

**Elko Convention & Visitors Authority
Lodging Committee Meeting
Elko City Park
(Behind the Museum)
Wednesday, July 28, 2010
6:00 PM.**

Committee Members Present: Vicki England, Stampede Motel
Mahendra Bhakta, Budget Inn
Sam Bhakta, American Inn
Chuck Bhakta, Days Inn
Aida Mathews, Elko Motel
Marv Churchfield, Double Dice RV Park
Julie Churchfield, Double Dice RV Park

ECVA Staff Present: Don Newman, Executive Director
Juli Nelson, Marketing Coordinator
Jen Stotts, Events Coordinator

Ex-Officio Present: Ruben Abeyta, Chairman

1. **Welcome & Introductions;** Ruben Abeyta, Chairman

Chairman Abeyta called the meeting to order at 6:16 p.m. and thanked Ms. Vicky England and Ms. Aida Mathews for hosting the meeting and providing dinner.

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 May 26, 2010 meeting – Action Item**

Ms. Aida Mathews made a motion to approve the May 26th, 2010 Lodging Committee Minutes. Mr. Chuck Bhakta seconded the motion. The motion passed unanimously.

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

Mr. Newman stated that there had been an article in the Elko Daily Free Press stating that room tax was up 15.6% for the month of May. Mr. Newman further stated that with June being as strong as it had been, the projected shortfall shouldn't be anything over 6%.

Mr. Newman stated that there had been some changes within the ECVA Office staff. Mr. Newman stated that the Marketing and Events position had been split with Ms. Juli Nelson taking the Marketing part of the position and Ms. Jen Stotts taking the Events portion and had begun the hiring process for an Administrative Assistant.

Mr. Newman stated that the main entrance into the Convention Center is in the process of being re-done and should be completed shortly.

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

Ms. Juli Nelson stated that there is a promotion running in the Reader's Digest which still continues to generate leads. Ms. Nelson stated she had been working with the Nevada Broadcasters Association on radio spots for the Elko County Fair that will air throughout Idaho as well as in Reno. Ms. Nelson stated that there are web banners up on the KUTV, GoNevada.com, GoUtah.com, True West and the Trailer Life websites. Ms. Nelson stated that she is also working on a cyber tour of the Elko Area that will be up on the Woodall's website.

Ms. Nelson stated that the posters for the Carlin Chili Cook-Off, Ranch Hand Rodeo, Skyfair, and Balloon Festival had been made, distributed and displayed. Ms. Nelson further stated that she had worked with Mr. Tom Lester to produce post cards promoting the Cowboy Country Dream Vacation as well as for the Will James Society Gathering coming up in October.

Ms. Jen Stotts stated that in July the ECVA had hosted the 24th Annual Safety Olympiad which is a mine rescue competition which brought eleven teams to Elko July 8th -10th. Ms. Stotts further stated that two of these teams came from Alaska, three from Wyoming, and the remaining four had come from different areas of Nevada. Ms. Stotts stated that because most of these teams bring their spouses and children, the event draws close to 200 people for three days. Ms. Stotts stated that the event had done very well this year and continues to hear how much these teams enjoy coming to Elko.

Mr. Newman stated that the Elko County Fair Board had attended the ECVA Board Meeting on July 27th requesting funding for marketing the upcoming County Fair and Horse Races. Mr. Newman stated that the Board had approved the request and funding would be given in the amount of \$5,000.00.

Mr. Newman stated that Trinity Realty and High Desert Realty have plans to merge into RE/Max. Mr. Newman stated that to present this new business into the community there will be the RE/Max Long Drive up at Ruby View Golf Course from 1:00 -3:00 p.m. August 8th. Mr. Newman stated that Ms. Stotts would be working on this event with Mr. Rick

Longhurst. Mr. Newman stated that this should be a good event and is a great way to introduce this company into our community.

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

Mr. Newman stated that Mr. Tom Lester will be attending the Nevada State Fair in Reno with Ms. Stotts and Ms. Nelson. Mr. Newman stated that he and Mr. Lester had attended the BLC conference in Reno which is a conference for travel operators. Mr. Newman explained that you are given tours of the hotel/motels and there is also a golf tournament at which the ECVA sponsored a hole and raffled off a gold splatter donated by Newmont.

Mr. Newman stated that Mr. Lester's Canadian and Wild West FAM Tours had gone very well. Mr. Newman stated that Elko had received an article from the Cowboy Poetry Gathering FAM Tour from a media writer in England.

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

Mr. Marv Churchfield suggested putting up billboards as you enter into Elko that would not only welcome people to Elko but also show how many hotel/motel rooms and RV spots are available in the area.

Chairman Abeyta agreed that posting that information would be a great idea.

Mr. Newman stated that there are billboards in Winnemucca as well as Battle Mountain. Mr. Newman stated that he and Ms. Nelson had recently spoken with Mr. Ryan Saunders on researching additional billboard locations.

Mr. Newman stated that the Pipeline project seemed to be getting underway.

Ms. Vicki England stated that she has about three employees of the pipeline project staying at the Stampede.

Ms. Aida Mathews stated that she had some employees staying with her as well.

Ms. England announced that she was giving up her lease on the Stampede Motel and that this would be her last Lodging Meeting.

8. Next Lodging Committee meeting: September 22, 2010 – Action item

The next Lodging Committee Meeting will be held September 22, 2010 at 6:00 p.m.

9. Adjourn

Chairman Abeyta adjourned the Lodging Committee Meeting at 7:04 pm.