

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, MAY 20, 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 8:00 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
Assistant Juli Nelson, Graphics/Administrative

Visitors: Eric Petlock, Save Our Wild Salmon
 Bob Echeverria, Elko Basque Club
Press Marianne Kobak, Elko Dially Free
 Charlie Ekeborg, Sweetlight
Photography
 Sandy Ekeborg, Sweetlight
Photography

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 April 15, 2008

Gary Morfin made a motion to approve the Regular Board minutes from April 15, 2008. Ruben Abeyta seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

There was no old business at this time.

6. NEW BUSINESS:

6A-0520-08

Presentation by Eric Petlock, Save Our Wild Salmon, regarding the reintroduction of salmon and steelhead trout in Northeastern Nevada

Eric Petlock from Save Our Wild Salmon made a presentation and explained that the purpose of his organization was to reintroduce salmon and steelhead trout in Northeastern Nevada and explained the process it would take for this reintroduction. He further explained the affects of reintroducing salmon and steelhead on the economy of the Elko area and pointed out that this reintroduction could have an impact on future tourism.

Further discussion of the reintroduction of salmon and steelhead trout into Northeastern Nevada took place at this time. Mr. Petlock answered questions from Board members and those present at the meeting regarding the economic impact of rebuilding these fish habitats on the local community and other communities involved..

6B-0520-08

Discussion and possible approval of Elko Basque Club's request for \$5,000 in event marketing support

Bob Echeverria for the Elko Basque Club made a presentation to the Board and explained that the Elko Basque Festival is in its 45th year. He explained that the requested \$5,000 in event marketing support was to help print 2,000 to 5,000 of the Club's publication and to print posters.

Mr. Echevarria further explained that the theme for this year's festival was "Past to the Present" and the grand marshal of the parade would be John Carpenter. He further pointed out that "Running From the Bulls" would no longer be part of the Festival.

Charlie Myers asked if there would be an event to replace "Running From the Bulls".

Bob Echeverria explained that "Running From the Bulls" was a loss as far as cost during past year's Festivals and that there was not an event at present to replace it.

Mr. Echeverria reviewed the itinerary of the Basque Festival with the Board.

Charlie Myers made a suggestion that Mr. Echeverria put together a program for the opening program of the Festival with the help of Don Newman of the ECVA.

Gary Morfin asked if ECVA marketing funds could be used to help promote new events during the Basque Festival.

Don Newman stated that ECVA marketing funds could not be used for promotional items but could be used for marketing the Basque Festival through advertising.

A discussion of where advertising of the Basque Festival would be most effective took place at this time.

Gary Morfin made a motion to approve the request of \$5,000 in event marketing funds by the Elko Basque Club. Ruben Abeyta seconded the motion. The motion passed unanimously.

6C-0520-08

Discussion and Board direction for solicitation of bids for earthquake insurance

Don Newman stated that various insurance companies have contacted him soliciting earthquake insurance. He further stated that he felt that the coverage for earthquakes was minimal at a huge cost.

Delynn Jones stated that the deductible for earthquake insurance was 25%.

Don Newman explained that this item was added to the agenda in get the

opinion of the Board regarding whether acquiring earthquake insurance was feasible.

Charlie Myers stated that it would be advantageous to at least obtain several bids. He suggested adding the review of these bids as an agenda item at the next Board meeting.

Gary Morfin made a motion to add as an agenda item the review of earthquake insurance bids to the next Board meeting agenda. Ruben Abeyta seconded the motion. The motion passed unanimously.

7. STAFF REPORTS:

7A-0520-08

Administrative Report

Don Newman reviewed his administrative report included in the packet.

Mr. Newman reported that the majority of the Convention Center's carpet replacement was complete and that additional carpet has been ordered for the theater. He pointed out that the total cost of the carpet replacement was under the \$125,000 allocated by \$7,500.

Mr. Newman stated that POOL/PACT HR recommends that the ECVA discontinue doing pre-employment drug testing and further explained that he has consulted with Bob Wines concerning this matter. Mr. Newman stated that Mr. Wines stated that ECVA pre-employment drug testing would be beneficial for safety sensitive positions such as maintenance positions.

Mr. Newman reported that he has met with Delmo Andreozzi from the City regarding traffic flow and safety/operations during the Mining Expo and reviewed his request to City Hall with the Board. He further reported that the ECVA will work with the Elko Daily Free Press and radio stations in during PSAs on road closures.

Mr. Newman stated that he was spoke with Debbie at the City and she has reported that two lodging entities have not paid February or March 2008 room tax and pointed out that this helps to explain why the room tax revenue numbers were low for those two months.

7B-0520-08

Convention & Tourism

Tom Lester reviewed his Convention & Tourism report included in the

packet.

Mr. Lester stated that increased interest has been generated by the Dig Mines campaign.

Mr. Lester stated that he would be attending the International Pow Wow FAM on June 5-8, 2008 and further stated that he has included an itinerary of the event in his packet. He pointed out that the FAM tour would be in Elko for a 2 day stay.

Mr. Lester reviewed upcoming conventions that he is working on bringing to Elko.

Mr. Lester reviewed scheduled conventions for the Elko area with the Board.

7C-0520-08

Marketing & Events Report

Cathie Horn reviewed her handout included in the Board packet and passed out samples of ECVA advertising being done in various magazines and publications.

Ms. Horn reported that she attended the Reno River Festival on May 8-11, 2008 and stated that there was a lot of interest in ATV trail systems in the Elko area.

Ms. Horn reported that 380+ booths have been sold for the Elko Mining Expo and expressed concern regarding lodging for participants during the event.

Charlie Myers suggested looking at contacting RV companies in the area to place used RVs in RV parks.

Cathie Horn explained the various activities taking place during the Mining Expo and reviewed the schedule of events for the Expo included in her report.

7D-0520-08
April Expenditures

Comptroller's Report/Approval of

Delynn Jones reviewed her report included in the Board packet and pointed out that the YTD ad valorem tax has increased. She further pointed out that total claims for April 2008 was higher than April 2007 due to Rural Roundup, sponsoring the Las Vegas baseball team through a banner and payout to the Reno Dance Company.

Charlie Myers asked if the downward turn of room tax revenue appeared to

be a trend.

Gary Morfin stated that the properties not paying room tax had an impact on this downward turn.

Charlie Myers suggested continuing to carefully follow the room tax revenue and if necessary adjust the budget accordingly.

Gary Morfin made a motion to approve April 2008 expenditures in the amount of \$128,103.10. Ruben Abeyta seconded the motion. The motion passed unanimously.

8. Board Comments

Reuben Abeyta expressed concerned that the electronic display sign was not working

Don Newman stated that the sign has been fixed and is once again running.

Mr. Newman displayed a certificate from the United Way to the Convention Center for participating in the recent Clean Up, Green Up campaign.

Mr. Newman stated that Connie Campbell is the only candidate for the ECVA Board of Directors chair position.

9. Adjournment

Gary Morfin made a motion to adjourn the ECVA Regular Board Meeting for May 20, 2008. Ruben Abeyta seconded the motion. The motion passed unanimously.

The meeting was adjourned at 9:34 a.m.