



Elko Convention & Visitors Authority
700 Moren Way, Elko, NV 89801
Phone: 775.738.4091 – Fax: 775.738.2420
www.ExploreElko.com

PUBLIC MEETING NOTICE

The Elko Convention and Visitors Authority, Board of Directors, will meet on Tuesday, July 26, 2022, in the Elko Conference Center, Ruby Mountain Room 1B, at 724 Moren Way, Elko, NV 89801 at 8:30 am Pacific Time Zone.

Attached with this Notice is the Agenda for said meeting of the Board. This Notice is posted pursuant to NRS 241 as amended by the 2021 Legislature and is to be posted at the following locations no later than three full working days before the meeting:

ELKO COUNTY COURTHOUSE
ELKO CITY HALL
ELKO CONVENTION AND VISITORS AUTHORITY
ELKO CONVENTION AND VISITORS AUTHORITY WEBSITE:
www.ExploreElko.com

REQUEST FOR AGENDA INFORMATION

The Public may contact Amber Merz, Administrative Assistant at (775) 738-4091, or email at amber@elkocva.com to request supporting material for the meeting described herein. The agenda and supporting material are available on the Elko Convention and Visitors Authority website at www.ExploreElko.com.

NOTICE TO PERSONS WITH DISABILITIES

Members of the public who are disabled and require special accommodations or assistance at the meeting are requested to notify the Elko Convention and Visitors Authority, Executive Director's Office, 700 Moren Way, Elko, Nevada, 89801, or by calling (775) 738-4091.

Annette Kerr
ECVA Executive Director
July 20, 2022



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

TUESDAY, JULY 26, 2022

8:30AM P.S.T.

AGENDA

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.

A. CALL TO ORDER

B. ROLL CALL

C. PLEDGE OF ALLEGIANCE

D. 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

E. APPROVAL OF MINUTES

E.1 Approval of June 28, 2022 Minutes

FOR POSSIBLE ACTION

F. OLD BUSINESS

F.1 Review, consideration, and possible appointment of a new member for the ECVA Marketing Committee, filling the “Lodging – Non-Gaming” position. This will be a six-month appointment. There are three candidates for consideration, Carrie Massie, General Manager of Home2 Suites, Gina Cortez, General Manager of the TownePlace Suites by Marriott, and Michelli Leedy, General Manager of the Holiday Inn Express and Suites.

FOR POSSIBLE ACTION

- F.2 Presentation from Rotary Club of Elko Desert Sunrise regarding the Ruby Roubaix Gravel Fondo 2022 Cycle event. The Rotary Club received support from the ECVA/Marketing fund in the amount of \$4,750.

NON-ACTION ITEM

G. NEW BUSINESS

- G.1 Discussion and consideration of approval with Noble Studio's Retainer Scope of Work and the Master Service Agreement for the ECVA's new website in the amount of \$213,000 effective July 01, 2022 through June 30, 2023 and matters related thereto.

FOR POSSIBLE ACTION

- G.2 Discussion and consideration of approval with Sparklight Advertising for a digital media marketing campaign in the amount of \$42,000 effective August 01, 2022 through July 31, 2023 and matters related thereto.

FOR POSSIBLE ACTION

- G.3 Discussion and consideration of approval of the 2022-2023 Elko Convention and Visitors Authority Debt Management Policy.

FOR POSSIBLE ACTION

- G.4 Discussion, consideration, and possible direction to staff to perform a formal bid process in accordance with NRS 332.063, for contracts which estimated annual amounts required to perform is more than \$50,000 but less than \$100,000. The formal bid relates to the capital improvements involving parking space striping and repair of the ECVA parking lot and the parking space striping of the Elko City Street, Moren Way and matters related thereto.

FOR POSSIBLE ACTION

H. PERSONNEL

- H.1 Discussion, consideration, and possible approval of the 2022-2023 proposed wage and salary schedule. This proposed schedule represents an equitable value of position wages based on compared existing pay to compensation scales and classifications of other similar organizations.

FOR POSSIBLE ACTION

I. REPORTS

- I.1 Comptroller: Review, consideration, and possible approval of the June 2022 Financial Reports.

FOR POSSIBLE ACTION

- I.2 Marketing, Convention & Tourism: Presentation outlining the marketing recap for FY 2021/2022 promotional materials and media buys.

NON-ACTION ITEM

- I.3 Events and Catering: Presentation of the final results for the Mining Expo 2022.
Update on current events and meeting reservations for June 2022.

NON-ACTION ITEM

- I.4 Facilities: Update on facility projects and work.

NON-ACTION ITEM

J. 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

K. 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

L. ADJOURNMENT

FOR POSSIBLE ACTION

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