

ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
PUBLIC MEETING
Elko Convention Center
Wednesday, April 14, 2010 – 8:00 a.m.

Committee Members Present: Charlie Ekburg, Sweet Light Photography
Joyce Shaw, Great Basin College
Terry Hritz, KENV – TV
Roger Leeper, Out of Mind Advertising/Related Mischief
Ashley Wilson, Elko Daily Free Press
Katie Neddenriep, Barrick Gold of North America
Lynn Rubel, Ruby Mountain Symphony
John Collett, Cowboy John Tours
Tamara Kubacki, Western Folklife Center

Committee Members Absent: Tammy Hillyer, Hilton Garden Inn
Ashley Libro, Red Lion Inn & Casino
David Jamiel, California Trail Center/BLM
Jennifer Sprout, Elko Area Chamber of Commerce
Nicole Volk, NNRH
James Wilson, Gold Dust West
John Carpenter, Cimarron West
Dina Einboden, East End Merchants
Elizabeth Pinne, Northern Nevada Asset Holdings

Ex-Officio: Connie Campbell

ECVA Staff: Don Newman, Executive Director
Tom Lester, Convention & Tourism Manager
Cathie Horn, Marketing & Events Manager
Jen Stotts, Administrative Assistant

Visitors: Dave Tilger, Elko ATV Jamboree
Dalana Hornback, ATV Jamboree
Curtis Calder, Gold Diggers M/C
Rick Crawford, T-Rix Bike Shop

1. Meeting called to order by Committee Chairman, Connie Campbell

Chairman Connie Campbell called the meeting to order at 8:05 a.m. Introductions were made around the table.

2. Roll call of Marketing Committee members – **Non-Action Item**

Committee Members Present:

3. Public Comment Period- **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

4. Approval of the February 10, 2010 Marketing Committee Minutes - **Action Item**

Mr. Terry Hritz made a motion to approve the minutes from the February 10th meeting. Ms. Joyce Shaw seconded the motion. The motion passed unanimously.

5. Discussion and possible approval of a request from the Elko ATV Jamboree Committee for \$2,000 marketing support funding for the 2010 ATV Jamboree - **Action Item**

Mr. Dave Tilger stated that the Elko ATV Jamboree event continues to grow each year. Mr. Tilger stated that there are already 40 people registered from out of town for 2010. Mr. Tilger stated that the funds requested would be used to market the Reno, Salt Lake, and Idaho areas.

Ms. Connie Campbell asked if it is beneficial to the event to market it in print.

Mr. Tilger stated that he had had success doing so and further stated that flyers and posters had already been distributed to local and non local people.

Mr. Don Newman suggested that Mr. Tilger and Ms. Cathie Horn meet in order to create an advertisement for some of the ATV Magazines.

Ms. Cathie Horn stated that she has already begun advertising the ATV Jamboree on various websites that hosts a link that is tied directly to the event's website.

Mr. Newman brought up a suggestion made by the ECVA Board; to offer shed horn hunting before the ATV Jamboree in order to raise participation to the event in June.

Mr. Tilger stated that this was a great idea and would be something to look at doing in the future. Mr. Tilger stated that the Jamboree Committee is also looking to put in an overnight trail ride as well as conjoining this event with an Outdoor tradeshow to up participation and distinguish this ATV Jamboree from others.

Mr. Newman stated that this is a great annual event with a good growth pace.

Ms. Campbell stated that it is wise to build on this event as it has great potential.

Mr. John Collett made motion to approve the ATV Jamboree Committee's request for funds in the amount of \$2,000.00. Mr. Charlie Ekburg seconded the motion. The motion passed unanimously.

6. Discussion and possible approval of a request from Gold Diggers M/C for \$1,000 marketing support funding for the 2010 MRANN sanctioned motorcycle race – **Action Item**

Mr. Curtis Calder showed the Marketing Committee a video of the Event from 2009. Mr. Calder stated that this race did not make race of the year however it was given mention. Mr. Calder stated that this year the Gold Diggers will be looking to expand the track to adjoining BLM property. Mr. Calder stated that the permit fees will cost approximately \$9,000 however it would add a multitude of dynamic to the race. Mr. Calder stated that the marketing funds being requested would go toward the creation of flyers and advertising.

Mr. Newman stated that it had snowed during the race in 2009 however the snow had not deflected from the race. Mr. Newman stated that it seemed to enhance the race by making it more exciting. Mr. Newman stated that this race is definitely a spectators sport with good attendance.

Mr. Calder reminded the Marketing Committee that this race is a part of a series race which stimulates racer participation as well as audience attendance.

Mr. Terry Hritz stated that this race is a great event and thought it important to keep this race going.

Mr. Terry Hritz made a motion to approve the funds requested by Gold Diggers M/C in the amount of \$1,000.00 for the 2010 MRANN sanctioned Motorcycle Race. Mr. Roger Leeper seconded the motion. The motion passed unanimously.

7. Discussion and possible approval of a request from T-Rix Bike Shop for \$1,000 marketing support funding for the 2010 2 Hip BMX Bike Show – **Action item**

Mr. Rick Crawford stated that this event started five years ago and has continued to grow. Mr. Crawford stated that in 2009 Ink Art Studios came out and filmed the event. Mr. Crawford stated that he would use the requested funds to send this video as well as the flyers out to bike shops in the Reno, Salt Lake and Twin Falls areas as well as placing ads in the Newspaper, and on the TV and Radio. Mr. Crawford stated that at this time the date for the event is going to be scheduled between the last weekend in June to the second weekend in July. Mr. Crawford stated that the range is due to Professional BMX Rider's schedule. Mr. Crawford stated that this event is a big deal for the local kids and generally great for the Elko Community as a whole.

Ms. Connie Campbell stated that the DVD is a great marketing tool and that it was a wise decision to send it to other bike shops.

Mr. Terry Hritz stated that this is a great event for local kids however he is concerned that this money is being spent locally when the Marketing Funds are for outside marketing.

Mr. Newman agreed with Mr. Hritz and stated that the Bike Show is requesting more money this year than was requested in 2009 therefore; advertising in outside markets would be feasible. Mr. Newman pointed out that even if someone from Wells, NV made the trip to Elko for this event and stayed the weekend, ultimately the goal of brining people into local hotels would be achieved.

Mr. Roger Leeper made a motion to approve the request for funds from the T-Rix Bike Shop in the amount of \$1,000.00. Mr. Charlie Eklburg seconded the motion. The motion passed unanimously.

8. Report on ECVA Activities and Room Tax Revenue; Don Newman, Executive Director - **Non-Action Item**

Mr. Don Newman stated that the room tax revenues were down slightly from last year but that the final amount should balance for the whole year due to a busy summer.

Mr. Newman stated that he had purchased a concourse sign in the Las Vegas stadium as well as placing an ad in the Utah Bees program. Mr. Newman stated that he had put an advertisement together for American Cowboy's Nevada Rodeo addition and that an ad will be placed in Audubon Magazine promoting Elko as a whole.

Mr. Newman showed the Marketing Committee the advertisement that he and Mr. Hritz had been working on. Mr. Newman stated that this advertisement will run as a 10 second lead into the Nevada's Information Network.

Mr. Newman stated that he had taken the Meet Me in Elko DVD to the Rural Round-up conference in March and that it had been well received by the tourism community.

9. Status Report of Convention/ Tourism Events; Tom Lester - **Non-Action Item**

Mr. Tom Lester stated that he is beginning to get very busy and went over his upcoming travel schedule with the Committee. is beginning to get very busy and went over travel schedule with the committee. Mr. Lester stated that he had attended the Rural Round-up conference March and further stated that the conference was well attended and had some great seminars on Marketing tools for Rural areas.

Mr. Lester stated that he is working on a FAM Tour promoting Nevada's Wild West. This Tour will bring in tour operators as well as media writers and will take them to Reno, Ely, Elko, and then back to Reno again. Mr. Lester stated that he is working on a Canadian FAM tour which will bring in media writers and will in the Elko area during the Elko Motorcycle Jamboree.

Mr. Lester stated that he had attended the RV Show in Salt Lake City and that it was well attended with RV sales up. Mr. Lester stated that he and Ms. Horn had handed out a multitude of information on Elko's outdoor activities. Mr. Lester stated that Meetings West had run an article on Elko and that he had placed an ad in Destinations Magazine. Mr. Lester stated that At Your Leisure would be returning to Elko to do another segment which will run every Sunday morning and evening. Mr. Lester stated that ads will also be running during the program as well.

Mr. Lester stated that he is continuing to work on the Carlin Chili Cook-Off that will take place September 17-18 and that event participation for this year is looking to triple from 2009.

Mr. Lester stated that he was working with Jess Jones to promote a ranch hand rodeo that is to be scheduled for August 13-14. Mr. Lester stated that he is continuing to work on the Will James Society as well as the OCTA Convention.

Mr. Don Newman stated that he had spoken with Mr. Curtis Calder regarding the League of Cities Conference and that he was told that the conference is in Reno for 2010, Mesquite for 2011 and then would hopefully be in Elko for 2012.

10. Status Report of Marketing and Events Programs; Cathie Horn - **Non-Action Item.**

Ms. Cathie Horn stated that she continues to run ads in various magazines and on various web sites. Ms. Horn stated that she is researching different marketing avenues and further stated that now is not the time to stop spending money on advertising. Ms. Horn stated that she had attended the ISE show and that it was well attended with people looking for destinations close to home. Ms. Horn stated that she had attended the Rural Round-Up Conference and found it to be a wealth of information.

Ms. Horn stated that Mining Expo is beginning to come together with a majority of booths sold however Ms. Horn stated that she is seeing some resistance in the newly added 10x10s in the fenced lot. Ms. Horn stated that the coins for the Mining Expo's 25th anniversary are almost ready for production with the four sponsors being P&H MinePro, Newmont, Barrick and the ECVA. Ms. Horn stated that 5oz coins would be purchased and set in Lucite for the 11 vendors that have been exhibiting all 25 years and 1 oz coins would be available for vendors and attendees to purchase.

Ms. Horn stated that the Elko Motorcycle Jamboree had been successful in retaining Uncle Cracker as entertainment for the free concert as well as a Kiss Tribute band.

11. Discussion of new ideas, referrals or suggestions from committee members-
Non-Action Item

Mr. Newman stated that there are some great events and Conventions coming up and should make for a strong year.

Mr. Roger Leeper suggested that the ECVA use "track able e-mail" in order to keep marketing efforts strong.

Mr. Lester stated that he does utilize track able e-mail through Meetings West Magazine.

Mr. Leeper suggested looking into the possibility of researching and pursuing drag racing.

Mr. Newman stated that this is a good idea however because Elko doesn't have a track suitable the problem becomes finding an organization or individual who is able to take on the financial responsibility.

Mr. Leeper stated that the Summit Raceway would be a great place however the problem is that the raceway is landlocked and adding to it would be difficult.

Ms. Connie Campbell stated that the Elko Motorcycle Jamboree had at one time been approached to do the drag racing with Street Racing. Ms. Campbell further stated that this is very popular.

Mr. Charlie Ekborg stated that it would be a good idea to welcome visitors coming to Elko for big events instead of counting on the event to hold them. Mr. Ekborg stated that hanging welcome banners or asking local businesses with marquees to display a welcome pertaining to the event.

Ms. Connie Campbell stated that it is an intelligent move to welcome all of these events to Elko in order to make people feel a part of the Community.

Ms. Lynn Rubel stated that the Ruby Mountain Symphony has a concert coming up called You've Gotta Have Harp. Ms. Rubel stated that there is a PSA announcement on the radio and TV stations in order to promote membership to the Symphony.

Mr. Hritz suggested that the Symphony raise their ticket prices slowly in order to cover membership lows.

Ms. Rubel stated that she would bring it up to the Ruby Mountain Symphony Board.

12. The next meeting is scheduled for *June 16, 2010, 8:00AM – **Action Item**
* one week later due to Elko Mining Expo

Mr. John Collett made a motion to hold the next Marketing Committee Meeting on June 16, 2010. Mr. Charlie Ekborg seconded the motion. The motion passed unanimously.

13. Adjourn

The Marketing Committee Meeting was adjourned 9:37 a.m.