

ELKO CONVENTION & VISITORS AUTHORITY
BOARD OF DIRECTORS MEETING
TUESDAY APRIL 26, 2022, 8:30 A.M.
ELKO CONFERENCE CENTER, LAMOILLE ROOMS #2, 3 & 4
MINUTES

The Chair and/or Vice-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.

1. Roll call

ECVA Board Members Present: Dave Zornes
Toni Jewell
Delmo Andreozzi
Chip Stone

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

Visitors: Doris Toothman
Anthony Sandoval
Daryl Santos
Cathy Laughlin
Larry Walker
Joan Holland-Bottari
Melanie Erquiagu
Carrie Eary

2. Call to order and Pledge of Allegiance

Chairman of the Board, Dave Zornes, called the meeting to order at 8:31 am and led the Pledge of Allegiance. He stated for the record that Matt McCarty would not be able to attend today but all other board members should be here. Delmo Andreozzi wasn't here yet but should be arriving soon, in the interest of time they would start without him as Chip Stone had to leave by about 9:45 am.

3. 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.

Carrie Eary introduced herself and explained she had received Marketing and Sponsorship funds from the ECVA for the annual Jake Eary Memorial Rodeo. The sponsorship portion of those funds went to purchasing a prize saddle for the rodeo each year. This year she had each of the prize saddles stamped with the logo of the company or organization sponsoring it. The Elko Convention & Visitors Authority sponsored the Youth Cowgirl Saddle, which she had here today. Carrie explained she wanted to bring it here today so they could see what the funds went to and asked that the Board of Directors take a photo with the saddle to be used in marketing materials and on social media, should share this photo with the ECVA for their use as well.

All Board of Directors members present took a photo with the saddle and thanked Carrie for coming in with the saddle today.

4. Approval of Board of Directors Meeting Minutes from the March 22, 2022, Regular Session meeting. – For Possible Action (Public Comment)

Chip Stone motioned for approval of the Board of Directors Meeting Minutes from the March 22, 2022. Toni Jewell seconded the motion. Motion passed unanimously.

5. NEW BUSINESS:

- 5A-0426-22 Review, discussion and possible approval of marketing funds to Benavides Bucking Bulls for the 2022 Gold Rush Bull Riding Challenge in the amount of up to \$5,000.00 as recommended by the ECVA Marketing Committee. – **For Possible Action (Public Comment)**

Anthony Sandoval introduced himself and thanked the ECVA for supporting the event in past years. He spoke about the success and growth of the Gold Rush Bull Riding Challenge over the last two years and said the ECVAs support has been very helpful. Anthony then explained he was a little confused as to why the Marketing Committee cut their marketing support nearly in half while the rest of the requests addressed at the same meeting were granted their full asking amount.

Dave Zornes asked if they have tracked the overnight stays in the past.

Anthony said they did not have exact numbers but had a close relationship with the management team at the Stockmans Ramada and have heard they sold almost all of their rooms to competitors and spectators of the Gold Rush Bull Riding Challenge, Cooks Restaurant has also reported seeing an increase in business due to the event.

Tom Lester told the board he has had meetings with Ben French of Stockmans Ramadas and was told this event was great for business. Tom went on to speak about how events like the Gold Rush Bull Riding Challenge would be vital to the area once the Elko Events Center was complete. This would be the sort of event that would fill the center and keep the lights on.

Delmo Andreozzi referenced the request in the board packet, he said they listed billboards as one of the expenses and asked where these billboards would be located.

Anthony explained they would have one near Ely and another outside of Wendover, on the Utah side.

Discussion regarding the effectiveness of billboard advertising took place.

Katie asked if they had a website for the event.

Anthony said they did not have their own but they did have a page on the association website.

Katie explained that they could use ECVA marketing funds to develop a website if that was something they were looking to do in the future.

Further discussion took place.

Chip Stone motioned for approval of up to \$9493.50 in qualifying marketing funds to Benavides Bucking Bulls for the 2022 Gold Rush Bull Riding Challenge, specifying only 50% could be used towards billboard advertising. Delmo Andreozzi seconded the motion. Motion passed unanimously.

- 5B-0426-22 Review, discussion and possible approval of marketing funds to the 2022 Elko County Fair & Centennial Celebration in the amount of up to \$10,000.00 as recommended by the ECVA Marketing Committee. – **For Possible Action (Public Comment)**

Daryl Santos went over the scheduled events for the 2022 Elko County Fair including the rodeo and horse races. He told the Board of Directors he hoped to see over 400 horses in the race this year. Daryl spoke about some of the

new sponsorship opportunities they had available this year such as sponsor plaques at the betting windows and ad placement on the program book cover.

Chip Stone disclosed that he was a paid vendor at the event but felt he could remain impartial.

Further discussion took place.

Chip Stone motioned for possible approval of marketing funds to the 2022 Elko County Fair & Centennial Celebration in the amount of up to \$10,000.00. Delmo Andreozzi seconded the motion. Motion passed unanimously.

5C-0426-22 Review, discussion and possible approval of marketing funds to the 2022 Silver State Stampede in the amount of up to \$10,000.00 as recommended by the ECVA Marketing Committee. – **For Possible Action (Public Comment)**

Cathy began by telling the Board of Directors this was the 110th year of the Silver State Stampede, it is the oldest rodeo in Nevada and the 12th oldest in the nation. Cathy stated they had made a lot of changes to their marketing and event promotion this year and going forward. She then spoke about the tracer.ai information they received from PRCA after the event last year and how they would use it to better target their audience. They are also selling tickets online through RodeoTickets.com, this platform will provide them with detailed reports on ticket purchases.

Further discussion took place.

Chip Stone motioned for possible approval of marketing funds to the 2022 Silver State Stampede in the amount of up to \$10,000.00. Toni Jewell seconded the motion. Motion passed unanimously.

5D-0426-22 Review, discussion and possible approval of marketing funds to the 2022 Ruby Mountain Balloon Festival in the amount of up to \$3,500.00 as recommended by the ECVA Marketing Committee. – **For Possible Action (Public Comment)**

Larry Walker stated this would be the 21st annual event, although they were unable to hold it in 2020. He explained they were able to use all of the merchandise they had printed that year using ECVA funds as they had not put a year on the items. He then spoke about the planning of the event, letting them know they had 25 pilots signed on for the event already. A majority of these pilots were from out of the area. He let them know they did get a lot of hotel rooms donated for event volunteers and pilots. They expected to see room nights because of all the friends and families of pilots, event participants as well as out-of-town attendees.

Dave asked if he had any idea how many overnight visitors they got during the event.

Larry said he did not know how many but they were trying to gather more information. Estimates every pilot spends several hundred dollars on food, fuel, and entertainment.

Delmo asked if the ECVA still got a banner on one of the Balloons.

Katie said they had the last several years.

Larry asked that the ECVA get that banner to him so he could make sure it went on a balloon.

Delmo asked that ECVA staff try to get photos of this to use for social media and/or marketing campaigns.

Further discussion took place.

Chip Stone disclosed that he was a paid vendor at the event but felt he could still remain impartial.

Toni Jewell motioned for approval of marketing funds to the 2022 Ruby Mountain Balloon Festival in the amount of up to \$3,500.00. Delmo Andreozzi seconded the motion. Motion passed unanimously.

5E-0426-22 Review, discussion and possible approval of marketing funds to the 2022 California Trail Days in the amount of up to \$2,000.00 as recommended by the ECVA Marketing Committee.
– **For Possible Action (Public Comment)**

Tom Lester explained that Paul from the California Trail Center wasn't able to be here but he could answer some questions about this event as he helped to start the event. He told them Paul estimated the event would attract about 1000 people including locals and attendees from out of town. Tom then read through the request form included in the packet.

Dave asked what they did at this event.

Tom explained they did reenactments and various demonstrations. He went on to talk about the artisans they had in past years such as basketweavers and blacksmiths.

Further discussion took place.

Chip Stone motioned for approval of marketing funds to the 2022 California Trail Days in the amount of up to \$2,000.00. Delmo Andreozzi seconded the motion. Motion passed unanimously.

5F-0426-22 Review, discussion and possible approval of marketing funds to the Elko Archery Club SnoBowl Challenge in the amount of up to \$5,000.00 as recommended by the ECVA Marketing Committee. – **For Possible Action (Public Comment)**

Joan Holland-Bottari introduced herself and spoke about the event. She stated this was the first time they were putting on this kind of event. Joan explained they had historically put on two large archery shoots in the area, the shoot in the canyon traditionally brought in about 300 people. Over the years other communities have started putting on similar shoots and because of this, their numbers have gone down. She explained they are hoping the unique nature of their event will help to bring those numbers back up. Joan spoke about the unique nature of this shoot explaining they will utilize the ski lift and rope to transport archers to the various runs at the Snowbowl. They would have different runs for all skill levels as well as a handicap-accessible run.

Dave asked how they had marketed the archery shoots in the past and if they planned to use the same avenues for this event.

Joan explained in the past the event was promoted by word of mouth and a flyer/invite mailing the club members would hand write and send out prior to each event. The main reason they came to the ECVA was for ideas or advice on promoting the new event and Tom told them about the possibility of receiving marketing funds. She said they had some details on this event get out on Facebook before they had finalized everything and were overwhelmed with calls and messages asking for details or registration links.

Further discussion took place.

Delmo Andreozzi motioned for approval of marketing funds to the Elko Archery Club SnoBowl Challenge in the amount of up to \$5,000.00. Chip Stone seconded the motion. Motion passed unanimously.

5G-0426-22 Review, discussion and possible approval of marketing funds to Nevada Outdoor Schools 2nd annual Fire & Ice Charity Golf Scramble in the amount of up to \$3,374.00 as recommended by the ECVA Marketing Committee. – **For Possible Action (Public Comment)**

Melanie Erquiagu introduced herself and stated this request was to help support the 2nd annual Fire & Ice Charity Golf Scramble. She then explained this was not the type of event they would normally provide support for as they target mostly locals and only generate a few rooms. She then asked them to consider supporting it anyways as the funds raised at this event go back into the community by allowing them to continue with their programs, pay their instructors, and help with their travel costs between Winnemucca and Elko facilities, etc. She stated that they also

planned to put up signs at each of the holes on the course providing information on one of the many outdoor activities available in Elko.

Discussion regarding what qualifies for marketing support took place.

Delmo Andreozzi motioned for approval of marketing funds to Nevada Outdoor Schools' 2nd annual Fire & Ice Charity Golf Scramble in the amount of up to \$3,374.00. Chip Stone seconded the motion. Dave Zornes specified that the funds would only be reimbursed for qualifying marketing campaigns. Motion pass.

5H-0426-22 Review, discussion and possible approval to sign a multi-year agreement with Anthem Broadband for installation of a dedicated fiber line and phone and internet services for the Elko Convention & Conference Centers. – **For Possible Action (Public Comment)**

Katie spoke about the internet and phone issues at the Elko Convention and Conference Centers explaining they had internet service with Rise Broadband in the Business Office and Conference Center and Frontier provided the phones in both buildings as well as the internet service available to clients in the Convention Center. She then told them about conversations she had been having with city employees over the last few years about the possibility of tapping into the fiber internet they have. They recently got back to her, and their answer was no so she started looking into different options. She had a preliminary meeting with Jason of Anthem Broadband, they did a quick walkthrough of the facilities and sat down to go over what the ECVA currently has and what she would like to see in the future. Katie then referred to the quote in the packet and told them Anthem could provide a dedicated line of the internet for both facilities and updated VoIP phones, they would also get some great features like efax and text to email for the public and clients to use while in the facility. They would get all of this for roughly \$200 less than what they are paying for the combined cost of Frontier and Rise now. She has confirmed that they are not under contract with Frontier, the representative told her they may have a \$10 cancelation fee for the internet lines.

Discussion took place.

Delmo Andreozzi moved for approval of a multi-year agreement with Anthem Broadband for installation of a dedicated fiber line and phone and internet services for the Elko Convention & Conference Centers, understanding ECVA staff will cancel services with Frontier and Rise upon installation.

6. OLD BUSINESS: None.

7. STAFF REPORTS:

7A-0426-22 Comptroller's Report and possible approval of expenditures for preceding month(s) and all matters related to – **For Possible Action (Public Comment)**

Cheryl told the board this report was for the month ending March 31, 2022. Room Tax received in April 2022 was for February 2022 and was as follows. General fund room tax for February 2022 was received in the amount of \$40,600.95, compared to the \$ 28,965.20 received in February 2021 this is an increase of 11,635.75 or 40.17%. Marketing fund room tax for February 2022 was received in the amount of \$29,916.49, compared to the \$ 21,342.78 received in February 2021 this is an increase of \$8,573.71 or 40.17%. Facility Expansion Room Tax for January & February 2022 was received in April 2022 in the amount of \$44,839.16, in January & February 2021 Facility Expansion Room Tax was not received. Year to date Room Tax proceeds is up 24.77% in all Funds.

Delmo asked why they had not received the Facility Expansion Room Tax in January and February of last year.

Katie explained in the past the Airport Debt Service has not been met so early in the year.

Cheryl stated the total claims on this report were from March 19, 2022, through April 22, 2022, and came to a total of \$114,921.40.

Toni Jewell motioned for approval of March 19, 2022, through April 22, 2022, total claims in the amount of \$114,921.40. Delmo Andreozzi seconded the motion. Motion passed unanimously.

Tom Lester read through his report with the board. He let them know they are planning to launch the new website soon, it is looking great. He spoke about the new rack cards for the Certified Folder campaign, letting them know they were complete and had turned out great as well. The new Visitors Guide is at the printers and should be back soon. He is still waiting to hear from the Free Press regarding the digital version for their website.

Further discussion took place.

Katie read through some key points on her report with the board. She let them know the health inspector came by on the 11th of April, the Conference Center got 100 and the Convention Center got 94. She explained the 94 was based on two things. First, the manufacturer packaging on a hand wash they use in the kitchen hallway states that it is “body shampoo”. Second, they have a food prep surface that is made of wood and needs to be replaced. Katie then let the board know that after the health inspector left they found the MSDS on the hand wash stating that it was a hand wash. She has reached out to the health inspector to see about getting this corrected on their score but has not heard back yet. Nevada Gold Mines planted a tree in front of the Convention Center on Earth Day. She then told them about recent conversations she and Kim Longely have had with Walt Lovel regarding the baby grand piano. Walt came in several weeks back and told Kim this piano belong to the school and was on loan to ECVA as part of an agreement between the school's music department and the ECVA. Now that the school has a performing arts facility he believes possession of the piano should revert back to the school. After he left Kim began going through old Board of Directors meeting minutes and found records of meetings from 1978 & 79 where the ECVA Board of Directors approves the purchase of the baby grand with the inclusion of the upright piano. Walt returned to meet with Katie regarding this matter and brought with him an article from the Free Press archives talking about the School District loaning the ECVA their baby grand piano. Katie provided Walt with the Board of Directors meeting minutes discussing the sale of the pianos, she also got a copy of the article he brought in. Since this meeting, she has heard the school district is looking at purchasing their own piano. Katie then spoke about the damage done to the sidewalk in the city park due to large equipment pulling in.

Discussion took place.

Katie spoke about recruiting for her replacement, letting them know the final 3 candidates would be announced tomorrow when they posted the agenda. They have been notified that their names would be public.

8. Public Comments – Non-Action Item

None at this time.

9. Board Comments – Non-Action Item

Delmo spoke about a recent trip to Las Vegas and seeing a permanent Titanic exhibit in the Luxor. He thought they had done a great job creating things to do besides gaming.

Tom stated Vegas was no longer about gaming, it is now all about the shows and fine dining.

Toni Jewell spoke about a BTS concert she went to in Las Vegas and how the whole city was transformed for the two weeks that BTS was performing.

Katie told the board Ruby 360 has hired a new Executive Chef. They were previously in charge of the food for Yellowstone, the TV show.

Further discussion took place.

10. Adjournment:

Meeting adjourned at 10:17 am.



David Zornes- Chairman