

**Elko Convention & Visitors Authority
Lodging Committee Meeting
Stockmen's Hotel & Casino
340 Commercial Street
Wednesday, March 23, 2011
6:00 PM.**

Committee Members Present:

Chuck Bhakta, Days Inn
Bob Bhakta, Esquire Inn
Danny Bhakta, Centre Motel
Mahendra Bhakta, Budget Inn
Dan Bhakta, Holiday Motel
Mike Bhakta, Key Motel
Berry Bhakta, Rodeway Inn
Sam Bhakta, American Inn

ECVA Staff Present:

Don Newman, Executive Director
Juli Nelson, Marketing Coordinator

Ex-Officio Present:

Ruben Abeyta, Chairman

Visitors:

Linda Vasey, Downtown Business Association
Mary McGarry, Downtown Business Association

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

Chairman Abeyta called the meeting to order at 6:04 p.m. Introductions were made around the table.

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.

Mary McGarry from the Downtown Business Association (DBA) made a presentation to the Committee on the downtown renovation project. She shared some brochures with a map of the downtown area and explained the renovation project. She inquired if any of the Lodging Committee members present would be willing to display the brochures in their hotels/motels.

Ms. McGarry stated that the entire plan for renovation was posted on www.renewdowntown.com. She further stated if any of the Committee members are interested in becoming DBA members that their lodging entity would be posted on the DBA website with a link to that lodging entity.

Ruben Abeyta complimented the DBA on the brochure and congratulated the members on their hard in the planning stages of the renovation project.

Don Newman stated that he was impressed with the progress on the renovation project and stated that he felt it was conducive to good business in the downtown area.

Mary McGarry stated that the DBA just received approval to repave the downtown parking corridors.

Linda Vasey from the DBA pointed out that the renovation committee is working on getting approval from the City of Elko to place improved lighting in downtown areas such as the alleyways.

Don Newman stated that the DBA was just recently added as a new member on the ECVA Marketing Committee. He inquired of the Lodging Committee if they would be willing to display the DBA brochure at their lodging entities.

At this time there was a general consensus among the Lodging Committee members that they would be willing to display the new DBA brochure in their hotels/motels.

3. **Approval of the Minutes from the January 19, 2011 meeting – Action Item**

Mr. Barry Bhakta made a motion to approve the January 19, 2011 Lodging Committee minutes. Mr. Chuck Bhakta seconded the motion. The motion passed unanimously

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

Mr. Don Newman reviewed his report of ECVA Activities included in the Lodging packet.

Mr. Newman stated that Gary Morfin, Tom Lester and himself would be attending the NCOT Rural Round UP in Mesquite, Arizona in April. He pointed out that they would be meeting with representatives from Skywest Airlines to discuss Elko air service needs and the possibility of increasing flights during Elko's main events.

Mr. Newman reported that the Elko Committee for the Will James Society met to finalize the program for their conference in September/October. He pointed out that they are working on making Elko the permanent home for this event.

Mr. Newman stated that he spoke with John Bland regarding architectural services and statements needed to move forward with the expansion and renovation of the Convention Center.

Mr. Newman stated that the ECVA just received a lead for a new conference in the Elko area with the Wild West History Association. The conference has approximately 450 members and is interested in looking at Elko for their meeting destination in 2012.

Mr. Newman reported that ECVA radio ads currently running with Nevada Broadcasters have begun promoting June events. He pointed out that these ads would be changed in May to promote events in August and September.

Mr. Newman stated that the ECVA Board of Directors has approved the ECVA Tentative Budget for 2011/2012.

Mr. Barry Bhakta inquired the annual cost of running the Convention Center.

Mr. Don Newman stated that approximately \$2.3 million was projected for all expenses of running the Convention Center for 2011/2012. He explained that this amount included all marketing expenses, building upgrades, utilities, employee salaries, etc.

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

Ms. Juli Nelson reviewed the Marketing Report included in the Lodging packet.

Ms. Nelson that advertising to promote the Elko area and its events and attractions is being done in numerous publications. She further explained that the ECVA has been very active in helping to promote new events within the Elko area through advertising.

Mr. Don Newman stated that the ECVA billboard campaign has just been upgraded with new locations through the state of Nevada along with some billboards being place in outside areas such as Boise, Idaho.

Ms. Nelson stated that the Lodging Committee plays a huge role in helping to promote Elko along with its events and attractions when they display various advertising at their lodging entities.

Ms. Nelson stated that Elko will be highlighted in the May/June issue of Southwest Fly Fishing Magazine as a fly fishing destination. She pointed out that this publication has a circulation throughout all of the Western United States and that the ECVA will be placing an ad in that issue.

6. Review of ECVA Event Activities – **Non- Action Item**

Ms. Jen Stotts was not present at the meeting. Mr. Don Newman reviewed the Events report included in the Lodging packet in behalf of Ms. Stotts.

Mr. Newman stated that 48 new booths were added to the 2011 Elko Mining Expo and as to date 46 of those booths have been sold.

Mr. Newman stated that Ms. Stotts has been working very hard on putting this year's Expo together along with introducing new product showcases which will replace past years' Technical Sessions. He pointed out that product showcase time slots during the Expo exhibition days on Thursday and Friday are full.

Mr. Newman reported that this year's Expo will be sold out.

Mr. Newman reported that Ms. Stotts is also working on putting together the 2011 Safety Olympiad in July. He pointed out that she along with Robert Denison and Ivan Brown from Round Mountain Mine are working on expanding the competition to 16 teams this year.

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

Mr. Tom Lester was not present at the meeting. Mr. Don Newman reviewed the Convention and Tourism report included in the Lodging packet in behalf of Mr. Lester.

Mr. Newman reviewed upcoming conventions and groups scheduled to come to Elko during 2011 and 2012.

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

Mr. Ruben Abeyta announced his retirement from the ECVA Board of Directors and as Chair of the ECVA Lodging Committee. He expressed his thanks to all the Lodging Committee members and stated that it had been a pleasure working on the Committee.

9. Next Lodging Committee meeting: **May 25, 2011**

10. **Adjourn**

The meeting was adjourned at 7:01 p.m.