

**Elko Convention & Visitors Authority  
Lodging Committee Meeting  
Hilton Garden Inn  
3650 E. Idaho St.  
Wednesday, April 23, 2008  
6:00 PM.**

**Committee Members Present:**     **John Carpenter, Cimarron West RV Park  
Michelle Eldridge, Oak Tree Inn  
Ruben Abeyta, Hilton Garden Inn  
Paul Bhakta, Midtown Motel  
Alice Johnson, Comfort Inn  
Barbara Haynes, Shilo Inn**

**Staff Present:**                   **Don Newman, ECVA Executive Director  
Cathie Horn, ECVA Marketing and Events Manager  
Tom Lester, ECVA Convention and Tourism Manager  
Jen Stotts, ECVA Administrative Assistant**

**Visitors:**                         **Summer Ehrmann**

**Ex-Officio Present:**           **Gary Morfin, Lodging Committee Chair Present**

**1. Welcome & Introductions**

Gary Morfin called the meeting to order at 6:10 p.m. Introductions were made around the room.

**2. Public Comments – Non-Action Item**

Gary Morfin made an introduction for Summer Ehrmann with the Motorcycle Jamboree.

Summer Ehrmann stated that she is at this meeting in order to increase awareness of the 8<sup>th</sup> annual Motorcycle Jamboree. Summer Ehrmann stated that the Jamboree has grown successfully year after year as well as becoming 100% volunteer and non-profit based event. Summer Ehrmann stated that it is important for people to realize that the Jamboree is at a tipping point as far as trying to keep diversity in the event. Summer stated that the Motorcycle Jamboree is trying to expand the audience and continue with the diversity of the event. Summer stated that they would be needing sponsors for this year's event and would gladly entertain any form of support from the Lodging Committee.

Ruben Abeyta stated that the first Jamboree in 2001 wasn't much for his hotel, however, in 2003 there was and has continued to be a great amount of traffic to the Hilton. Ruben asked if there is anything that can be done such as the type of support that is given to the Mining Expo. Ruben

stated that he saw this as an opportunity especially for the smaller hotels to help sponsor the Motorcycle Jamboree.

Further discussion took place regarding sponsorship.

Don Newman stated that it may be a good idea to put together some type of a banner that states The Elko Lodging Committee supports the Motorcycle Jamboree and then list all attributing hotels that have helped with support for the event.

Gary Morfin stated that it may be more effective to go to hotel/motels individually to raise the money. Gary also suggested that the Motorcycle Jamboree board give banners to the sponsoring hotel/motels that would say we support the Elko Motorcycle Jamboree.

Summer Ehrmann stated that the Board was starting with the Lodging Committee for a combined effect. Summer stated that the Motorcycle Jamboree Board is looking into putting some form of value back into sponsorships in order to entice more sponsors. Summer stated that the board is trying to make sponsorships feel more like an investment rather than a right off.

Don Newman suggested that it may be a good idea to set up a meeting with himself in order to further discuss a combined sponsorship that can be put in front of the committee as an action item.

### **3. Approval of the Minutes from the March 26, 2008 meeting – Action Item**

*Ruben Abeyta made a motion to approve the minutes from the March 23<sup>rd</sup> meeting. John Carpenter seconded the motion. The motion passed unanimously.*

### **4. Presentation by the Elko Realtors Association regarding the current Elko County Real Estate market – Non – Action Item**

This item was tabled until the May 28<sup>th</sup> meeting due to a conflicting schedule with Mr. Jim Weiner.

### **5. Review of ECVA Activities and Occupancy Reports; Don Newman, Executive Director - Non-Action Item**

Gary Morfin made an introduction for Don Newman.

Don Newman stated that the ECVA had just received the Occupancy Reports from the city with note which stated that the City had not received reports from two of the larger hotels in the area. Don Newman also referred to an article that was published by the Elko Daily Free Press regarding the City having difficulty charging credit cards for the Country Hearth Inn and Holiday Inn Express. Don Newman stated that this could be something that is also impacting the Occupancy Reports for the month of March. Don Newman stated that it was costing the City of Elko time and money to go back and gather the information together.

Don Newman stated that Rural Roundup was a very well put together event as was the Women in Business expo. Don Newman stated that the Convention Center is approximately 2/3 of the way through carpet lying.

**6. Review of ECVA Marketing and Events Activities;** Cathie Horn, Marketing & Events Manager – Non-Action Item

Cathie Horn stated that she and Juli Nelson continue to work on the different ad campaigns. Cathie stated that Juli is doing a great job and working feverishly to get ads done.

Cathie Horn stated that the ECVA had purchased a “foul pole” ad space at the Las Vegas 51’s professional baseball team home, Cashman field and that this had been great exposure for Elko. Cathie also stated that she is currently reviewing proposals for web banner advertising on Valley Times-News, KUTV, and KSL Outdoors.

Don Newman asked if KSL was still planning on attending the ATV Jamboree.

Cathie Horn stated that Chris Draper wants to come for the ATB Jamboree and is now considering attending the Motorcycle Jamboree as well.

Cathie Horn stated that she is currently working on the waiting list for the Mining Expo and will most likely have the show sold by the end of the week. Cathie Horn stated that the Tug O War is coming along. Cathie stated that there was an advertisement posted in the Elko Daily Free Press for the Tug O War in order to bring in teams to challenge last years champions.

Cathie Horn asked that the Lodging Committee keep the ECVA notified on Vacancy for the Mining Expo week so that she can better direct vendors to whom has availability.

Cathie Horn stated that there wasn’t going to be a lot of large equipment at this year’s Expo. Cathie Horn explained that the equipment has to be scheduled to stop and at this point most of the mines are in need of this equipment immediately which is why most will not be exhibiting their larger equipment this year. Cathie Horn stated that there will be a lot of new exhibits this year such as environmental companies.

**7. Review of ECVA Convention and Tourism Activities;** Tom Lester, Convention and Tourism Manager – Non-Action Item

Gary Morfin made an introduction for Tom Lester to the Lodging Committee

Tom stated that Rural Roundup was a great convention. Tom stated that he had spoken with Larry of NCOT and was told that all evaluation sheets that were received back had nothing but good comments. Tom Lester stated that Larry also stated that this was one of the best Rural Roundup conventions in 17 years.

Tom Lester stated that he had completed his itinerary for the Pow wow last week. Tom stated that he had worked in a two night stay in Elko to show the different activities available in Elko.

Don Newman stated that the Pow Wow goes to different communities such as Elko. Don stated that this was a very good opportunity for the Elko area.

Ruben Abeyta stated that there has been an increase in the Chinese bus tours whereas there has been a decrease in the domestic bus line tours making this a very important event.

Tom Lester stated that this is because the baby boomers are more independent and more interested in going to the ATV jamborees and other events such as these. Tom Lester stated that Lynn Fullmn would be returning to Elko to continue her interviews and research for her Where to Retire article. Tom Lester stated that At Your Leisure would also be returning to get coverage of the Outdoor Recreation Show. Tom stated that he hasn't been out of Elko lately however he will be on the road for most of May and June. Tom stated that he is still working on getting the RNAC/ECEDA convention to host their first meeting here in Elko. Tom stated that he is also continuing his work on the Blue Ribbon convention being held in Elko.

John Carpenter asked how the Blue Ribbon convention was coming along.

Tom Lester stated that he is still working on getting them back to Elko to take them to breakfast and snowmobiling to show off the Elko area. Tom stated that this will be scheduled prior to the Cowboy Poetry Gathering.

Tom Lester stated that he has planned a trip to the Reno area and will be making stops to meet with the Realtors Association to keep Elko fresh in their minds.

Tom Lester stated that BCHA had come into town taking 150 rooms per night. Tom stated that he had taken some welcome bags over to them.

Don Newman stated that the Lion's Club convention was given to Elko, bringing in 250 rooms per night.

John Carpenter asked if Tom was planning to attend the OCTA convention this year.

Tom Lester stated that he didn't think so however, next year he may be able to bring the convention to Elko. Tom stated that this would bring in 400-500 rooms.

John Carpenter asked if the Cattleman Update would be back in Elko again this year.

Cathie Horn stated that they would be in Reno this year.

Ruben Abeyta stated that the Sam's Club is trying to stay closer to home because of the increasing gas prices.

Tom Lester stated that the fuel prices have become a large concern for the average traveler.

Cathie Horn agreed with Tom's statement.

Gary Morphin thanked Tom for his report.

**8. Discussion of lodging related opportunities or issues – Non-Action Item**

John Carpenter asked if we were receiving extra money from room tax.

Don Newman stated that we are due to overflow. Don stated that we are looking into the capital fund for further expansion. Don Newman stated that Julie is working on post cards for the Balloon promotion. Don stated that post cards are a great way to market an event without spending a lot of money.

**9. Next Lodging Committee meeting May 28, 2008 – Action item**

Alice Johnson volunteered to host the next Lodging Meeting at the Comfort Inn.

**10. Adjourn**

*Rueben Abeyta made a motion to adjourn the meeting. Paul Bahkta seconded the motion. The motion passed unanimously.*

The meeting was adjourned at 7:00 p.m.