

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
WEDNESDAY, DECEMBER 8, 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.

Ex-Officio: Chip Stone, Marketing Committee Chair
Committee Members Present: Catherine Wines, Elko Arts & Culture
Billie Crapo, Elko Area Chamber
Lizz Todd, Elko Daily
D'ette Mawson, Northeastern Nevada Museum
Steve Burrows, NNRH
Jim Foster, Elko Regional Airport
Marianne Molland, Western Folklife Center
Paul Gregory, CA Trail Center
Paul Brownlee, CA Trail Center
ECVA Staff Present: Katie Neddenriep, Executive Director
Amber Merz, Administrative Assistant
Visitors: Ken Adams, POW*MIA
Kerry Aguirre, Desert Sunrise Rotary
Cynthia Delaney, EDFP

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

Marketing Committee Chairman, Chip Stone, called the meeting to order at 8:31 am. Introductions were made around the room.

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 October 13, 2021, Marketing Committee Minutes - For Possible Action (Public Comment)

Lizz Todd motioned for approval of the October 13, 2021, Marketing Committee Minutes. Billie Crapo seconded the motion. Motion passed unanimously.

4. Presentation, discussion, and possible recommendation for approval of marketing funds to Cowboy Arts & Gear Museum Bit Contest in the amount of up to \$2,500.00 - **For Possible Action (Public Comment)**

Katie Neddenriep told the Marketing Committee that Jan was unable to attend the meeting today. She then spoke about how the ECVA had previously been a partner in planning and producing this event but a few years ago they made the decision to step back and since then had just been providing marketing support funds. Katie told them she thought previous staff may have provided design support as well as printed marketing materials for this event. Katie then spoke about the advice offered to Jan for a successful marketing strategy to help promote the event in the absence of the Cowboy Poetry Gathering.

Chip Stone said he wished Jan would have come today as he would have liked to ask her some questions about the event.

Lizz Todd said she too would have liked to hear from Jan as she had some concern about the event's ability to attract overnight stays without the Cowboy Poetry Gathering. She explained she was looking for updates from Jan on how the event did on its own, last year.

Chip Stone then asked if anyone knew if the Cowboy Arts & Gear Museum Bit Contest attracted many people to Elko or just the artists who entered items.

Catherine Wines told the committee about her nephew who was one of the artists entering the contest. She explained he wasn't even coming to Elko for the event, he would be sending his bit in and then following the progress virtually.

Further discussion took place.

Catherine Wines made a motion to recommend approval of marketing funds for the Cowboy Arts & Gear Museum Bit Contest in the amount of up to \$630.00. Motion failed without a second.

Discussion.

Lizz Todd made a motion to recommend approval of marketing funds for the Cowboy Arts & Gear Museum Bit Contest in the amount of up to \$1,000.00 emphasizing that the funds must be used to market the event outside of the area. Catherine Wines seconded the motion. Motion passed.

5. Presentation, discussion, and possible recommendation for approval of marketing funds to the POW*MIA Awareness Association Chilli Feed Fundraiser in the amount of up to \$2,500.00 - **For Possible Action (Public Comment)**

Ken Adams of POW*MIA introduced himself and told the committee he was asking for help offsetting the cost of the POW*MIA's Chili Feed Fundraiser. He went on to speak about their late Director, Les Brown, how

much he did for the organization and how much his passing has affected them. Ken then explained since they had not held the event last year the funds they had available to put on this year's event were very limited. They would appreciate any support the ECVA was willing to offer including marketing funds or waiver of facility rental fees.

Discussion took place.

Steve Burrows made a motion to recommend approval of a facility rental discount in the amount of \$750.00 and marketing fund reimbursements in the amount of up to \$500.00 for the POW*MIA Awareness Association Chilli Feed Fundraiser. Paul Brownlee seconded the motion. Motion passed.

6. Presentation, discussion, and possible recommendation for approval of marketing funds to the Elko Desert Sunrise Rotary Clubs 2nd annual Ruby Roubaix: Gravel Fondo in the amount of up to \$5,750.00 - **For Possible Action (Public Comment)**

Kerry Aguirre introduced herself and explained that the ECVA provided support to the Ruby Roubaix in 2020. Due to the pandemic, the 2020 race was shut down so they were able to use the funds from the ECVA for their 2021 event. She spoke about the success of the 2021 Ruby Roubaix: Gravel Fondo and how helpful the ECVA's marketing support was.

Katie stated the application said they capped the number of participants at the previous year's event at 250, but it says their target number for this year will be 350 participants. She asked Kerry if 350 was the cap for participants or if they had a cap this year.

Kerry explained they had capped the event at 250 contestants for their first year based on their number of staff, volunteers, and the fact that it was a new event. Based on how well they operated in 2021 they have capped the maximum number of participants they can accommodate at 400. She explained they don't want to grow too much too fast and have issues accommodating everyone.

Further discussion took place.

Catherine Wines went through the items listed on Kerry's application stating that one item on it gives her pause, the item budgeting for a web design professional. She then spoke about how she does not feel this qualifies for marketing support funds.

Kerry spoke about the problematic free web builder they had used in the previous year and how it had not worked well with their drone video footage.

Further discussion took place.

Catherine Wines made a motion to recommend approval of marketing funds for the Elko Desert Sunrise Rotary Clubs 2nd annual Ruby Roubaix:

Gravel Fondo in the amount of up to \$3750.00. Motion failed without a second.

Further discussion regarding website design and maintenance took place.

Steve Burrows made a motion to recommend approval of marketing funds for the Elko Desert Sunrise Rotary Clubs 2nd annual Ruby Roubaix: Gravel Fondo in the amount of up to \$4750.00, to include the website build, not maintenance. Lizz Todd seconded the motion. Catherine Wines voted against the motion. Motion passed.

7. Updates from ECVA staff - **Non-Action Item**

Katie told the committee that Tom Lester would be out of the office through the end of the year. They had hired a new facilities worker, Jessica Perez. She spoke about the Festival of Trees and how successful the event was again this year. The online bidding platform was a huge help again this year. She told them she would have the final numbers at the next meeting. Katie then passed around several printouts explaining they were mood boards, color schemes for the new website. Katie then spoke about the 2022 Mining Expo and how they had been working to get the registration website launched by the end of January.

Discussion took place.

8. Updates from Marketing Committee Members - **Non-Action Item**

Steve spoke about NNRH stating they were grateful for all of the community support. He told them the COVID numbers were looking better than they did in September. He then spoke about the Sensory Safe, Social Distanced Drive-up Santa event they would hold in the coming weeks.

Billie stated everyone at the Elko Chamber was excited about the upcoming Christmas Party on December 16th at the Museum. She invited everyone telling them it was free and open to the public, they would have an open bar, raffle silent auction, and more. Billie then spoke about how the Chamber was also hiring and updating its website.

Jim Foster to the committee the airport had a position available as well, they would most likely be opening it back up for more applications as they had only received one. the new restraint in the airport would be opening soon. He then spoke about how the business travel market was on the rebound but the leisure market was not as quick to recover.

Paul Gregory introduced Paul Brownlee, the new director of the California Trail Center.

Paul Brownlee spoke about the maintenance issues they were having at the California Trail Center and what was being done to fix them. He then told the committee he was hoping to be open full-time again in January.

Marianna spoke about how the Western Folklife Center was planning on an in-person gathering for 2023. The theme for 2022 was “ Wild Ride” and they would be holding various online and smaller events throughout the entire year.

Catherine talked about the new murals put up around town recently. She spoke about the Elko Arts Association and applying for 501c3 status. They would be meeting in January to discuss the potential for an annual Mural Festival.

D’ette Mawson spoke about painting dumpsters for the Mural Festival and how much they had enjoyed the activity. She then spoke about upcoming events at the Museum including the Elko Area Chambers Christmas Party and the Art of the West reception in January featuring Don Weller and Cindy Long.

Lizz told the committee the Elko Daily had launched their new website recently and had received a lot of great feedback on it. She then spoke about how she had put in her notice with the FreePress and she would be done at the end of the year. Lizz explained she would be in media still so she would be happy to continue in her role on this committee.

Katie told Lizz the Board of Directors would reappoint the Marketing Committee members in January anyways so she would reach out to her closer to that time to discuss.

Further discussion took place.

9. Public Comment Period - Non-Action Item

None at this time.

10. Adjourn

Meeting adjourned at 9:51 am.



Katie Neddenriep, Executive Director ECVA