

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
WEDNESDAY, APRIL 13, 2022 - 8:30 AM PST
ELKO CONVENTION CENTER- RUBY 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
Fallon Butler, Maverick Gaming
Paul Brownlee, California Trail Center
D'ette Mawson, Northeastern Nevada Museum
Lizz Todd, Key Marketing Solutions
Billie Crapo, Elko Area Chamber
Marianne Molland, Western Folklife Center
Tony Buzzetti, Elko County Fair Board
Mandy Ferguson, City of Elko Parks & Rec
Steve Burrows, NNRH

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

Visitors: Cathy Laughlin, Silver State Stampede
Anthony Sandoval, Gold Rush Bull Riding Challenge
Jacklyn Orr, NV Outdoor School
Melanie Erquiaga, NV Outdoor School
Larry Walker, Ruby Mountain Balloon Festival
Daryl Santos, Elko County Fair
Joan Holland-Bottari, Elko Archery Club
John Bottari, Elko Archery Club
Tim Bottari, Elko Archery Club

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

Marketing Committee Chair Chip Stone called the meeting to order at 8:34 am and led attendees in the Pledge of Allegiance.

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 February 9, 2022, Marketing Committee Minutes - For Possible Action (Public Comment)

Steve Burrows motioned for approval of the February 9, 2022, Marketing Committee Minutes. Billie Crapo seconded the motion. Motion passed unanimously.

4. Presentation, discussion, and possible recommendation of approval of marketing funds to Benavides Bucking Bulls for the 2022 Gold Rush Bull Riding Challenge in the amount of up to \$9,493.50 - For Possible Action (Public Comment)

Marketing Committee Chair Chip Stone began by talking about how many requests were on the today and how the committee and board needed to be conscious of the funds are distributed to ensure they can stretch through the fiscal year and are able to help as many events as possible.

Anthony Sandoval introduced himself and stated the 2022 Gold Rush Bull Riding Challenge was taking place on September 9th and 10th and this would be the 3rd annual event. He went on to talk about the success of the 2021 Gold Rush Bull Riding Challenge. He let the committee know the support provided by the ECVA was very helpful and even though the 1st and 2nd annual events were held in the middle of the pandemic they were still well attended and had a great turnout.

Chip Stone asked if they planned to use the funds for billboard advertising as indicated on the back page of their request, and if so where were the billboard located.

Anthony stated they were hoping to use the funds' billboards again this year. He went on to explain that they would be the same locations as last year plus an additional billboard on the other side of Elko, possibly around Ely.

Tom Lester stated he recently had a meeting with Ben French of Stockmens/Ramada, Ben let him know that his rooms were booked out because of this rodeo and he felt it was a great event worth supporting. Tom went on to talk about how important it was to help support area events and ensure they succeed as there is a good chance they will have a new events center coming to Elko and they will need events to fill it.

Further discussion took place.

Steve Burrows motioned for a recommendation of 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. Paul Brownlee seconded the motion. Motion passed unanimously.

5. Presentation, discussion, and possible recommendation of approval of marketing funds to the 2022 Elko County Fair & Centennial Celebration in the amount of up to \$10,000.00 - **For Possible Action (Public Comment)**

Daryl Santos introduced himself and thanked the ECVA for their continued support. He then went through his request and all of the attachments included in the packets. He explained the fair schedule would be very similar to previous years. Daryl then spoke about the various sponsorship opportunities available and explained the value as the Elko County Fair (ECF) is so well attended.

Tony Buzzetti let the committee know the packet included a page that details what they get for their money and lists the many levels and kinds of sponsorship available.

Tom Lester asked what they do or plan on doing to bring people in from out of the area such as digital marketing, geofencing, and TV or video advertising. He asked if they are using any of these platforms to market the ECF and how do they plan to recognize the ECVA's sponsorship.

Daryl spoke about the ECF's social media accounts and website, run by JJ, and how they use the visitor counter on the website to track how many people they reach. He stated they put the ECVA's logo on all ads.

Tony stated they are also doing multiple campaigns to bring in visitors such as billboards, radio, television, digital and more.

Further discussion took place.

Chip Stone and Tony Buzzetti disclosed they were involved with the Elko County Fair.

Lizz Todd motioned for a recommendation of approval of marketing funds for the 2022 Elko County Fair & Centennial Celebration in the amount of up to \$10,000.00. Fallon Godwin-Butler seconded the motion. Chip Stone and Tony Buzzetti abstained from voting. Motion passed.

6. Presentation, discussion, and possible recommendation of approval of marketing funds to the 2022 Silver State Stampede in the amount of up to \$10,000.00 - **For Possible Action (Public Comment)**

Cathy introduced herself and then stated this is the 110th year of the Silver State Stampede, as many people knew they hold the title of Oldest Rodeo in Nevada but they are also the 12th oldest in the nation. Cathy then showed the committee the 2022 Silver State Stampede posters and let them know she had a few extras if they wanted to take some to hang up. Cathy then spoke about the many changes that had been made in the planning, operation, and marketing processes of the event this year. She explained that the Stampede has been added to the NFR Playoff Series which is huge for them and Elko, they will be listed right next to the biggest rodeos in the country and will attract pro rodeo athletes. Cathy explained that because of this they are hoping to increase their marketing. Tickets would also be available online this year through RodeoTickets.com, this platform will provide them with detailed reports on ticket purchases to help them better target their audience going forward. She then went through some of the marketing campaigns they were hoping to do including a full page ad in the Reno Rodeo Program, ads in the Pro Rodeo News publication which also came with digital ads, and live streaming of the event on the Cowboy Channel on TV, online and on their application.

Further discussion took place.

Tony Buzzetti motioned for a recommendation of approval of marketing funds to 2022 Silver State Stampede in the amount of up to \$10,000.00. Billie Crapo seconded the motion. Motion passed.

Chip moved to item 8 as Paul had to leave early.

7. Presentation, discussion, and possible recommendation of approval of marketing funds to the 2022 Ruby Mountain Balloon Festival in the amount of up to \$3,500.00 - **For Possible Action (Public Comment)**

Larry Walker introduced himself and explained this was his first year taking care of this for the Balloon Festival. He went on to talk about the 2022 event which is taking place July 28th through 31st. He stated they have a hard time tracking attendance as it's not a ticketed event but he has been working on getting an estimate while the other organizations are presenting. He is estimating they have roughly 1000 people come to the various events throughout the festival. He went on to let them know that the ECVA would be included in all promotional materials.

Tom stated he was also involved in organizing and putting on the first Ruby Mountain Balloon Festival, this is a great event and has the potential to bring so many people through Elko. He went on to talk about how he also used to work with bus tour groups who came to Elko for this event. Tom then asked Larry if he had considered reaching out to any of those bus tour groups to invite them back.

Larry stated he thought that was a great idea and went on to explain he is still learning the details of this event and figuring out his job as he goes, he took over this position after his predecessor passed away.

Chip Stone disclosed that he was involved in the Ruby Mountain Balloon Festival.

Tony Buzzetti motioned for a recommendation of approval of marketing funds for the 2022 Ruby Mountain Balloon Festival in the amount of up to \$3,500.00. Billie Crapo seconded the motion. Chip Stone abstained. Motion passed.

8. Presentation, discussion, and possible recommendation of approval of marketing funds to the 2022 California Trail Days in the amount of up to \$2,000.00 - **For Possible Action (Public Comment)**

Paul explained that the California Trail Center has been on restricted hours ever since they opened back up after the original shutdown. He has just received notice that they are able to open 5 days a week. He has asked to be open 7 days a week during the summer season and hopes to hear soon so he can begin in July. He went on to explain that he is asking for funds to help market California Trail Days as they haven't been able to hold the event in several years.

Chip spoke about a scheduled I-80 closure due to construction on June 18th and explained that it may affect attendance at the event.

Paul explained he did know about the construction and thinks it would be fine, the closure is from 9 pm to 5 am.

Tom explained that he was involved in creating/planning the original California Trail Days event and is happy to see it come back. It is a great event with a lot of potentials. He went on to talk about the number of attendees they used to have and the bus tours that would come through and stay in Elko that week. Tom thanked Paul for working to get the California Trail Center open up 5 days a week again and asked for updates on whether or not he was able to open 7 days a week as Tom had bus tours that asked about coming through town to visit the California Trail Center sometimes.

Paul let Tom know he would be happy to open the facility for a tour group if they were coming in on a day that was scheduled closed and asked Tom to get ahold of him after the meeting to discuss these matters.

Further discussion took place.

Billie Crapo motioned for a recommendation of approval of marketing funds for the 2022 California Trail Days in the amount of up to \$2,000.00. Steve Burrows seconded the motion. Motion passed.

Chip stated they could now move back up to agenda item 7.

9. Presentation, discussion, and possible recommendation of approval of marketing funds to the Elko Archery Club SnoBowl Challenge in the amount of up to \$5,000.00 - **For Possible Action (Public Comment)**

Joan Bottari introduced herself and explained she and her partners had met with Tom Lester a few months back because they were looking for advice on marketing their new Elko Archery Club SnoBowl Challenge. Among other things Tom suggested they come to the Marketing Committee with a request for funds and help promote the event. Joan explained the Elko Archery Club had historically put on two archery shoots in the area, one in Lamoille Canyon and one out Errecart Boulevard, they historically brought in about 300 people but over the years other communities in Nevada had started putting on similar shoots and because of this, the number of people willing to travel to Elko for a traditional archery competition has gone down. Joan then explained they are working to put on a unique archery shoot at the Elko SnoBowl and because of its unique nature they hope their event will help to bring the number of competitors back up. Joan then spoke about the research they had done on other similar events elsewhere that usually attract between 1000 to 3000 contestants. She explained they believe as long as they can get the word out about the event they will see a large number as well. Joan explained their previous “marketing” was done by word of mouth and a flyer/invite mailing the club members would hand write and send out prior to each event. They did have a Facebook post talking about the possibility of this kind of event happening in Elko get out and have received an overwhelming amount of phone calls looking for more details.

John Bottari stated that they do hope to make this an annual event and expect it to continue to grow each year.

Tony Buzzetti motioned for a recommendation of approval of marketing funds to the Elko Archery Club SnoBowl Challenge in the amount of up to \$5,000.00. Fallon Godwin-Butler seconded the motion. Motion passed.

10. Presentation, discussion, and possible recommendation of approval of marketing funds to the Nevada Outdoor Schools 2nd annual Fire & Ice Charity Golf Scramble in the amount of up to \$3,374.00 - **For Possible Action (Public Comment)**

Melanie Erquiaga introduced herself and told the committee about the Fire & Ice Charity Golf Scramble. She then explained this was not the type of event they would normally provide support for since they are not expecting or trying to bring in tourists and only expect to fill about 4 hotel rooms. She stated that she does feel she has a unique angle justifying the ECVA to fund their request. She explained 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 are also planning to put up signs at each of the 18 golf holes on the course with a different attraction in Elko. It will include various outdoor locations or activities as well as provide information on that activity or attraction.

Lizz Todd spoke about how much she appreciated Nevada Outdoor Schools, she had put her daughter in the program previously and they taught her so much. She then asked if they had considered doing Facebook ads instead of Boosted Posts, explaining that Facebook ads had a much better return and reach.

Further discussion took place.

Steve Burrows motioned for a recommendation of approval of marketing funds to the Nevada Outdoor Schools 2nd annual Fire & Ice Charity Golf Scramble in the amount of up to \$3,374.00. Lizz Todd seconded the motion. Paul Brownlee abstained. Motion passed.

11. Updates from ECVA staff - Non-Action Item

Tom Lester stated he had received the numbers after Travel Nevada completed a 5-year grant audit. Tom then read through the ROI from their partnership with Cowboy Country Territory and all of the benefits they had received due to Travel Nevada grant funding over the last 5 years. He let the committee know he could provide any of them with a copy of this report if they emailed him.

Katie Neddenriep spoke about her current projects including working on the new Elko Area Visitors Guide with Elko Daily Free Press, finalizing the 2022/23 fiscal year budget, and Mining Expo. She stated that they will not require registration to attend the expo this year and it will be free again. Katie went on to talk about how they are marketing Thursday as industry professional day and Friday as family day. She and Kim are trying to set up some panel presentations during the day on Thursday as well. Katie then told the committee she had put in her notice with the ECVA and she was now assisting the Board of Directors and Pray Solutions as they work to recruit her replacement. She stated that her last day with the Convention Center would be June 10th.

Further discussion took place.

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

Lizz Todd read through her list of community updates including Everything Elko Elko Eats coming out with their May edition. Full Range Physical Therapy has non-contact boxing in honor of Parkinson's awareness month and the Elko Desert Sunrise Rotary Club Ruby Roubaix Gravel Fondo has opened registration.

Toni Buzzetti stated they were busy planning the Elko County Fair. They did not have a big concert this year but the horse racing numbers were looking good.

Marianne Molland stated they were working hard to plan the 2023 Cowboy Poetry Gathering, and that the live steam events they have done went well.

Fallon Godwin-Butler stated that Trevor was leaving Maverick, Friday was his last day. She spoke about how Maverick is working on their live music and entertainment schedule, planning on holding at least one new act each month. She stated that this month they would have Jeniffer Grant from Reno.

Billie Crapo stated the upcoming Business Before Hours would be the Tasty Truck held at Princess and a Redneck, and Business after hours would be at Granite Construction. Billie let them know that Megan was on maternity leave so she was working on the Home Show. The DBA Wine Walks would likely begin on May 14th with Down & Derby.

Steve Burrows spoke about Level Up 4 Health, where NNRH is working with partners to distribute health and wellness information to children and young people. Steve stated that he was very happy to announce that NNRH had gone almost 4 weeks without a positive COVID-19 inpatient.

Amber Merz told them the June Marketing Committee Meeting fell during the Mine Expo and asked if they would like to move the meeting up or postpone it.

The committee discussed scheduling and decided to move the meeting up one week and hold it on June 1st.

13. Public Comment Period - Non-Action Item

None at this time.

14. Adjourn

Meeting adjourned at 10:30 am.



Katie Nedderniep, Executive Director ECVA