

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING-MINUTES
WEDNESDAY, FEBRUARY 9, 2022 - 8:30 AM PST
ELKO CONVENTION CENTER
CEDAR ROOM**

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
Fallon Butler, Maverick Gaming
Jolene Stone, TownePlace Suites by Marriott
Paul Brownlee, California Trail Center
D'ette Mawson, Northeastern Nevada Museum
Lizz Todd, Key Marketing Solutions
Billie Crapo, Elko Area Chamber
Jim Foster, Elko Regional Airport
Steve Burrows, NNRH

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

Visitors: Carrie Eary, Jake Eary Memorial Rodeo

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 December 08, 2021, Marketing Committee Minutes - **For Possible Action (Public Comment)**

Billie Crapo motioned for approval of the December 8, 2021, Marketing Committee Minutes. Steve Burrows seconded the motion. Motion passed unanimously.

4. Presentation, discussion, and possible recommendation for approval of marketing fund support to Jake Eary Memorial Rodeo in the amount of up to \$2,600.00 - **For Possible Action (Public Comment)**

Carrie Eary began by telling the committee this was the 12th year of the Jake Eary Memorial Rodeo. They have had an average of about 400 contestants over the past few years since the rodeo moved to the Fairgrounds. She spoke about how she planned to use the marketing funds to promote the event throughout the state of Nevada, as well as all over California, Idaho, Wyoming, Utah, Oregon, and Arizona. She also has stock contractors she works with who take rodeo posters and flyers and distribute them in every city they pass through. Carrie spoke about the ECVA Marketing Committee providing support for the Jake Eary Memorial Rodeo for many years and how helpful it has been to the event.

Steve asked for clarification on the distribution of funds from the ECVAs side, as a portion of the request was for a youth saddle prize sponsorship, not out to the area marketing.

Katie spoke about how the recent changes made to the city code gave them the authority to distribute marketing funds to be used within the area if they will be used in ways that make the events more appealing and will help bring in more participants and or spectators from out of town. She went on to explain how offering great prizes to winners does just that.

Carrie stated that this year each saddle would have the logo of the sponsor stamped on it.

Lizz Todd referenced the request and said she saw a lot of print advertising but was wondering if they did any digital marketing.

Carrie explained that the campaign with Pro Rodeo News does include some digital marketing, she does the social media marketing and she has a website for the rodeo which Joe de Braga built.

Further discussion took place.

Billie Crapo motioned for approval of marketing support to the Jake Eary Memorial Rodeo in the amount of up to \$2,600.00. Paul Brownlee seconded the motion. Motion passed unanimously.

Carrie thanked the Marketing Committee and ECVA for their continued support. She told ECVA staff she had already placed the order for her prize saddles to ensure they arrived in time for the event. She asked that they send her their logo so she could pass it on to the saddle maker.

5. Updates from ECVA staff - Non-Action Item

Tom Lester went over his upcoming travel schedule. He told the committee they had been very busy working on the ExploreElko website redesign. They have a tentative launch date of April 6th. Tom spoke about the new rack card campaign he was working on for Certified Folder, this was focused on Elko attractions such as public art and will be distributed in the Idaho, Utah, and Nevada markets. They are also working on a digital and streaming campaign with Madden Media that will run from April – to October 2022 in Northern California, West Yellowstone, and the Salt Lake City markets. They have been putting a lot of work into the new Elko Visitors Guide. This will be an evergreen publication. They are also reprinting the Visitors Guide rack cards as those were such a big hit. Tom let them know he would host the

upcoming Cowboy Country Territory meeting in Elko.

Further discussion took place.

Katie Neddenriep spoke more about reprinting the Visitors Guide rack cards. She told the committee the Festival of Trees was a huge success this year. Katie explained that the digital sign the ECVA had in the park had been turned off for over a year now since it needed some very expensive repairs. They had looked into many options to repair or replace it but after some discussion, the City of Elko would like to take ownership of the sign as it was on their property. Katie spoke about the 2022 Elko Mine Expo and how busy the staff was working to plan the event. She let them know attendance would be free to the public again this year. They are going to promote Thursday as industry professionals day and Friday as family day. They will also offer badges to industry professionals. Katie then spoke about the State of Nevada/Travel Nevada Visitors Guide, explaining that it had historically been an annual publication. Travel Nevada would ship a pallet of these guides to the ECVA and would serve as the distribution hub in the area. Nevada Magazine and Travel Nevada have teamed up and the Travel Nevada Visitors Guide will now be a collaboration that is put out quarterly. They do still want the ECVA to distribute it but will only send us 10 boxes of 63 guides each quarter.

Chip Stone stated that he wants to recognize the hard work Katie and the rest of the ECVA put into the Mine Expo and all they do to keep the event running while keeping the costs down. Chip spoke about the recent Special Session Board of Directors meeting where they signed contracts with Source 1 Events as the exhibitor furnishing provider and GES as the electrical services contractor. He went on to tell them about the increased fees for the service providers over the last year and going forward.

Further discussion took place.

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

Steve told them the hospital was opening its main entrance for the first time in almost 2 years. He was very excited to announce that they will be offering new behavioral health care to the area. They will be reopening the behavioral health unit on the 3rd floor. He explained that they were able to get grant funding from the city to help with this.

Chip stated he was very excited about this as well, he was honored to be a part of that meeting.

Further discussion took place.

D'ette spoke about the Art of the West reception in January, Don, and Caroline were unable to attend the actual reception but it was still a great event. The Halleck Bar Party was taking place in March and the theme was Elko Rodeo. They were gathering sponsors for the Great Humboldt Duck Race, if anyone was interested in sponsoring let them know. She then spoke about how busy they had been with events explaining they have had at least one event or party each week and weekend since Christmas.

Lizz told them she had asked for news or updates from the news outlets in the area.

Battle Born Media was the only one to get back to her. She passed on the information on the various athletic activities that were taking place and accepted sign-ups currently. Lizz told them the Free Press was now using USPS for many of its delivery routes. She then talked about Key Marketing Solutions, her new company, and let them know her website was now live.

Fallon told the committee Maverick was able to bring in one of the bigger Cowboy Poetry Gathering artists for a concert in January since the Gathering didn't happen. She then spoke about how they were focusing on bringing in higher-caliber artists in the future.

Paul spoke about how he was trying to get the Trail Center open full time again. He explained he had put in a request to have it open 7 days a week during the summer and 5 days a week during the winter, he was still waiting to hear back. He talked about working with Battle Born Youth Academy to clean up the old shooting range.

Further discussion took place.

Jim spoke about how Elkos air service was struggling before the COVID shutdown and how it is now one of nine at-risk communities. The evening flight they used to have was good for the business travel that Elko got, now the only flight they have is midday and it doesn't work for anyone coming into or out of the area, especially for business travelers. Jim then told the committee about the I Don't Know Delicatessen that had opened at the airport.

Billie stated she had been busy finalizing their budget. She spoke about Business Before and Business After Hours. Billie then talked about how the Chamber employees were busy planning the Home Show, set to take place at the ECVA in May. She explained that Megan plans this event but will go on maternity leave in April so she will have to take over at that point.

Jolene told them that since their last meeting a hotel in Elko had been closed down, the Wyngate by Wyndham. She went on to speak about extended stays and explain that they were up. Jolene told the committee she was looking for a local artist to do an Elko theme Mural at the TownePlace Suites, if anyone had ideas please send them her way.

Further discussion took place.

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

None at this time.

8. Adjourn

Meeting adjourned at 9:49 am.



Katie Neddenriep, Executive Director ECVA