

ELKO CONVENTION & VISITORS AUTHORITY  
MARKETING COMMITTEE MEETING  
PUBLIC MEETING

Elko Convention Center  
Wednesday, June 11, 2008 – 8:00 A.M.

**Committee Members Present:** Ruben Abeyta, Hilton Garden Inn  
John Collett, Cowboy John Tours  
Charlie Ekborg, Sweetlight Photography  
Elaine Heit, Elko Daily Free Press  
Debbie Hoover, Wal-Mart  
Gary Koy, California Trails Center  
Tamara Kubacki, Western Folklife Center  
Doug Madden, Madden Realty  
Lynn Rubel, Ruby Mountain Symphony  
Stacey Sawyer, Holder Hospitality Group-Elko  
Billie Schierman, Elko Area Chamber of Commerce  
Joyce Shaw, Great Basin College

**Committee Members Absent:** John Carpenter, Cimarron West  
Rob Deerstine, Red Lion Inn & Casino  
Shasta Gretch, Gold Dust West  
Traci Tourreuil, KRJC/KTSN & The Elko Shopper

**Ex-Officio:** Ruben Abeyta, Hilton Garden Inn

**ECVA Staff:** Don Newman, ECVA Executive Director  
Cathie Horn, Marketing & Events Manager  
Juli Nelson, Graphics/Administrative Assistant

**Visitors:** Matt Murray, Newmont  
Alex White, Newmont

**1. Meeting called to order by ECVA Board Member, Ruben Abeyta**

The meeting was called to order at 8:04 a.m. by ECVA Board Member, Ruben Abeyta.

**2. Roll call of Marketing Committee members**

Introductions were made around the table.

**3. Public Comment Period**

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 comment was made at this time.

**4. Approval of the April 9, 2008 Marketing Committee Minutes**

*Stacey Sawyer made a motion to approve the April 9, 2008 Marketing Committee minutes. Elaine Heit seconded the motion. The motion passed unanimously.*

**5. Review and discussion of 2008/2009 Marketing budget**

Don Newman stated that the 2008/2009 Marketing budget was approved by the State and reviewed the budget outline included in the marketing packet.

Mr. Newman stated that the direction of advertising was headed toward the internet and invited Cathie Horn to expand on ECVA web advertising.

Cathie Horn explained that the ECVA website hits have increased and people in general are beginning to look for information that is instantly available. She further explained that the ECVA's effort to increase web advertising has become more effective in reaching the public.

Ms. Horn stated that the ECVA billboard contracts have approximately a year left and that the current billboards will be simplified with a focus on the ECVA website. She handed around a sample of the new billboard design.

Don Newman stated that Channel 10 has the ECVA logo on their website in a prominent location with a link to the ECVA website. He further stated that changing out the design of the billboards should be at a no cost to the ECVA since the ECVA is still under contract with the billboard companies.

Mr. Newman stated that radio advertising is underway with 3 radio spots running with the Nevada Broadcasters Association focusing on Elko area recreational activities. He further stated that one of the radio spots is being done in conjunction with ECEDA and focuses on the upward economic trend of the Elko area.

Mr. Newman noted that the lettering on the sides of the Convention Center have been replaced with the ECVA website added under them.

Ruben Abeyta questioned if the new billboard slogan will be "The Adventure Starts Here".

Don Newman explained that the "Nevada With Altitude" slogan will continued to be used in advertising along with "The Adventure Starts Here" slogan. He further pointed out that lightboxes in the Convention Center's lobby will be switched out with "The Adventure Starts Here" slogan on the first lightbox and Elko area events on remaining lightboxes. He also stated that a flat screen TV will be mounted in the lobby and will run promotional DVDs during the various shows and conventions held at the Convention Center.

Debbie Hoover asked if promotional advertising was continuing to be done at the airport.

Don explained that with the recent airport budget cuts for air service to Elko and the decrease in air traffic to Elko that advertising was not feasible. He further noted that if airport support was reinstated for increased air service to Elko that the ECVA would definitely look at once again doing promotional advertising at the airport.

Ruben Abeyta explained that it is important to focus on a consistent theme or slogan for longer periods of time in order for advertising to be effective.

A discussion of effective advertising took place at this time.

Terry Hritz stated that NBC would be in Elko next week to film for the Sundance Channel. He further stated that Sam Chad out of Reno would be filming excerpts about Elko to be aired in the Reno and Las Vegas areas.

John Collett stated that the US Forest Service has sent out a new prospectus regarding hunting tours in the Ruby Mountains and further stated that his company has gone into a joint venture with KT services to bus tour groups up the canyon.

Don Newman pointed that with the increase in gas prices that motor coach traveling may become increasingly popular.

**6. Report on Room Tax/Occupancy Reports; Don Newman, Executive Director**

Don Newman reviewed the April room tax/occupancy reports included in the packet and pointed out that March had a drop in numbers due to the lack of two larger lodging properties not reporting their numbers. He pointed out that the issue has been resolved and that numbers in April were once again up.

Ruben Abeyta pointed out that rev par is up which is a stronger sign of increased room tax revenue.

**7. Status Report of Convention/Tourism Events; Tom Lester**

Don Newman reported in behalf of Tom Lester who was working a trade show in Long Beach, CA. Mr. Newman reviewed Mr. Lester's Convention/Tourism report included in the packet.

Mr. Newman passed around samples of advertising that Mr. Lester is doing to promote Elko as a convention/meeting location and/or tourist attraction.

**8. Status Report of Marketing and Events Programs; Cathie Horn**

Cathie Horn stated that marketing had already been discussed under agenda item #5. She reviewed the success of the 2008 Elko Mining Expo with the committee.

Ms. Horn stated that the Las Vegas Mining Expo was being held September 22-26, 2008 and that the ECVA would be in attendance to represent the Elko Mining Expo. She pointed out that a flyer would be sent out ahead of time to remind people to attend the ECVA booth and that a "save the date" card would be handed out at the show.

Further discussion of the success of the 2008 Elko Mining Expo took place at this time.

Don Newman stated that he attended the City of Elko meeting the previous evening and thanked the city for their support during the mining expo. He further stated that he asked for suggestions from the city to help improve future mining expos.

Mr. Newman stated that he will meet with Mike Smith with the police department to discuss the importance of using the police posse during such events as the mining expo in the future.

Ruben Abeyta thanked the ECVA staff for their hard work during the mining expo and suggested that future expos have a shuttle service to provide transportation for people parking a long distance from the expo.

## **9. Discussion of new ideas, referrals or suggestions from committee members**

Gary Koy with the California Trails Interpretive Center gave a report on the California Trails Days Celebration which took place on May 31, 2008 at the Interpretive Center. He pointed out that along with local attendance that there was also attendance from Carson City, Las Vegas and Utah.

Don Newman asked about the status of the Trails Center banner which was being done in conjunction with the ECVA.

Mr. Koy stated that he would check the status of the banner.

Doug Madden reported that he is waiting on buildings permits from the City for the new Riverside Condos project. He further reported that construction of the golf course being built where the old shale mine is located will begin this summer. It will be a 4,000 acre development.

Mr. Madden further reported that BW Construction Company will begin construction on a new shopping complex in Spring Creek next year.

John Collett asked about the status of the railport.

Doug Madden stated that the County wants to sell the railport to a private developer who will section it into lots to be sold.

Matt Murray asked about the new housing development underway in Carlin.

Doug Madden that it will resemble Kittridge Canyon with manufactured homes.

Terry Ritz pointed out that the development has had some internal problems which is holding up progress of the project.

Tamara Kubacki gave a report on the status of the 25<sup>th</sup> National Cowboy Poetry Gathering.

Stacey Sawyer gave a report on the status of the upcoming 2008 Elko Motorcycle Jamboree.

Lynn Rubel stated that preparations are underway for the 2008 Oktoberfest.

Billie Schierman gave a report on the Sherman Station Dinner & Auction being held next week.

**10. The next meeting will be held on August 13, 2008, 8:00 AM**

The next ECVA Marketing Meeting was scheduled for August 1, 2008 at 8:00 a.m.

**13. Adjourn**

*John Collett made a motion to adjourn the June 11, 2008 Marketing meeting. Doug Madden seconded the motion. The motion passed unanimously.*

The meeting was adjourned at 9:15 a.m.