

ELKO CONVENTION & VISITORS AUTHORITY  
MARKETING COMMITTEE MEETING  
PUBLIC MEETING  
Elko Convention Center  
Wednesday, February 13, 2008 – 8:00 A.M.

**Committee Members Present:** John Collett, Cowboy John Tours  
Charlie Ekburg, Sweetlight Photography  
Shasta Gretch, Gold Dust West  
Elaine Heit, Elko Daily Free Press  
Debbie Hoover, Wal-Mart  
Doug Madden, Madden Realty  
Lynn Rubel, Ruby Mountain Symphony  
Stacey Sawyer, Holder Hospitality Group-Elko  
Joyce Shaw, Great Basin College  
Traci Tourreuil, KRJC/KTSN & The Elko Shopper

**Committee Members Absent:** John Carpenter, Cimarron West  
Rob Deerstine, Red Lion Inn & Casino  
David Jamiel, California Trails Center  
Matt McCarty, Hilton Garden Inn  
Darcy Minter, Western Folklife Center  
LaVonne Thomson, Elko Area Chamber of Commerce

**Ex-Officio:** Ruben Abeyta, Hilton Garden Inn

**ECVA Staff:** Don Newman, ECVA Executive Director  
Tom Lester, Convention & Tourism Manager  
Cathie Horn, Marketing & Events Manager  
Juli Nelson, Graphics/Administrative Assistant  
Jen Stotts, Administrative Assitant

**1. Meeting called to order by ECVA Board Member, Ruben Abeyta**

The meeting was called to order at 8:04 a.m. by ECVA Executive Director, Don Newman acting in behalf of ECVA Marketing Chairman, Ruben Abeyta who was absent due to late arrival.

**2. Introduction of new ECVA Marketing/Events Manager**

Don Newman introduced Cathie Horn as the ECVA Marketing/Events Manager and explained the change in positions within the staff of the ECVA staff due to Matt Murray leaving.

**3. Roll call of Marketing Committee members**

Introductions were made around the table.

**4. Approval of the December 12, 2007 Marketing Committee Minutes**

*Doug Madden made a motion to approve the December 12, 2007 Marketing Committee minutes. Elaine Heit seconded the motion. The motion passed unanimously.*

**5. Review, suggest and approve 2008 Marketing Committee members**

Don Newman handed out a list of current marketing committee members to the committee and explained proposed changes to the list for 2008. He explained that the purpose of making these changes was to rotate representation of entities in the community in order to be fair.

*Doug Madden made a motion to approve the proposed changes to the 2008 Marketing Committee members. Stacey Sawyer seconded the motion. The motion passed unanimously.*

**6. Discussion and possible approval of ECVA/KENV-TV sky cam sponsorship**

Don Newman explained that KENV-TV station is looking for an investor to sponsor a sky cam at that station site which will relay live shots of the Elko area during the weather report. He stated that the cost would be \$25,000 for a two year sponsorship. He further stated that the focus of featuring the shots would be to drive people to the TV station's website.

Elaine Heit stated that if the objective is to attract people to the Elko area then investing in a sponsorship for a sky cam is costly.

Ruben Abeyta asked if others sponsors could help with the cost.

Don Newman agreed that additional sponsors was a good idea to help reduce the cost and stated that he would discuss that with Mr. Hritz.

Mr. Newman stated that he would let Mr. Hritz with KENV-TV know of the concerns of the ECVA Marketing Committee concerning the cost of a sponsorship for a sky cam.

*Doug Madden made a motion to explore possible ways to reduce the cost of a sponsorship for a ECVA/KENV-TV sky cam. Stacey Sawyer seconded. The motions passed unanimously.*

**7. Report on Room Tax/Occupancy Reports; Don Newman, Executive Director**

Don Newman reviewed the Room Tax/Occupancy Reports included in the marketing packet. He stated the room tax collected during November/December 2007 was lower than the same period during 2006. He explained that projects such as the power plant construction and the new school construction have been completed and the completion of such projects have helped contribute to the lower room tax collected during November/December 2007.

Mr. Newman pointed out the percentages stated on the reports is not a true number due to the lack of response from local area lodging entities.

Ruben Abeyta stated that the rev par number stated on the reports will always be accurate and is always consistent therefore it would be a better number to trace the progress of lodging in the Elko area.

Further discussion on explanations for low room tax and room occupancy took place at this time.

#### **8. Status Report of Convention/Tourism Events; Tom Lester**

Don Newman reported in behalf of Tom Lester who was absent from the meeting at this time.

Mr. Newman passed out the new set of events cards and explained that they would be placed in hotel/motel rooms.

Mr. Newman explained that the ECVA's involvement with the 2 Doug's Hillclimb Shootout being held on February 16 & 17, 2008 was mostly done through advertising for the event. He further stated that Tom Lester would be working with media writers during that event which would give Elko exposure to outside areas as a snowmobile destination.

Mr. Newman discussed at this time other advertising opportunities that the ECVA has done to promote the Elko area and stated that Elko is starting to see some of the results of this advertising.

Mr. Newman explained that Vision Airlines is looking into the possibility of providing air service to Elko. He stated that he met with representatives from the Reno Airport and Vision Airlines and steps are being taken to establish a route from Elko to Reno which could possibly open as early as April.

Mr. Newman reviewed the schedule of trade shows and conventions included in the packet and explained that the Elko area would be promoted at these events.

Tom Lester gave a report on his results of attending the Travel & Adventure Show in Las Angeles, CA at this time.

#### **9. Statue Report of Marketing and Events Programs; Cathie Horn**

Cathie Horn reviewed her handout included in the marketing packet.

Ms. Horn stated that interest in the 2008 Elko Mining Expo has begun and passed around a sample of the registration packet.

Don Newman stated that he has received an approval to expand exhibit space for the Mining Expo into the City Park. He further stated that he has also received approval for street closure between the Convention Center and the City Park during the Mining Expo.

Mr. Newman explained that the Fishing Derby which has been done in conjunction with the Mining Expo will not take place during the Expo this year. He stated that the Derby will be a stand alone event in the future. He further explained the Fishing Derby BBQ will become a Mining Expo Kickoff BBQ.

Ruben Abeyta congratulated the staff of the ECVA for their hard work in promoting the Elko area and explained that this promotion helps to increase the room tax revenue in the area.

**10. Discussion of new ideas, referrals, or suggestions from committee members**

Debbie Hoover stated that she noticed the advertising being done on Channel 10 promoting the Elko area. She suggested that advertising continues in the future for future events.

**11. Public Comment Period**

No public comments were made at this time.

**12. The next meeting will be held on April 9, 2008, 8:00 AM**

**13. Adjourn**

*Doug Madden made a motion to adjourn the ECVA Marketing Meeting for February 13, 2008. Stacey Sawyer seconded the motion. The motion passed unanimously.*

The meeting was adjourned at 9:10 a.m.