

**ELKO CONVENTION & VISITORS AUTHORITY  
LODGING COMMITTEE MEETING  
WEDNESDAY, JANUARY 26, 2022 ♦ 6:00 PM  
ELKO CONVENTION CENTER ♦ TURQUOISE ROOM  
700 MOREN WAY  
ELKO NV 89801  
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:** Toni Jewell, Maverick Gaming/Committee Chairwoman  
Jolene Stone, TownePlace Suites by Marriott  
Gina Cortez, TownePlace Suites by Marriott  
Michelli Leedy, Holiday Inn Express & Suites

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

**1. Welcome & Introductions;** Toni Jewell, Chairwoman

Marketing Committee Chairwoman Toni Jewell called the meeting to order at 6:05 pm. Introductions were made around the room.

**2. Public Comments – 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 Lodging Committee Minutes from the September 22, 2021, Committee Meeting – Action Item (Public Comment)**

Jolene Stone motioned for approval of minutes from the September 22, 2021, Lodging Committee meeting. Michelli Leedy seconded the motion. Motion passed unanimously.

**4. Updates from ECVA staff – Non-Action Item**

Tom Lester read through the report he provided for their packet focusing on his travel schedule, as well as his current and upcoming projects and marketing campaigns. Tom spoke about the website redesign project telling them he hoped to see it go live in the next few

months. He spoke about a new rack card campaign the ECVA was working on with Certified Folders.

Jolene Stone spoke about Marriott requiring they remove brochures, magazines, and other touchpoints from their rooms and lobbies as they could not be sterilized.

Discussion on touchpoints took place.

Tom then spoke about scheduled calls with Madden Media and Spectrum Reach to discuss spring marketing campaigns. ECVA staff is working with Elko Daily to produce and update the Elko Area Visitors Guide. they hope to have this out in the next few months as well.

Jolene asked if the ECVA planned to reprint the QR Code Visitors Guide Card.

Katie Neddenreip said that they were getting more.

Discussion regarding the QR Code Visitors Guide Cards took place.

Michelli asked if the ECVA puts out or knows of anyone who puts out projections/forecasting for various annual events that happen in the area. She went on to explain one of HIE's sister hotels in a different community attends similar meetings and in the packets, they are provided with economic impact and room night projections/forecasting for various events.

Tom stated the ECVA does receive the STR Reports and can provide them to partners upon request but these reports do not include forecasting or projections.

Katie stated she would be very interested in finding out where they get the data for these projections. Katie then told them about a presentation she did with a company offering similar services but felt the numbers were very skewed. She went on to explain the projections are based on cellular data and counting mobile phone numbers in the area of the event, meaning if one person came to the event with a work cellphone, personal cellphone, smartwatch, AirTag, and an iPad they would be counted as 5 people. Further discussion on reporting and projections took place.

Katie read through her report with the committee. She let them know the Festival of Trees was a huge success, they utilized the online bidding platform and extended the event through the weekend again this year. She stated that Kim was already working on Mine Expo and would begin registering exhibitors soon. Katie then spoke about the website redesign and passed around style guides provided by Noble Studios. She asked that each property confirm their information and submit one or two good photos for the lodging page of the new website. She went on to speak about Travel Nevada and Nevada Magazine merging, how it would come out quarterly and how the ECVA would be the distribution hub for this publication. Katie then told the committee she had been speaking with Cutis at the City of Elko about the ECVA signing over ownership of the e-sign in the park. She explained the sign is on city property so it makes sense to let them take it over.

5. Updates, discussion, and recommendations from Lodging Committee members regarding, but not limited to, marketing strategy, partnership opportunities, and locals & travelers' sentiments— **Non-Action Item**

Jolene Stone spoke about Wyngate by Wyndham closing down. She then spoke about how TownePlace Suites by Marriott has had its best year since 2013. She let them know they may be looking for a muralist to commission a piece on their property. If they know of anyone, preferably local, send them her way.

Toni Jewell spoke about some confusion around Mavericks rebranding/renaming. She explained that the official property names still include Red Lion for example the former Red Lion is now Maverick Hotel and Casino by Red Lion Hotels and Gold Country is Gold Country Inn & Casino by Red Lion Hotels.

Jolene asked if the High Desert Inn would be reopening or if Maverick planned to sell the property.

Toni stated they did plan to reopen it but she did not know when exactly.

Further discussion took place.

Tom Lester spoke about the California Trail Center letting them know the Director is trying to get permission to open it up 5 days a week again.

6. Next Lodging Committee meetings:
- ~~March 23, 2022 (TBD)~~
  - May 25, 2022 (TownPlace Suites by Marriott)

7. **Adjourn**

*Meeting adjourned at 6:49 pm.*

  
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Katie Neddenriep  
Executive Director