Gary Morfin made a motion to award the bid for the production of 7,000 ECVA 2011 Event Calendars for the amount of \$9,856.00 to the Elko Daily Free Press. Ms. Connie Campbell seconded the motion. The motion passed unanimously.

6C-0928-10 Review, discussion and possible approval to accept a bid for the purchase of a four wheeler ATV for use of the maintenance of the ECVA – Action Item

Mr. Charlie Myers stated that he has a conflict of interest with this agenda item and abstained from voting.

Mr. Mike Benzie reviewed three bids received from Ships Cycle in the amount of \$7,828.00, 5th Gear Powersports in the amount of \$7,824.00 and Wright Motor Company in the amount of \$7,126.97. He pointed out that the bid from Write Motor Company was for an older model which made it less expensive.

A discussion took place at this time on the benefits on purchasing a newer ATV.

Mr. Jay Elquist made a motion to approve a bid from 5th Gear Powersports in the amount of \$7,824.00 for a 2009 model LTA 500 ATV. Ms. Connie Campbell seconded the motion. The motion passed with Mr. Charlie Myers abstaining from the vote.

6D-0928-10 Discussion and possible approval to revise the necessary signatures needed to perform various bank transactions relating to investments for the ECVA – Action Item

Ms. Delynn Jones explained that implementing a suggestion, received from representatives of Nevada State Bank regarding the number of required signature, would be helpful in reducing the time needed on transactions related to ECVA investments at Nevada State Bank. She further explained that currently the signatures required are: two ECVA staff members, Don & me, two ECVA board members, Gary & Charlie along with the Elko County Treasurer, Rebecca Erickson. She stated that a suggestion from Nevada State Bank was to revise the signatures to include 2 or 3 of the authorized signers such as only one staff signature, one board member signature and the Elko County Treasurer.

A discussion on what and how many signatures would be considered as necessary for ECVA investments took place at this time.

Mr. Jay Elquist made the motion to authorize three of the five signatures, listed as investment “Authorized Signers” at Nevada State Bank, to conduct transactions related to the Elko Convention & Visitors Authority’s investments at Nevada State Bank. Those signatures would consist of the Elko County Treasurer, one member of the Board of Directors and one of the authorized staff members. Currently that would include Rebecca Erickson, Gary Morfin or Charles Myers and Don Newman or Delynn Jones as authorized signers for the opening and closing of Certificates of Deposits, investment related transfers to and from checking and savings accounts established by the ECVA. Ms. Connie Campbell seconded the motion. The motion passed with Charlie Myers abstaining from the vote.

7. STAFF REPORTS:

7A-0928-10 Comptroller’s Report/Approval of the August expenditures and all matters related to – Action Item

Ms. Delynn Jones stated the total claims for August 2010 were in the amount of \$319,837.90

Ms. Delynn Jones stated that the July room tax had been received in the amount of \$54,370.10 for the General Fund and \$40,062.18 in the Marketing Fund which is an increase over 2009. Ms. Jones further stated that July Ad Valorem Taxes had been received in the amount of \$11,921.77 which is an increase over 2009.

Mr. Charlie Meyers made a motion to approve the August 2010 claims in the amount of \$319,837.90. Mr. Jay Elquist seconded the motion. The motion passed unanimously.

At this time Ms. Delynn Jones reported on activities pertaining to certificates of deposit.

7B-0928-10 Convention & Tourism Report - Non-Action Item

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

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

Mr. Lester reported that approximately 3600 visitors toured the California Trail Interpretive Center during the summer.

Mr. Lester pointed out that the co-op ad featuring Elko Virginia City and Ely in Group Lecture Travel was paid for with an additional \$2,500 in grant funding.

Mr. Lester mentioned that Carlin Chili Cook off went well and brought in money for Carlin.

Further discussion took place on the success of the Cook off.

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 stated that ads are 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 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. Jen Stotts stated that the REMAX Long Distant Championship was held in Elko on August 8th with seven participants and the longest drive being 365 yards. Then she further stated that the RMPRA rodeo will be held on October 1 & 2 at the Elko County Fair Grounds with an anticipated 205 participants. She pointed out that the Elko Girls State Championship will be held on October 18th & 19th at Ruby View Golf Course and the ECVA will sponsor with a donation of \$1,000 and an in-kind donation of producing banners. She further pointed out that charity partner letters for the Festival of Trees have been sent out and that the theme for 2011 is "Family Christmas Traditions".

7 D-0928-10 Administrative Reports - Non - Action Item

Mr. Don Newman stated that the Governors Conference will be held on December 7 & 8, 2011.

Mr. Newman explained that the ECVA billboard campaign through YESCO has been revamped to include an additional billboard on I-50 between Fallon and Fernley and when the current contract is up in January the Cedar City billboard will be dropped.

Mr. Newman mentioned the SMA Conference and the Idea Bank Broadcaster's Conference were held recently in Elko along with the Will James Society Gathering scheduled for September 30 – October 3, 2011. He pointed out that the SMA and EMA conference both rescheduled for Elko next year.

Mr. Newman review the July/August Catering & Facility Rental Revenue Report at this time.

8. Board Comments – Non- Action

Mr. Jay Elquist congratulated the EVCV staff for their hard work on events during the summer.

9. Adjournment

Chairman Gary Morfin adjourned the meeting at 10:30 a.m.