



Elko Convention & Visitors Authority
700 Moren Way, Elko, NV 89801
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www.ExploreElko.com

PUBLIC MEETING NOTICE

The Elko Convention and Visitors Authority, Board of Directors, will meet on Tuesday, August 16, 2022, in the Elko Conference Center, Lamoille Room #3, 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



Elko Convention & Visitors Authority
BOARD OF DIRECTORS SPECIAL SESSION MEETING
Elko Conference Center, Lamoille Room #3,
at 724 Moren Way, Elko, NV 89801.

TUESDAY, AUGUST 16, 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. NEW BUSINESS

This two-hour workshop is an opportunity for Elko Convention and Visitors Authority staff and Board members to review the existing elements of the new strategic plan, including the Core Values, Mission Statement, Vision Statement, and strategic goals and objectives, to determine whether the existing plan can be simply revised or if it will require significant changes and a comprehensive rewrite. Depending upon the results of this initial strategic planning evaluation and review workshop, additional strategic planning workshops with Elko Convention and Visitors Authority staff and Board members may be developed and facilitated.

- Introduction to the Strategic Planning Process
- General Overview of the Elko Convention and Visitors Authority 2022 through 2027 Strategic Plan
- Review of the Existing Core Values (Accountability, Dedication, Excellence, Integrity, Partnerships, Pride, Respect, and Trust)
- Review of the Existing Strategic Mission Statement and Existing Vision Statement
- Evaluation of the Revised 2010 through 2015 Objectives (Objective 1, Objective 2, and Objective 3)

- Evaluation of the New Organizational Goals Developed in November 2019 (Goal No. 1, Goal No. 2, Goal No. 3, Goal No. 4, Goal No. 5, and Goal No. 6)
- Evaluation of the Organizational Goals by Functional Area, Reworked and Continued from 2010 through 2015
 - o Marketing and Events
 - o Communication and Public Relations
 - o Convention Sales
 - o Tourism

FOR POSSIBLE ACTION

F. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

G. ADJOURNMENT

FOR POSSIBLE ACTION

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