

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, JUNE 17, 2008
ELKO CONVENTION CENTER
CEDAR ROOM
8:00 A.M.

1. Call to order and Pledge of Allegiance

The meeting was called to order at 8:05 a.m. by Board Vice-Chairman, Charlie Myers. Board Chairman, Dave Huckaby and Board Member, Jay Elquist were not present at the meeting.

2. Roll call

ECVA Board Present: Charlie Myers
Ruben Abeyta
Gary Morfin

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: Connie Campbell

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 May 20, 2008

Gary Morfin made a motion to approve the Regular Board minutes from May 20, 2008. Ruben Abeyta seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

5A-0617-08

Request for Board approval to move \$100,000 from the ECVA general fund checking to the ECVA Wells Fargo general fund savings account

Delynn Jones explained that the ECVA currently has \$394,000 in an ECVA general checking fund. She pointed out that expenses for the 2008 Elko Mining Expo have not been paid in full so the amount in this fund will change. She further explained that the purpose of transferring the funds from a general checking account to a general savings account was to be able to draw interest on some of those funds.

Gary Morfin made a motion to approve moving \$100,000 from the ECVA general checking account to the ECVA general savings account with Wells Fargo. Ruben Abeyta seconded the motion. The motion passed unanimously.

5B-0617-08

Review of notice from the State of Nevada Department of Taxation regarding 2008/2009 Fiscal Year, Final Budget

Don Newman stated that the ECVA has received approval of their 2008/2009 Fiscal Year, Final Budget from the State of Nevada Department of Taxation and reviewed the letter of approval with the Board.

Charlie Myers asked if the same tax rate applied to the new budget as with the old budget.

Delynn Jones stated that in order to change the tax rate the public would have to be made aware of the proposed change and then have an opportunity to vote on that change. She further stated that the tax rate did not change for the 2008/2009 Fiscal Year.

5C-0617-08

Review of notice from the State of Nevada Division of State Lands regarding the termination of the Spruce Mountain Trail grant

Don Newman stated that the Q1 monies for the Spruce Mountain Trail grant have been returned to the State of Nevada and reviewed a letter from the State of Nevada Division of State Lands stating that the remaining grant funds have been received.

Charlie Myers asked if there was a penalty for not using the entire grant and if returning remaining funds would affect the ability of the ECVA to obtain future grants from the state.

Don Newman stated there was no penalty for returning the remaining funds to the State and that it would not affect future grants from the State.

A discussion took place at this time regarding the difficulties in opening of the Spruce Mountain Trail System.

Don Newman stated that the local ATV club run by Kirk and Karen Hayes will take over the maintenance of the Spruce Mountain Trail System.

6. NEW BUSINESS:

There was no new business to be taken care of at this time.

7. STAFF REPORTS:

7A-0617-08

Administrative Report

Don Newman reviewed his report included in the Board packet. He pointed out that new lettering on the sides of the Convention Center are up and that the website was added to the lettering on the back of the building.

Mr. Newman reported that permits have been secured for the 2008 Elko Motorcycle Jamboree Bike and Hike.

Mr. Newman passed out photos of damage done to the Convention Center and grounds during the 2008 Elko Mining Expo and stated that he has contacted the vendors responsible for the damage.

Charlie Myers asked what steps were being taken to repair damage done to the cement during the Expo.

Don Newman stated that Modern Concrete is not available to do repairs in the near future. He explained that in future expos the heavy equipment will be moved to the street instead of the ECVA grounds. He also explained that he will be meeting with both Cashman Equipment and Komatsu regarding those repairs.

Mr. Newman reported that the ECVA has a booth at the 2008 Elko Motorcycle Jamboree and he has invited the Ruby Mountain Balloon Festival, the ATV Jamboree, the Silver State Stampede, the Basque Festival and the Elko County Fair to share the booth to help promote their events.

Mr. Newman stated that radio spots with Nevada Broadcasting promoting Elko have been secured and are being produced and will begin in July. He pointed out that the ECVA will run one of the three spots in conjunction with ECEDA.

Mr. Newman explained that the ECVA billboard contracts allow for a change out at no additional charge and that the ECVA is looking at a design which features their website

more prominently.

Cathie Horn explained that the billboard contract through Saunders does allow for one change out however the billboard contract through YESCO allows for only installation but no change outs. She further stated that the design featuring the ECVA website would be made to the billboards contracted through Saunders.

Don Newman stated that the ECVA is working with the Western Folklife Center on a special production for their 25th Anniversary at the upcoming gathering. He explained that the Western Folklife Center is looking at bringing in Bob Wills with “Asleep At The Wheel” for a concert at the Convention Center on the Tuesday and Wednesday of the Gathering but logistics are still being worked out.

Mr. Newman reported that room tax is up over the same period as 2007 and that issues with the city have been resolved. He further stated that room tax numbers are continuing to rise and looks forward to the summer months with increasing room tax numbers.

Mr. Newman shared a letter of thank you from the Elko High School thanking the ECVA staff for their hard work during their Awards Banquet.

Mr. Newman stated that the Las Vegas Review Journal did two good stories promoting the Ruby Mountains and the National Cowboy Poetry Gathering.

7B-0617-08

Convention & Tourism

Tom Lester reviewed his report included in the Board packet. He reported that the International Pow Wow in Las Vegas which he recently returned from was a success with contacts made regarding the Dig Mines campaign. He explained that the Pow Wow generated a FAM tour which he brought to the 2008 Elko Mining Expo.

Mr. Lester further reported that he also recently attended Affordable Meetings Convention in Long Beach, CA where 633 meeting planners were present and received 4 good leads on conventions to bring to the Elko area.

Don Newman explained that prior to the Affordable Meetings Convention that “Meet Me In Elko” postcards were sent to these meeting planners which generated a lot of interest in Elko.

Tom Lester reported that he has placed ads in Smart Meetings and Meeting West publications and has also placed leader board ads on these websites.

Tom Lester stated that he has just finished writing a grant to apply for funding for a FAM tour which will feature local area ranches and dude ranches in August as a lead to Cowboy Country.

Mr. Lester stated that over 4,000 Visitor Guides requests have been received for the month of May.

Mr. Lester stated that Sarah Swords from England is looking at doing a documentary with HBO about the Cowboy Gathering and is in negotiations with Touch Productions. They are looking at filming during the next Gathering.

Mr. Lester reviewed upcoming conventions with the Board. He also reviewed conventions that he is currently working on bringing to Elko with the Board.

Charlie Myers asked if the ECVA was working the advertising they are doing to compensate for the increase in the price of gas.

Cathie Horn stated that most people are willing to travel up to 4 or 5 hours and that advertising is being done in areas within that distance.

Don Newman added that people are still traveling despite the price of gas but are staying longer at their destination.

7C-0617-08

Marketing & Events Report

Cathie Horn reviewed her report included in the Board packet. She stated that she has met with Doug Madden with the Realtors Association and he has stated that he will address Senator Reid's letter which was printed in the Nevada Lifestyle Magazine.

Ms. Horn reported that the web banner on KUTV Channel 2 website has been very successful and that new web banners are being placed on the Magic Valley Times News website and the Elko Daily Free Press website. She further stated that she is working with the Oregonian Live website and the ATV Illustrated website to place banner promoting Elko.

Ms. Horn stated that the move of the ECVA website to Blue Host has been completed and stated that a review of the costs and benefits is included in her report.

Cathie Horn reported that the 2008 Elko Mining Expo was a great success.

Charlie Myers expressed concern with the parking for attendees of the expo and suggested contacting ATV shops in the area to see if vehicles large enough to transport people from parking to the show can be obtained.

Don Newman stated that he would research the cost effectiveness of renting these vehicles for transporting people.

Cathie Horn stated that electrical power was once again an issue at this year's expo.

Don Newman stated that the electrical service was better than the previous year and explained that this year's complications were fixed by the morning of the first day of the show.

A discussion on the Expo's electrical service took place at this time.

Don Newman stated that the Mining Expo committee is looking at working with the Nevada Mining Association to help sponsor technical sessions at future mining expos.

Charlie Myers pointed out that Lew Eklund was being inducted into the Mining Hall of Fame and suggested using him as a guest speaker at next year's Expo.

7D-0520-08

Comptroller's Report/Approval of April Expenditures

Delynn Jones reviewed her report included in the Board packet. She pointed out that March 2008 room tax revenue was recorded in May 2008 with a 23% decrease from March 2007.

Don Newman stated that he felt this decrease was due to the two major lodging properties not reporting and paying their room tax during March 2008.

Delynn Jones pointed out that Ad Valorem taxes show about a 2% year to date decrease. She further pointed out that total claims for May 2008 were up over May 2007 approximately \$54,000 due to the purchase of ECVA carpet.

Gary Morfin made a motion to approve May 2008 expenditures in the amount of \$239,858.96. Ruben Abeyta seconded the motion. The motion passed unanimously.

8.

Board Comments

Charlie Myers made a suggestion to have new maintenance staff be present at Board meetings to introduce themselves.

Charlie Myers stated that he is involved with the program for the 4th of July Opening Ceremonies and that they are encouraging people to wear red shirts and fill the fairground stands with red. He stated that a picture of the stands will be taken and sent to all of Elko's troops.

Mr. Myers asked if Wildhorse Reservoir was within the ECVA promotional area.

Tom Lester stated that he promotes Wildhorse Reservoir as part of the Merritt Mountain Trail System.

