



Elko Convention & Visitors Authority  
700 Moren Way, Elko, NV 89801  
Phone: 775.738.4091  
[www.ExploreElko.com](http://www.ExploreElko.com)

## **PUBLIC MEETING NOTICE**

**The Elko Convention and Visitors Authority, Board of Directors, will meet on Tuesday, August 23, 2022, in the Elko Conference Center, Lamoille Rooms #3 & 4, 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](http://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](mailto: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](http://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  
August 17, 2022



Elko Convention & Visitors Authority  
BOARD OF DIRECTORS REGULAR MEETING  
Elko Conference Center, Lamoille Rooms #3/#4  
at 724 Moren Way, Elko, NV 89801.

**TUESDAY, AUGUST 23, 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 July 26, 2022 Minutes

**FOR POSSIBLE ACTION**

**F. OLD BUSINESS**

F.1 Presentation from Elko Archery Club regarding the SnoBowl Challenge Event held on July 23rd and 24th, 2022. The Elko Archery Club received support from ECVA/Marketing fund in the \$5,000.00.

**NON-ACTION ITEM**

**G. SPONSORSHIP REQUESTS**

G.1 Discussion, consideration, and possible approval to disburse marketing funds to the “Haunted Commercial Hotel” in the amount of up to \$6,000.00 to purchase Google, FaceBook, and online ads. The event will be held every Friday/Saturday from September 16<sup>th</sup> thru November 5<sup>th</sup>, 2022. This request was submitted on August 15, 2022, post August Marketing Committee Meeting.

**FOR POSSIBLE ACTION**

G.2 Discussion, consideration, and possible approval to disburse marketing funds to the Rides & Rods Elko Classic Car Show in the amount of up to \$6,000.00, including discounting or waiving the facility use fee. This event will be held September 9<sup>th</sup> thru 11<sup>th</sup>, 2022. The Marketing Committee recommended approval of the \$6,000.00, and forwarded the request for the discount or waiver, not to exceed \$1,500.00, of the facility use fee to the ECVA Board of Directors.

**FOR POSSIBLE ACTION**

G.3 Discussion, consideration, and possible approval to disburse marketing funds to the Northeastern Nevada Museum to purchase a full year of ads with the Nevada Magazine/Travel Nevada Quarterly Visitors Guide in the amount of up to \$4,000.00 as recommended by the Marketing Committee.

**FOR POSSIBLE ACTION**

G.4 Discussion, consideration, and possible approval to disburse marketing funds to the Elko Basque Club for the 2022 National Basque Festival in the amount of \$5,000.00 as recommended by the Marketing Committee. This event was held on July 2<sup>nd</sup> and 3<sup>rd</sup>, 2022.

**FOR POSSIBLE ACTION**

## **H. NEW BUSINESS**

H.1 Discussion, consideration, and possible approval to utilize marketing funds for the printing and publication of 10,000 - 2023 ECVA Events and Activities Calendar in the amount of \$16,987.50. This is a printed calendar featuring local photos. The calendar will highlight events, attractions, and activities on a daily/monthly basis.

**FOR POSSIBLE ACTION**

H.2 Discussion, consideration, and possible approval to pursue a 2% increase in the City of Elko's, Chapter 6, Transient Lodging Tax, Section 4; "Tax On Transient Lodging". This would raise the Transient Lodging Tax to 16%.

**FOR POSSIBLE ACTION**

## **REPORTS**

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

**FOR POSSIBLE ACTION**

I.2 Comptroller: Review, consideration, and possible approval of the FY 2021/2022 Pre-Audit Financial Reports.

**FOR POSSIBLE ACTION**

I.3. Marketing, Convention & Tourism: Review of the Marketing & Sales Report.

**NON-ACTION ITEM**

I.4 Events and Catering: Update on current events and meeting reservations for July 2022.

**NON-ACTION ITEM**

I.5 Facilities: Update on facility projects and work.

**NON-ACTION ITEM**

**I. 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**

**J. 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**

**K. ADJOURNMENT**

**FOR POSSIBLE ACTION**

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