

ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
PUBLIC MEETING
Elko Convention Center
Wednesday, June 16, 2010 – 8:00 a.m.

Committee Members Present: Janet Antonini, Hilton Garden Inn
John Carpenter, Cimarron West
John Collett, Cowboy John Tours
Dina L. Einboden, East End Merchants
Terry Hritz, KENV – TV
David Jamiel, California Trails Center/BLM
Tamara Kubacki, Western Folklife Center
Lynn Rubel, Ruby Mountain Symphony

Committee Members Absent: Charlie Ekburg, Sweet Light Photography
Roger Leeper, Out of Mind Advertising/Related Mischief
Ashley Libro, Red Lion Inn & Casino
Katie Neddenriep, Barrick Gold of North America
Elizabeth Pinne, Northern Nevada Asset Holdings
Joyce Shaw, Great Basin College
Jennifer Sprout, Elko Area Chamber of Commerce
Nicole Volk, NNRH
James Wilson, Gold Dust West
Ashley Wilson, Elko Daily Free Press

Ex-Officio: Connie Campbell

ECVA Staff: Don Newman, Executive Director
Jen Stotts, Events Coordinator/Administrative Assistant
Juli Nelson, Graphic/Administrative Assistant

Visitors: None Present

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

Chairman Connie Campbell called the meeting to order at 8:09 a.m.

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

Introductions were made around the table.

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 April 14, 2010 Marketing Committee Minutes - **Action Item**

Lynn Rubel made a motion to approve the minutes from the April 14, 2010 Marketing Committee meeting. John Carpenter seconded the motion. The motion passed unanimously.

5. Discussion and possible approval of a request from the Elko Euzkaldunak Club for \$5,000 in marketing support funding for the 47th Annual National Basque Festival- **Action Item**

Connie Campbell pointed out to the marketing committee that the application from the Elko Euzkaldunak Club requesting \$5,000 in marketing support funding was included in the packet.

Don Newman stated that the Elko Convention & Visitors Authority (ECVA) as supported the Basque Festival for years and that funding for the event is included in the ECVA budget.

John Carpenter made motion to approve the Elko Euzkaldunak Club's request for funds in the amount of \$5,000.00. John Collett seconded the motion. The motion passed unanimously.

6. Discussion and possible approval of a request from the SF 10 Organizing Committee/EAA 1135 for \$1,000 in marketing support funding for Sky Fair 2010 – **Action Item**

Connie Campbell pointed out to the marketing committee that the application from the SF 10 Organizing Committee/EAA 1135 requesting \$1,000 in marketing support funding was included in the packet.

Don Newman stated that the ECVA has supported the Sky Fair since it first began. He further stated that the event has great potential for growth.

John Collett inquired if the Sky Fair was part of the Ruby Mountain Balloon Festival again this year.

Don Newman stated that the 2010 Sky Fair will be held at a different time this year than the Ruby Mountain Balloon Festival. He further stated that the date of the Sky Fair was September 11, 2010.

John Colleett made a motion to approve marketing support funding of \$1,000 as requested by the SF 10 Organizing Committee/EAA 1135 for the 2010 Sky Fair. John Carpenter seconded the motion. The motion passed unanimously.

7. Recap and discussion of the Elko Mining Expo, Jen Stotts, Administration/Event Coordinator – **Non-Action item**

Jen Stotts gave a recap on the 2010 Elko Mining Expo stating that the Expo went well with 355 vendors exhibiting and 407 booths sold. She added that the golf tournament had

completely sold out and the Kick Off BBQ and the Opening Banquet were all very well attended.

Don Newman pointed out that the 2010 Elko Mining Expo was well advertised through local area media prior to the event. He stated that there were 9 international vendors participating and that he has received a letter from a company in Russia interested in participating in the Technical Sessions during the 2011 Elko Mining Expo.

Mr. Newman pointed out that this year was the 25th Anniversary of the Elko Mining Expo. He showed the Marketing Committee the silver coin and bow flag that was given to each of the 11 vendors as recognition for exhibiting all 25 years. He also showed the silver coin that was sold during the Expo to the public and explained more have been ordered because of the demand.

Juli Nelson reported that all sponsorship availabilities for the 2010 Expo had been filled. She stated that sponsorships were up over \$14,000 from the previous year. She further stated that all banner advertising on the exterior of the building except for light pole banner space had been sold for exhibitor advertising.

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

Don Newman stated that room tax revenue reports have not been received from the City but that he will have a report at the next meeting.

Mr. Newman pointed out that the next ECVA event being held was the Safety Olympiad.

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

Don Newman reported for Tom Newman who was not in attendance due to attending meetings in Las Vegas and California with NCOT and Affordable Meetings.

Mr. Newman pointed out that the ECVA just finished conducting a Nevada's Wild West FAM tour with Ely and Virginia City on June 7-13, 2010. He further pointed out that this tour helped to promote the Elko area to tour operators and media writers.

Mr. Newman stated that Mr. Lester is working with Chris Crystal from the NCOT to bring in a Canadian FAM tour on June 17 & 18, 2010 to help promote the Elko area along with the Elko Motorcycle Jamboree.

Mr. Newman reported that Mr. Lester is working with AT Your Leisure television out of Salt Lake City, Utah to produce programs that will promote Elko area outdoor recreation activities. He further reported that the ECVA received a \$7,000 grant from the NCOT to do this project which will include television commercials, feature stories, web marketing and more.

Mr. Newman stated that Mr. Lester is working on the 3rd Annual Carlin Chili Cookoff in September along with working with Jess Jones in bringing in a Ranch Hand Rodeo to the Carlin Equestrian Center on August 13-14, 2010.

Mr. Newman pointed out that Mr. Lester is working with Cynthia Pyle on the Will James

Society Gathering that will be held in August. He stated that this will be a 5 day convention with around 500-600 attendees held in conjunction with the Northeastern Nevada Museum.

Mr. Newman reviewed with the Marketing Committee the list of upcoming conventions and meetings that are scheduled to come to Elko. He pointed out the Skills Challenge U.S.A. which is a high school honor student conference being held in October and that it was just recently scheduled as a new event to Elko.

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

Don Newman gave a Marketing Update and reviewed a list of the various areas of advertising being done by the ECVA to help Elko area attractions and events.

Terry Hritz reported that ads for the Silver State Stampede and Ruby Mountain Balloon Festival have begun running in the Southern Idaho area.

Don Newman stated that because Boise was not holding horse racing this year during the Idaho State Fair the Elko area has been able to pick up two American Quarter Horse races during the Elko County Fair and Horse Races.

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

Lynn Rubel stated that preparations are being made for the 2010 Oktoberfest being held on October 23, 2010.

Tamara Kubacki gave an update of the activities taking place at the Western Folklife Center during the summer.

Don Newman reported that the ECVA will be hosting a concert featuring Great American Taxi at the Convention Center on June 29, 2010.

Mr. Newman passed around a flyer on a new airliner, Aaron Airlines, which is interested in opening business to the Elko area as a three day rotation charter service.

Terry Hritz added that Aaron Airlines will be starting flights between Las Vegas and Reno in 60 days more should be known at that time about service to Elko.

John Carpenter stated that more emphasis should be put on advertising local area attractions to bring visitors to Elko. He further stated that advertising through billboard campaigns to help promote the California Trails Interpretive Center needed to be done.

Don Newman agreed that promoting the California Trails Interpretive Center was important and pointed out that the ECVA has already begun designing artwork for the billboard campaign.

Dave Jamiel gave an update on the California Trails Days and thanked the ECVA for their continued support of the California Trails Interpretive Center. Dave Jamiel updated the

Marketing Committee on upcoming activities at the Center as well as gave an update on the status of its completion.

Don Newman reported that the OCTA Convention will be held in Elko in October which will provide a great opportunity to promote the Trails Center.

Dave Jamiel stated that Nevada Magazine wrote a great article featuring the California Trails Center.

Terry Hritz that the TV station just finished a busy political season in advertising and is working on putting together a debate between Senator Reid and Sharon Angle in August.

Connie Campbell reported that she just returned from a MRF Conference in Boise and they are looking at holding that conference in Elko in 2012.

12. The next meeting is scheduled for August 11, 2010, 8:00AM – **Action Item**

13. Adjourn

The Marketing Committee Meeting was adjourned 8:59 a.m.