

**Elko Convention & Visitors Authority
Lodging Committee Meeting
Comfort Inn
2970 Idaho St.
Wednesday, April 28, 2010
6:00 PM.**

AGENDA

Committee Members Present:

Sam Bhakta, American Inn
Chuck Bhakta, Days Inn
Ken Patel, Econolodge
Mike Bhakta, Budget Inn
Harry Patel, Travelers Motel
Barry Bhakta, Rodeway Inn
Henry Bhakta, Rodeway Inn
Alice Johnson, Comfort Inn
Pamela Rand, Econolodge
Marv Churchfield, Double Dice RV Park
Julie Churchfield, Double Dice RV Park
Barbara Haynes, Shilo Inn
Aida Mathews, Elko Motel

ECVA Staff Present:

Don Newman, Executive Director
Tom Lester, Convention & Tourism Manager
Jen Stotts, Event Coordinator/Administrative Assistant

1. Welcome & Introductions; Ruben Abeyta, Chairman

Mr. Don Newman called the meeting to order at 5:53 pm.

2. 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

3. Approval of the Minutes from the February 24, 2010 meeting – Action Item

Ms. Alice Johnson made a motion to approve the minutes from the February 24th meeting. Mr. Mike Bhakta seconded the motion.

4. Possible approval of a request from the Elko Mining Expo Golf Committee for a \$3.00 per room sponsorship for the Golf Tournament Barbeque dinner - **Action – Item**

Mr. Don Newman explained that the Mining Expo Golf Committee is requesting the \$3.00 per room rented during the Mining Expo which will be used to sponsor the Mining Expo Golf Tournaments Awards Barbeque.

Mr. Barry Bhakta made a motion to approve the Mining Expo Golf Committee's request for \$3.00 per room sponsorship for the Golf Tournament Barbeque dinner. Mr. Chuck Bhakta seconded the motion.

Mr. Newman asked the Lodging Committee if something like this type of sponsorship would work for the Cowboy Poetry Gathering.

Mr. Barry Bhakta stated that this is probably not a bad idea but that he was unsure as to what the hotel/motels of Elko could do for the event.

Mr. Newman stated that the Western Folklife Center would like to schedule a meeting in order to come up with incentives that would be effective for Cowboy Poetry Gathering Participants as well as to the Lodging community.

Mr. Newman thanked the Lodging Committee for their continued support of the Elko Mining Expo.

4. Review of ECVA Activities and Room Tax Review - Non-Action Item

Mr. Newman stated that do to the inaccuracy of the City's Occupancy Reports; he had done a spread sheet of actual Room Tax collection. Mr. Newman stated that the biggest problem with the Occupancy reports is that number one they are on a voluntary basis and number two not all room tax is being collected. Mr. Newman stated that there are some large hotels in the Elko area that are not paying their taxes.

Mr. Don Newman stated that the City of Elko is currently taking steps to collect the taxes however there is a process in order to do so.

Mr. Marv Churchfield stated that the law on room tax collection is extremely open ended and that collecting the money owed may turn out to be a very difficult task for the City to do.

Ms. Julie Churchfield stated that it would be a good idea for the Lodging Committee to read this law and discuss it at the next meeting.

Mr. Newman stated that he would speak with Mr. Curtis Calder regarding this law and check Mr. Calder's availability to come and address the Committee on this matter.

Mr. Newman stated that tomorrow (April 29th, 2010) will be the beginning of the Lions Club Convention which and will be centered at the Convention Center. Mr. Newman stated that this event will bring in approximately 145 people for three days. Mr. Newman stated that there are fourteen different conferences or events coming into the Elko area over the summer. Mr. Newman named some of the new conferences coming in such as the OCTA convention, Will James Society, and the Nevada Broadcasters. Mr. Newman stated that this should make for a very busy summer.

Mr. Newman stated that he had purchased a concourse sign in the Las Vegas baseball stadium as well as putting ads in the programs of the Reno Aces and Utah Bees. Mr. Newman stated that he had also run an ad in Audubon Magazine which should generate some great sales leads. Mr. Newman stated that he had placed an ad in American Cowboy in order to showcase Elko's rodeos.

5. Review of ECVA Marketing and Events Activities – Non-Action Item

Mr. Newman stated that the summer would be extremely busy for the Elko Community with Mining Expo coming up in June as well as the Elko Motorcycle Jamboree. Mr. Newman stated that in addition to these two lucrative events, the Nevada State High School Rodeo Finals would be held on the same weekend as the Jamboree. Mr. Newman stated that the 200 kids involved in the event are required to wear their contestant numbers at all times and will not be permitted in the downtown corridor. Mr. Newman asked Ms. Jen Stotts to update the Committee regarding the Elko Mining Expo.

Ms. Stotts stated that at this time there had been 317 vendors confirmed for the 2010 Mining Expo and booths were continuing to sell. Ms. Stotts stated that Umbrellas had been ordered as vendor gifts as well as chocolate bars. Ms. Stotts stated that one ounce commemorative coins had been ordered to be sold during the event and that five ounce coins had been purchased for the 11 vendors that had been exhibiting all 25 years. Ms. Stotts stated that the kick off barbeque in the City Park would be held Monday, June 7th at 6:00 pm and should have a good turnout with the Tug O' War tournament being moved to that night.

Mr. Newman stated that there will be free hot dogs and hamburgers, Left of Center will be playing, and the Elko Motorcycle Jamboree, Morrodders and ATV Jamboree will be present as well to promote their events.

7. Review of ECVA Convention and Tourism Activities – Non-Action Item

Mr. Tom Lester stated that he will be attending the Cowboy Country Territory meeting on May 14th and then will move on the TAC meeting. Mr. Lester stated that he would be attending TAP which is a tour operator's conference, in June and then he would be going to Las Vegas to do Association sales calls with Connie Mancallas with the Nevada Commission on Tourism. Mr.

Lester stated that from there he would be attending the Affordable Meetings conference where he will be showing the new Meet Me in Elko DVD.

Mr. Lester stated that he had just begun a new advertising campaign to win a dream vacation through Cowboy Country. Mr. Lester stated that this campaign will ask tourists to stop in the various towns along I-80 and then log their stops on the Cowboy Country website. Ms. Lester stated that each rural city has contributed something to the package such as free night stays, free horseback riding, ect.

Mr. Lester stated that he is currently working on two different FAM tours. The first is in conjunction with Virginia City and promotes Nevada's Wild West. Mr. Lester stated that attendees will be media writers and tour operators. Mr. Lester stated that the second FAM tour is the Canadian FAM which will be held during the Elko Motorcycle Jamboree and will be mostly Canadian media writers.

Mr. Lester stated that he has begun working with Mr. Derek Kinder with At Your Leisure. Mr. Lester explained that this is a television show that showcases outdoor recreation. Mr. Lester stated that he will create two commercials to be played during this program one for summer and the other for winter recreation in Elko.

Mr. Lester stated that he is working on the 3rd Annual Carlin Chili Cook-off. Mr. Lester stated this year's event is looking to triple what it was last year. Mr. Lester stated that there will be a horseshoe tournament, kids' corner with games, clowns, and rock wall. Mr. Lester further described the prizes for top chili, salsa and showmanship.

Mr. Lester stated that he is working with Mr. Jess Jones in order to bring a Ranch Hand Rodeo to Carlin in August. Mr. Lester explained that though these events are taking place in Carlin, most of the people attending them would be staying in Elko.

Mr. Lester stated that he is continuing to work on the Will James Society Gathering as well as the OCTA committee. Mr. Lester stated that the OCTA convention will last for five days and will bring approximately 500-600 people to the Elko Area.

8. Discussion of lodging related opportunities or issues – Non-Action Item

Mr. Barry Bhakta stated that he had spoken to a local whom was unhappy about the water tank project.

Mr. Tom Lester stated that essentially the water tank is like a billboard. It has great visibility and will have a life expectancy of approximately 10 years.

Mr. Newman asked the Lodging Committee how they felt about possibly moving the Meetings to every other month.

The Committee agreed that this was a good idea.

Mr. Newman stated that he would put it as an action item on the May Agenda.

9. Next Lodging Committee meeting: May 26, 2010 – Action item35

Mr. Marv Churchfield made a motion to hold the next Lodging Committee Meeting on May 26th. Ms. Alice Johnson seconded the motion. The motion passed unanimously.

10. Adjourn

The meeting was adjourned at 6:35 pm.

Don Newman
Executive Director