

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, JULY 15, 2008
ELKO CONVENTION CENTER
RUBY ROOM
8:00 A.M.

1. Call to order and Pledge of Allegiance

The meeting was called to order at 8:03 a.m. by Board Vice-Chairman, Charlie Myers. Board Chairman, Dave Huckaby and Board Member, Jay Elquist were not present at the meeting. Mayor Mike Franzoia was in attendance in behalf of Board Member Jay Elquist.

2. Roll call

ECVA Board Present: Charlie Myers
Ruben Abeyta
Gary Morfin
Mike Franzoia

ECVA Staff Present: Don Newman, Executive Director
Tom Lester, Convention & Tourism Manager
Cathie Horn, Marketing & Events Manager
Delynn Jones, Comptroller
Mike Benzie, Facility Manager
Juli Nelson, Graphics/Administrative Assistant

Visitors: John Smales, Colorado Casaulity

3. 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.

No public comments were made at this time.

4. Approval of minutes from Regular Board meeting of June 17, 2008

Gary Morfin made a motion to approve the Regular Board minutes from June 17, 2008 with the correction of Lou Schack under item #7 to Lew Eklund. Ruben Abeyta seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

5A-0715-08

Review, discussion and possible approval of revision to ECVA insurance policy to include earthquake coverage

Don Newman stated that he invited John Smales as the ECVA insurance representative to review the current insurance policy to include earthquake coverage. He stated that the current insurance company for the ECVA is Colorado Causality and that the ECVA is not part of the Nevada Public Agency Pool as are many other Elko entities.

Mr. Newman pointed out that a price comparison is included in the Board packet and shows what the ECVA paid in the last year with Colorado Causality along with what the ECVA will pay in the next year if Colorado Causality remains the insurance holder for the ECVA. He further pointed out that price quotes for the Nevada Public Agency Pool Pact were included.

Mr. Newman invited John Smales to take the floor to review the price comparisons in the packet.

John Smales reviewed the price comparisons between Colorado Causality and the Nevada Public Agency Pool Pact. He explained that the main differences between Colorado Causality and the Nevada Public Agency Pool Pact.

Charlie Myers asked Mr. Smales for his recommendation.

John Smales stated that the ECVA would be fine with the coverage through either agency. Mr. Smales did point out that special events taking place in the Convention Center would be included under the Nevada Public Agency Pool Pact's policy but not under Colorado Causality's policy.

Don Newman stated that there are very few events such as the ATV Jamboree which go outside the Convention Center that need additional coverage through the ECVA. He further pointed out that it is cheaper to pay for a one time policy than to include that coverage in the ECVA's insurance policy.

Don Newman expressed his concern regarding the \$100,000,000 in coverage with the Nevada Public Agency Pool Pact in that other public entities will share that coverage with the ECVA. He expressed further concerned in where the ECVA will rank in importance with those other entities in an emergency and the amount of coverage the ECVA would receive.

Mr. Newman stated that it would be more expensive to add earthquake coverage to the ECVA's current insurance policy through Colorado Causality. He further pointed out that the ECVA would be fully covered under Colorado Causality policy and would not have share coverage with other entities in the Elko community.

Delynn Jones stated that in an emergency essential services such as power and water rank higher in importance over entities such as the Convention Center.

Mr. Newman pointed out that funding is available to add earthquake coverage through Colorado Causality although the price is more expensive.

Charlie Myers pointed out that although the Nevada Public Agency Pool Pact policy costs less than the premium would not be worth paying if the coverage is not available in an emergency if the Convention Center does not rank high in importance.

Mr. Myers stated that after a discussion on the matter that it would be more feasible to add earthquake coverage to the ECVA's current policy with Colorado Causality than to go through the Nevada Public Agency Pool.

Mike Franzoia made a motion to approve adding earthquake coverage to the current insurance policy with Colorado Causality for with an increase of \$40,500. Ruben Abeyta seconded the motion. The motion passed with a vote of 3 to 1 with Gary Morfin abstaining from the vote.

5B-0715-08

Discussion and possible approval for Comptroller to move funds as needed between the ECVA general fund checking and the ECVA general fund savings accounts with activity report by the Comptroller when action taken

Don Newman stated that approval was granted to move funds between the ECVA general checking account and the ECVA general savings accounts at the June Board meeting. He further stated that this matter was brought before the Board to gain approval for the Comptroller to move funds as needed with an activity report presented at the next Board meeting.

Ruben Abeyta made a motion to approve the ECVA Comptroller to move funds as needed between the ECVA general checking account and the ECVA general savings accounts with an activity report included in the Comptroller report at the next Board meeting. Gary Morfin seconded the motion. The motion passed unanimously.

6. NEW BUSINESS:

6A-0715-08

Review, discussion and possible action regarding ECVA Equipment Usage Policy and current rates charged.

Mike Benzie stated that it has been over 4 years since the ECVA Equipment Usage Policy has been reviewed. He further stated that the ECVA currently rents to only

one local privately owned enterprise which makes a profit from the rental of ECVA equipment and presented to the Board the option of either abolishing the rental policy or expanding the policy to rent to other agencies.

Charlie Myers pointed out that the ECVA is actually a publically owned entity and that others should be allowed to rent equipment to other entities.

Don Newman reviewed a list of rental equipment and costs included in the Board packet. He further explained that ECVA equipment has received wear and tear when it has been rented out to the privately owned enterprise and that the ECVA usually absorbs the costs of repair and replacement without additional costs to that enterprise.

Mike Franzoia made a suggestion to attach an additional charge at the time of rental to cover the cost of wear and tear.

Cathie Horn pointed out that the ECVA made an agreement with the local privately owned enterprise a few years ago at the request of the business owner for the ECVA not to compete in renting equipment. She further pointed out that the private enterprise is profiting from the use of ECVA owned equipment.

Don Newman pointed out that the ECVA does borrow out its equipment within the community on a regular basis. He further stated that the ECVA would like to limit the rental of equipment to non-electronic equipment and supplies only.

Mike Franzoia stated that an additional charge to cover damage to equipment still needs to be added to non-electronic equipment and supplies.

Charlie Myers stated that the ECVA needs to take a look at cost structure and decide what will be rented out to the public. He further stated that a time period needs to be given to the privately owned enterprise which rents from the ECVA to end the rental agreement. He also stated that an article in the newspaper needs to be printed to make the public aware that the ECVA will have certain equipment available for rent.

Mike Franzoia made a motion to amend the current ECVA Equipment Usage Policy to not rent to any privately owned enterprise with a 6 month advance notice of change and to allocate a new charge to rental of ECVA non-electronic equipment and ECVA supplies to the public. Gary Morfin seconded the motion. The motion passed unanimously.

7. STAFF REPORTS:

7A-0715-08

Administrative Report

Don Newman introduced the new members of the ECVA maintenance to the Board and explained the Chamber award that was awarded to the maintenance staff.

Mr. Newman reviewed his Administrative Report included in the Board packet.

Mr. Newman stated that the ATV Jamboree was successful with 110 participants He further stated that 84 of those participants were from out of town.

Mr. Newman reported that the 2008 Safety Olympiad was held at the Convention Center on July 10-12, 2008 with 16 teams participating. He further reported that 12 of the participating teams were from out of town.

Mr. Newman stated that the ECVA will be promoting a concert during the Elko County Fair and Horse Races which will be held on August 28, 2008 at the Convention Center. He further reported that the show will feature Joni Morris in a tribute to Patsy Cline and the tickets will be \$10 to \$15 in price.

Mr. Newman pointed out that the ECVA will participate in the Relay For Life auction on July 18, 2008 by providing the use of the Events Patio and 3 Dutch Oven desserts to be auctioned.

Mr. Newman reported that the new carpet installation has been completed in the Convention Center with the recent installation of carpet in the theater and the Timberline room.

Mr. Newman stated that the concrete damage done to the ECVA sidewalks during the 2008 Elko Mining Expo has been repaired. He further pointed out that the ECVA is looking at moving Cashman Equipment and Komatsu Equipment to College Avenue for next year's expo to prevent further damage.

Mr. Newman reported that the ECVA will start running promotional ads for the Elko Youth Rodeo on July 26-27, 2008 in the Treasure Valley area as part of its in kind donation.

Mr. Newman reported that auditors from Kafoury Armstrong will be at the Convention Center starting August 4, 2008 to begin audit work. He further reported that they will be here for approximately 3 weeks.

Mr. Newman pointed out that the ECVA is bidding for the Nevada League of Cities to be held in 2010 and that he is working on a presentation to be given in Fallon in August.

Mr. Newman reviewed the room tax comparison for May 2008 and stated that the numbers are holding steady with May 2007.

Ruben Abeyta stated that the national trend for lodging is in a decline from the same period of time a year ago and pointed out that the Elko area is doing excellent if its room tax numbers are holding steady.

Tom Lester reviewed his Convention & Tourism report included in the Board packet.

Mr. Lester reported that Sarah Swords from England who attended the 2008 Cowboy Poetry Gathering will be doing a documentary about the Gathering. He further reported that Ms. Swords is in negotiations with Touch Productions in airing the documentary on HBO and that Ms. Swords will be attending the 2009 Cowboy Poetry Gathering to start production of her documentary.

Mr. Lester explained that he will be presenting a media FAM for the 25th anniversary of the Cowboy Poetry Gathering in conjunction with the Western Folklife Center on September 17-20, 2008.

Mr. Lester reported that the ECVA sent out over 200 direct mail postcards to meeting planners and associations in the Salt Lake City, Boise/Twin Falls and Reno/Tahoe areas.

Mr. Lester stated that he will be presenting an association/meeting planner FAM tour in the spring of 2009 to showcase Elko as a meeting and convention destination and that he will be making trips to Utah, Idaho and throughout Nevada to promote this FAM tour.

Mr. Lester reported that all of the grants have been awarded to the ECVA from the Nevada Commission on Tourism for reimbursement in June.

Mr. Lester reviewed upcoming events and events that he is working on bringing to the Elko area.

Cathie Horn reviewed her Marketing & Events report included in the Board packet.

Ms. Horn reported that the ECVA currently has ads running a number of magazines and newspapers.

Ms. Horn stated that radio ads have started in Twin Falls for the Elko Youth Rodeo. She further stated that 100 spots were purchased @\$6 a spot and that radio ads for the Elko County Fair and Horse Races will start in August.

Mr. Horn reported that banner ads are currently running on www.elkodaily.com, www.magicvalley.com and www.kutv.com.

Ms. Horn further reported that the move of the ECVA website to Blue Host has been completed and is successful.

Ms. Horn stated that she will be attending the POW*MIA Awareness Rally in Pocatello, Idaho on July 25-27, 2008 with Brandie Notestine to market the EMJ as well as the Elko

area.

Ms. Horn stated that she also will be attending the Las Vegas Minexpo on September 22-24, 2008 along with Don Newman and will be sharing a booth with Rhonda Zuroff, Doug McMurdo and Elaine Heit from the Mining Quarterly. She further stated that the Las Vegas Minexpo has provided free mailers to send to attendees and exhibitors of the show.

Charlie Myers requested that Cathie Horn do a presentation to the Board at the next meeting on the POW*MIA Awareness Rally

7D-0715-08

Comptroller's Report/Approval of June Expenditures

Delynn Jones reviewed her report included in the Board packet. She pointed out that June 1008 ECVA income and expenses are holding even with June 2007.

Don Newman pointed out that the ECVA has been able to meet budget.

Gary Morfin made a motion to approve June 2008 expenditures in the amount of \$312,269.65. Ruben Abeyta seconded the motion. The motion passed unanimously.

8. Board Comments

Charlie Myers congratulated the ECVA maintenance staff on receiving the Chamber award and expressed his appreciation of the positive attitude of all of the Convention Center staff.

9. Adjournment

Gary Morfin made a motion to adjourn the July 15, 2008 Board meeting. Ruben Abeyta seconded the motion. The motion passed unanimously.

The meeting was adjourned at 9:18 a.m.