

**ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
WEDNESDAY, JUNE 1, 2022 - 8:30 AM PST
ELKO CONVENTION CENTER
CEDAR 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 Godwin-Butler, Maverick Gaming
D'ette Mawson, Northeastern Nevada Museum
Lizz Todd, Key Marketing Solutions
Billie Crapo, Elko Area Chamber
Marianne Molland, Western Folklife Center
Jim Foster, Elko Regional Airport
Catherine Wines, Elko Arts & Culture Advisory Board
Steve Burrows, NNRH

ECVA Staff Present: Katie Neddenriep, Executive Director- Outgoing
Annette Kerr, Executive Director- Incoming
Tom Lester, Tourism & Marketing Manager
Amber Merz, Administrative Assistant

Visitors: Wes Walker, Elko Basque Club
Kassidy Arbillaga, Elko Basque Club
Jeff Remington, Rides & Rods
Stormy Remington, Rides & Rods
Janet Petersen, Cowboy Arts & Gear Museum

1. Call to order and Pledge of Allegiance

Marketing Committee Chair Chip Stone called the meeting to order at 8:31 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

Katie Neddenriep introduced Annette Kerr, the incoming ECVA Executive Director.

Annette Kerr thanked them for having her and spoke about her experience.

3. Approval of the April 13, 2022, Marketing Committee Minutes - For Possible Action (Public Comment)

Billie Crapo motioned for approval of the April 13, 2022, Marketing Committee Minutes. D'ette Mawson seconded the motion. Motion passed unanimously.

4. Review, discussion and possible recommendation of approval for up to \$5,000.00 in marketing funds & facility use fee waiver/discount not to exceed \$1,500.00 for the 2022 Rides & Rods Elko Classic Car Show - **For Possible Action (Public Comment)**

Chip Stone stated for the record that he has been involved in this event as an MC and with his band for many years therefore he would abstain from voting on this item.

Jeff Remington introduced himself and his wife Stormy Remington. He told the committee this would be the 12th year of Rides & Rods. Jeff went on to speak about the history of the event as well as the new aspects they would be adding to the event this coming year.

Amber Merz let the committee know that the amount requested in their packets was different than the amount on the agenda. The agenda read \$5,000.00 in marketing support but the request read \$6,000.00. The agenda was made before the request was received so the event organizers gave her the amount over the phone to ensure they made it on the agenda.

Stormy Remington explained the amount in the request was the amount they were requesting, she did not have the numbers in front of her when they spoke and had miscalculated.

Discussion took place.

Catherine Wines stated she felt this was a great event, they brought a lot of people and business into the community.

Catherine Wines motioned for a recommendation of approval of up to \$6,000.00 in marketing fund reimbursements for the 2022 Rides & Rods Elko Classic Car Show. Billie Crapo seconded the motion. Chip Stone abstained from voting. Motion passed.

Amber asked if they would be discussing or voting on the facility fee waiver.

Discussion took place.

Katie told them this portion of the request could go straight to the Board of Directors.

5. Presentation, discussion and possible recommendation of approval of marketing funds to the Northeastern Nevada Museum in the amount of up to \$4,000.00 - **For Possible Action (Public Comment)**

D'ette Mawson stated she would be presenting this item for the museum director Lauren Roovaart. She went on to speak about how they have been researching the best way for them to advertise outside of the area. They have come across the new Nevada Magazine/Travel Nevada quarterly Visitors Guide. They would like to purchase a full year of ads up front as they would get a significant discount by doing so. She passed around a mock-up of the ads they would like to run for each quarter as well as a copy of the insertion order.

Discussion took place.

Lizz Todd moved for a recommendation of approval of up to \$4,000.00 in marketing fund reimbursements to Northeastern Nevada Museum. Steve Burrows seconded the motion. D'ette Mawson abstained from voting. Motion passed unanimously.

6. Presentation, discussion and possible recommendation of approval of marketing funds to the Elko Basque Club for the 2022 National Basque Festival in the amount of up to \$5,000.00 - **For Possible Action (Public Comment)**

Wes Walker introduced himself and Kassidy Arbillaga of the Elko Basque Club. He spoke about the history of the National Basque Festival in Elko and explained that this event has brought people in from all over the world.

Kassidy told the Committee this was the 58th year of the event. This year they were focused on marketing the event to younger generations. She spoke about how the event used to draw hundreds of people from outside of the state and even the country but over the years this has slowed down, they are hoping that by appealing to the younger market they can begin seeing these numbers again.

Discussion took place.

Billie Crapo moved for a recommendation of approval of up to \$5,000.00 in marketing fund reimbursements to the Elko Basque Club for the 2022 National Basque Festival. Catherine Wines seconded the motion. Chip Stone abstained from voting. Motion passed.

7. Updates from ECVA staff - **Non-Action Item**

Tom Lester went through his report with the committee and spoke about key points including the release of the new Visitors Guide, and Certified Folder rack cards, the recent meetings he has had with Richard Fell of Pacific Sports International who is looking at Elko as the new home for a professional rugby training facility. Tom then went over benefits the ECVA and Elko have received in partnership with Travel Nevada based on their recent 5-year audit.

Katie stated they could read through her report and ask her any questions they may have. She spoke about working with Anthem Broadband to get the ECVA set up with better internet and phones bundled at a lower price. Katie then told them the biggest project at the ECVA currently is the upcoming Mine Expo.

Discussion took place.

8. Updates from Marketing Committee Members - **Non-Action Item**

Marianna Molland stated the Western Folklife Center is very busy with a secret project, she hoped to have Kristin with her to speak about it at the next meeting.

D'ette Mawson spoke about how busy the Museum has been with events all season, at least one per weekend since the Chamber Christmas party, they have had a lot of school field trips recently as well, and how Brown Bag History will start back up in September.

Lizz Todd told the committee she has been interviewing applicants as she now hiring. She spoke about the CTE program through the high school which will give the students college credits.

Fallon Godwin-Butler spoke about the June promotions and calendar at Maverick telling the committee they had a lot of involvement in community events this summer including the Mine

Expo, the Beer Festival, and the Rodeos. They would also be bringing back the Gold Country Wheel of Madness.

Catherine Wines spoke about working on a brochure with Tom Lester for the Arts Council, they hoped to have it out soon.

Jan Petersen told them the Cowboy Arts & Gear Museum was gifted 5 unique & antique saddles made between the 1870s & 1970s, they are now looking for someone to make them saddle racks. They also got funding for a new AC.

Billie Crapo told the committee Megen was back from maternity leave part-time. She went on to speak about the Beer Festival, letting them know they would have a vendor doing ax throwing as well as the new food vendor Nuts Under a Buck. They are also working on the Sherman Dinner, the funding from this event goes to repair and maintenance of the Sherman Station.

Jim Foster spoke about extending the air service contract into Elko through the of the year, creating a commission organization made of nonprofits to work with airlines, and upcoming meetings with various airlines to discuss service to Elko.

Steve Burrows spoke about the NNRH community impact report. He also talked about how they had gone 2 months without any Covid inpatients until May when they had 4 patients with the new variant, they were treated, doing much better, and discharged.

Further discussion took place.

9. Public Comment Period - Non-Action Item

None at this time.

10. Adjourn

Meeting Adjourned at 9:53 am.



Katie Neddenriep, Executive Director ECVA