

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
WEDNESDAY, OCTOBER 13, 2021 - 8:30 AM PST
ELKO CONVENTION CENTER
CEDAR ROOM
MINUTES**

The Chair reserves the right to: change the order of agenda items, combine two or more agenda items for consideration, remove or delay discussion on an item, and/or recess the meeting and continue at another specific date and time.

Committee Members Present: Chip Stone, Marketing Committee Chair
Trevor Lynch, Maverick Gaming
Jolene Stone, Marriott TownePlace Suites
D'ette Mawson, Northeastern Nevada Museum
Lizz Todd, Elko Daily
Billie Crapo, Elko Area Chamber
Jim Foster, Elko Regional Airport

ECVA Staff Present: Katie Neddenriep, Executive Director
Tom Lester, Tourism & Convention Manager
Amber Merz, Administrative Assistant

1. Meeting called to order by Marketing Committee Chair Chip Stone

Marketing Committee Chair, Chip Stone, called the meeting to order at 8:33 am.

2. Public Comment Period - 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

None at this time.

3. Approval of the August 11, 2021 Marketing Committee Minutes - For Possible Action (Public Comment)

Trevor Lynch motioned for approval of the August 11, 2021, Marketing Committee Minutes. Jolene Stone seconded the motion. Motion passed unanimously.

4. Discussion on Elko Area Visitors Guide – feedback on 2021 edition and suggestions for future publications - Non-Action Item

Katie Neddenriep stated that staff was starting to work on the next edition of the Elko Area Visitors Guide. She explained that they would like to hear any feedback, input, ideas for new content or updates the committee had. They did not necessarily need to go over those now, they could email her their thoughts later.

She then passed around the Visitors Guide Postcards and explained that these were printed because they were running very low on the hard copies of the guide, and she needed something to take to Las Vegas for Mine Expo International. She told them that the back was printed in matte so they could take notes on the lined portion and the QR code took them to the digital Visitors Guide. Katie stated they had a few more cases of these coming as the cost to print more full-length guides was much more than expected.

Billie Crapo stated more of their guests took the full version of the Visitors Guide but some took the Postcard version. She did need to be restocked on both.

Jolene Stone stated she had not received any of the Postcard Guides yet but would like to get some when they came in as her property is encouraged to keep their touch points down to a minimum.

Katie told Jolene she could take the remaining Postcard guides they had in the office as she expected their order to arrive soon.

5. Updates from ECVA staff - Non-Action Item

Tom Lester went over his travel schedule with the committee. He explained that he will not be attending the Utah Snow Show, but he will go to NTA. He is working on writing more grants. They did receive a grant to match their funds for the Certified Folder Campaign along I-80. The KUTV Road Tripping campaign went really well, and those videos all turned out great. They are moving forward on the website rebuild with Noble Studios.

Further discussion took place.

6. Updates from Marketing Committee Members - Non-Action Item

Billie Crapo stated that the Chamber is holding their Board Elections. They are still accepting applications until Friday and voting will go out on the 18th. They are very excited to be able to hold their Christmas party this year.

Jolene Stone stated that room tax revenues are up for July, August should be up, September and October should be flat. She went on to speak about how Marriott Townplace Suites was supporting Get Pink Elko for Breast Cancer Awareness Month. They would be “selling” masks and donating the funds to Get Pink. Jolene explained that they were “selling” them for a suggested donation amount of \$1.00 each. Jolene then spoke about staffing explaining that she has received a few applications, but she was still very understaffed, most of her staff has been working a lot of overtime.

Jim Foster stated that the airports enplanement numbers are up. He explained they are just below where they were prior to the COVID shutdown so that is good. Jim then spoke about the new restaurant coming into the airport stating they were just approved at last night’s board meeting.

Further discussion took place.

Lizz Todd stated Elko Daily Free Press was very busy with Readers' Choice, it went well, and all winners have been notified. They were very excited to launch their new website next week.

D'ette Mawson stated the museum would be screening Casper this weekend, the following weekend they would be handing out candy to trick or treaters and the last weekend would be the Halleck Bar Party. She then stated they planned to enter a tree in the Festival of Trees. D'ette stated the museum has had record breaking numbers this year.

Trevor Lynch stated that Maverick Gaming was closing out their 3rd Quarter with strong numbers. He stated that staffing was an issue for them as well. They did hire a new Executive Chef who would be relocating from California.

Katie spoke about attending Mine Expo International in Las Vegas, explaining she and Kim Longley went to promote the Elko Mining Expo. They had many people seek them out looking for information on exhibiting or participating in their show. She felt it was a worthwhile investment. She then told the Committee about a conversation with Curtis about ARPA funding and the possibility of using it to cover replacing the rest of the ECVAs HVAC system as the coolant it uses is no longer legal to manufacture. Katie stated the staff was very busy working on planning the 2021 Festival of Trees.

Lizz asked what the theme was this year.

Katie stated it was "My Favorite Things" like the movie The Sound of Music.

Further discussion took place.

7. Public Comment Period - **Non-Action Item**

None at this time.

8. Adjourn

Meeting adjourned at 9.15 am



Katie Neddenriep, Executive Director ECVA