



Elko Convention & Visitors Authority
BOARD OF DIRECTORS REGULAR MEETING
Elko Conference Center, Ruby Mountain Room 1B,
at 724 Moren Way, Elko, NV 89801.

TUESDAY, JUNE 28, 2022

8:30AM P.S.T.

MINUTES

NOTICE: In accordance with NRS 241, the Board may: 1) Change the order of the agenda, 2) Combine two or more agenda items for consideration, 3) Remove an item from the agenda or delay discussion relating to an item on the agenda at any time, 4) If the agenda is not completed, recess the meeting, and continue on another specified date and time. The public can comment on any agenda item by being acknowledged by the Chair while the Board considers that agenda item.

This Agenda, for this meeting of the Elko Convention and Visitors Authority, has been properly posted for this date and time in accordance with NRS 241 requirements.

1. CALL TO ORDER

Board of Directors Chairman, Dave Zornes, called the meeting to order at 8:31 am.

2. ROLL CALL

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

ECVA Staff Present: Annette Kerr, Executive Director
Kimberlee Longley, Reservation & Catering Coordinator
Amber Merz, Administrative Assistant

Visitors: Richard Fale, Championship Rugby League/Pacific Sports International
Daniel Fale, Championship Rugby League/Pacific Sports International
Thomas Stevenson, Championship Rugby League/Pacific Sports International
Doris Toothman

3. PLEDGE OF ALLEGIANCE

4. COMMENTS BY THE GENERAL PUBLIC

Pursuant to NRS 241, 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.

NON-ACTION ITEM

Matt McCarty stated for the record he would need to leave by 10:30 am.

5. APPROVAL OF MINUTES

- A. Approval of May 24, 2022 Minutes – Regular Meeting
- B. Approval of May 27, 2022 Minutes – Special Session

FOR POSSIBLE ACTION

Delmo Andreozzi motioned for approval of May 24, 2022, Regular Session & May 27, 2022, Special Session Board of Directors Meetings. Chip Stone seconded the motion. Motion passed unanimously.

6. PERSONNEL

- A. Review, consideration, and possible action to remove signature authority for Katie Neddenriep preceding ECVA Executive Director and approving signature authority for the new ECVA Executive Director, Annette Kerr, effective immediately, with all organizations and businesses, and matters related to; in association with the Elko Convention and Visitors Authority. **FOR POSSIBLE ACTION**

Matt McCarty stated he felt they should combine agenda items 6A, 6B, 6C, and 6D into one motion.

Board members agreed this would be a good idea.

- B. Review, consideration, and possible action to approve ECVA Executive Director, Annette Kerr, to approve purchases up to \$10,000.00 with notification to the Board of Directors for all purchases over \$10,000.00. **FOR POSSIBLE ACTION**
- C. Review, consideration, and possible approval for an ECVA Nevada State Bank Business Credit Card with a \$7,000.00 limit for ECVA Executive Director, Annette Kerr. **FOR POSSIBLE ACTION**
- D. Review, consideration, and possible action to remove Katie Neddenriep preceding ECVA Executive Director, and approval to revise ECVA bank and investment account signatures cards and all matters related to; and adding Executive Director, Annette Kerr, effective immediately. **FOR POSSIBLE ACTION**

Board of Directors Chairman, Dave Zornes, read agenda items 6A, 6B, 6C, and 6D into the record.

Delmo Andreozzi motioned to remove signature authority for Katie Neddenriep and approve signature authority for the new ECVA Executive Director, Annette Kerr, effective immediately, with all organizations and businesses, and matters related to; in association with the Elko Convention and Visitors Authority, authorization for ECVA Executive Director, Annette Kerr, to approve purchases up to \$10,000.00 with notification to the Board of Directors for all purchases over \$10,000.00, approval for an ECVA Nevada State Bank Business Credit Card with a \$7,000.00 limit for ECVA Executive Director, Annette Kerr and authorizing staff to take action necessary to remove Katie Neddenriep, preceding ECVA Executive Director, and approval to revise ECVA bank and investment account signatures cards and all matters related to; and adding Executive Director, Annette Kerr, effective immediately. Chip Stone seconded the motion. Delmo Andreozzi said before moving on he would like to confirm the dollar amounts and authority they were authorizing matched what the previous Executive Director had been authorized for.

Annette Kerr confirmed they were.

Motion passed unanimously.

7. NEW BUSINESS

- A. Review, consideration, and possible appointment of a new member for the ECVA Marketing Committee filling the “Lodging – Non-Gaming” position. There are two candidates for consideration, Gina Cortez, General Manager of the TownePlace Suites by Marriott in Elko, NV, and Michelli Leedy, General Manager of the Holiday Inn Express and Suites.

FOR POSSIBLE ACTION

Executive Director Annette Kerr requested agenda item 7A be tabled until the next meeting. Telling the Board of Directors the first letter of interest received by the ECVA was sent to her predecessors' email, not the marketing email listed when staff re-posted for the availability and put out the recruitment listing. As it was sent to Katie's email and not sent on to current staff they were not aware of this letter of interest and were unable to include it in this agenda and packet. She went on to say the Board of Directors would meet again in July but the Marketing Committee would not meet again until August.

Delmo Andreozzi moved to table Agenda item 7A until the July 26, 2022, ECVA Board of Directors Meeting. Toni Jewell seconded the motion. Motion passed unanimously.

- B. Review, consideration, and possible approval of Marketing Funds to Championship Rugby League in the amount of \$30,000.00. The funds will be utilized to promote Rugby matches this fall in Elko, and to advance the case regarding Elko, Nevada becoming the permanent home for the development of national and international rugby players in training. Funds will be placed with social media and internet space allowing for measurement of interest. Additionally, a letter of support for the Championship Rugby League was requested.

FOR POSSIBLE ACTION

Executive Director, Annette Kerr, provided background on the Championship Rugby League referencing the information they had provided in the ECVA application for the Marketing Fund Support Form. Annette indicated the marketing support fund for the fiscal year 2021/2022 did have \$50,000.00 available.

Matt McCarty specified that the ECVA's fiscal year would end on June 30, 2022, and the fund balance would reset with the amount budgeted for the next fiscal year on July 1, 2022. The \$50,000 in this account would not be lost if it wasn't used but they had budgeted to expend the funds before year-end.

Richard Lee Fale, of the Championship Rugby League, proposed a partnership with the Elko Convention and Visitors Authority for two (2) events annually for the years 2022, 2023, and 2024 requesting \$30,000.00 for each year. He presented additional information as to the history, the proposed attendance, and various marketing avenues, including adding the ECVA logo to all uniforms.

Daniel Fale, and Thomas Stevenson, each from Championship Rugby League, were present and offered input as well.

Board discussion pursued. Delmo Andreozzi expressed enthusiasm for this venture and the potential for growth, however, encumbering future budgets would need to be investigated.

Additional Board Members were in agreement on the potential for such a partnership.

Chip Stone moved for approval of support to Championship Rugby League for the fiscal year 2021/2022. Support provided would include a \$30,000.00 sponsorship from the Marketing Fund, as well as, a letter of support. The letter of support would outline contingencies regarding, the necessary items for a legal partnership and the possibility of exploring future support. Delmo Andreozzi seconded the motion. Motion passed unanimously.

Matt McCarty asked that staff add a marketing fund sponsorship request agenda item, similar to the item addressed today, for Championship Rugby League to the October Board of Directors Meeting Agenda.

8. OLD BUSINESS – None at this time.

9. REPORTS

A. Comptroller: Review, consideration, and possible approval of the May 2022 Financial Reports.

FOR POSSIBLE ACTION

Annette Kerr told the Board of Directors ECVA Comptroller, Cheryl Garcia, was away at training in Carson City, Nevada. She went through the Comptrollers Report included in their packets focusing on General, Marketing and Facility Expansion Room Tax funds received for April 2022 as well as Total Claims from May 21, 2022, through May 31, 2022, in the amount of \$24,558.12. Annette let the board know she has instructed Cheryl the claims portion of her report should be calculated by the calendar month instead of spreading out between multiple months as it had been in the past.

Matt McCarty motioned for approval of the May 21, 2022-May 31, 2022 total claims in the amount of \$24,558.12. Delmo Andreozzi seconded the motion. Motion passed unanimously.

B. Marketing, Convention and Tourism: Update on May 2022 accomplishments. NON-ACTION ITEM

Annette Kerr informed the Board of Directors, ECVA Tourism and Marketing Manager, Tom Lester, was away as well. She went through the report Tom had prepared for them, included in the Board of Director's packet. Annette then spoke about the increase of Visitor's Guide requests staff had received since the new website has gone up. Annette let the board know she had requested Tom put together a presentation of all the digital campaigns and commercials the ECVA had been running, he would show this at the next Board of Directors meeting as well as present it to various stakeholders in the area.

C. Events and Catering: Mining Expo: Presentation outlining the preliminary results for the 2022 Mining Expo in comparison to the 2019 and 2021 Mining Expo. NON-ACTION ITEM

Annette Kerr began by telling the board she wanted to recognize how phenomenal the ECVA staff is. She went on to speak about how helpful they have been during her first month. She then told the board she has asked Kim Longley to start attending and reporting at the Board of Directors meetings as she is in charge of so many vital functions at the ECVA.

Kim Longley let the board know she was still waiting on a few outstanding payments from the Mine Expo. She then went over the Mine Expo and Facility Rental & Catering Revenue reports she had prepared, included in the Board of Director's packet. Kim spoke about the success of the 2022 Expo and plans for future years such as including more panel sessions. Kim spoke about facility reservations as well as continually having to turn down facility rentals due to understaffing at the ECVA.

Annette let the board know they had about 140 attendees at the panel session held this year. They had a lot of great feedback from attendees and exhibitors and they hope to expand on these sessions going forward.

Annette Kerr spoke about current projects at the ECVA including airwall replacements, office door repair/replacement, handheld radios, and concrete work in the park and circular drive. She let the board know they had a bleve of the water safety tank in the Conference Center. She and Rafael are working to get in touch with the manufacturer as the tank is only about six years old. She let them know there was also a second identical tank in the facility and she wanted to ensure the bleve was not caused by a manufacturing issue. Annette went on to talk about the annual audit being pushed into September this year. Ms. Kerr told the board she had a meeting with Eide Bailly to discuss the issues and reasoning causing the audit delay as well as other matters. Annette then stated a new proposed wage scale would be on their agenda next month.

Board discussion regarding the Conference Center warranty, Mine Expo repairs, and wage analysis took place.

10. ECVA BOARD AND STAFF COMMENTS:

This time is devoted to comments by the Elko Convention and Visitors Authority Board of Directors/and or Staff for general information or update purposes. No action may be taken upon a matter raised under this item of the agenda until the matter itself has been specifically included on a successive agenda and identified to be an action item.

NON-ACTION ITEM

Annette asked the board what their policy or preference was when it came to organizations requesting cash donations.

Discussion on the matter took place. The board agreed the best way to handle these requests at the moment was to follow the procedures put in place by previous Director Katie Neddenriep: the party asking for funds should submit a formal request for support by completing the Marketing and Event Application for Support and then presenting it to the Marketing Committee and Board of Directors.

11. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

None at this time.

12. ADJOURNMENT

Meeting adjourned at 9:53 am.

ELKO CONVENTION AND VISITORS AUTHORITY IS AN EQUAL OPPORTUNITY PROVIDER AND EMPLOYER.