

**ELKO CONVENTION & VISITORS AUTHORITY
LODGING COMMITTEE MEETING
WEDNESDAY, MAY 18, 2022◆6:00 PM
TOWNEPLACE SUITES BY MARRIOTT-ELKO
2625 EAST JENNINGS 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
Carrie Massie, Home2 Suites
Amanda Ahline, Hotel Lamoille
Summer Weitlauf, TownePlace Suites by Marriott
Gina Cortez, TownePlace Suites by Marriott
Zavid Marviel, TownePlace Suites by Marriott
Jay Parekh, American Inn

ECVA Staff Present: Tom Lester, Tourism & Convention Coordinator
Amber Merz, Administrative Assistant

Visitors: Cynthia Delaney, Elko Daily Free Press

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

Marketing Committee Chairwoman Toni Jewell called the meeting to order at 6:06 pm. Introductions were made around the meeting tables.

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 January 26, 2022, Lodging Committee Minutes– **Action Item (Public Comment)**

Gina Cortez motioned for approval of minutes from the January 26, 2022, Lodging Committee meeting. Carrie Massie seconded the motion. Motion passed unanimously.

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

Tom Lester let the lodging partners know the new Elko Area Visitors Guides had arrived and they should all have a few copies at their tables. If they would like a few cases to take back to their property he had some extra in his car or they could come

by ECVA and pick them up. Tom let the committee know the ECVA's new website was up and running. If anyone had an event they would like to list on the website they could go to the events page, fill out the event submission form, upload any picture or poster/flyer and then the ECVA staff would just have to approve the event submission and it would show up on the digital events calendar. He then went over the report he had prepared for them referencing the Lodging Packet. Tom spoke about meeting with Richard and Tom of Premier Sports International, and their interest in Elko for a permanent training location for the professional rugby players they represent.

Discussion took place.

Toni Jewell let the lodging partners know that Katie was unable to attend today's meeting but she had sent over some information she wanted to share. Toni read through the notes from Katie letting them know that Jolene Stone had resigned from her position on the marketing committee and the ECVA would be accepting letters of interest from any lodging partners who represented a non-gaming property. The second round of recruiting to fill the Executive Director position had just closed on Monday and the management firm would be finishing phone interviews soon were working to schedule an open meeting to interview the final candidates in the next 2 weeks. She spoke about the possibility of changing this group from a formal "Committee" to an "Advisory Group", reducing the strain on ECVA staff. She asked the committee members to think about whether or not they would like to make that change and they could discuss it in the future.

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**


Toni Jewell spoke about the upcoming Uncle Kracker concert at Maverick Casino.

Discussion took place.

6. Next Lodging Committee meetings:
 - July 27, 2022 (**Elko Convention & Visitors Authority**)
 - September 28, 2022 (**TBD**)

7. **Adjourn**

Meeting adjourned at 6:35 pm.



Katie Neddenriep
Executive Director