



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.

MINUTES

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

Board of Directors Chairman, Dave Zornes, called the meeting to order at 8:30 am.

B. ROLL CALL

ECVA Board Members Present: Dave Zornes

Toni Jewell
Delmo Andreozzi
Chip Stone
Matt McCarty

ECVA Staff Present:

Annette Kerr, Executive Director
Tom Lester, Tourism & Convention Manager
Cheryl Garcia, Comptroller
Kimberlee Longley, Reservation & Catering Coordinator
Amber Merz, Administrative Assistant

Visitors:

Carrie Massie
Gina Cortez
Michelli Leedy
Kerry Aguirre
Doris Toothman

C. PLEDGE OF ALLEGIANCE

ECVA Lodging Committee
Meeting Agenda, July 26, 2022

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

None at this time.

E. APPROVAL OF MINUTES

E.1 Approval of June 28, 2022 Minutes

FOR POSSIBLE ACTION

Matt McCarty motioned for approval of the June 28, 2022, Board of Directors Meeting Minutes. Chip Stone seconded the motion. Motion passed unanimously.

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 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

Annette Kerr spoke about the available position on the Marketing Committee and explained it was for the remainder of the current term which was up at the end of this calendar year. She told the Board all applicants were present if they would like to ask them any questions.

The Board agreed they didn’t have specific questions at this time but would like to begin by hearing each applicant talk about their experience and their interest in serving on the Marketing Committee.

Carrie Massie introduced herself and told the board know she was the General Manager of Home2Suites and participated in the ECVA Lodging Committee. She went on to speak about her 23 years of experience in the hospitality industry both in the Elko area and elsewhere.

Gina Cortez introduced herself and told the board she was recently promoted from Director of Sales to General Manager of the Elko TownePlace Suites by Marriott. While working as the Director of Sales at the Elko TownePlace Suites she was the Director of Sales for the TownePlace Suites by Marriott in Dickinson North Dakota. She too serves on the ECVA Lodging Committee. Gina spoke about her experience in sales prior to relocating to Elko and then about her experience in hospitality while working at TownePlace Suites.

Michelli Leedy introduced herself and told the board she is the opening General Manager of the new Holiday Inn Express & Suites, she is also a part of the ECVA Lodging Committee and has many years of experience in the hospitality industry.

Michelli spoke about her positions before opening the new Holiday Inn Express & Suites, which include Regional Director of Sales for 3 properties in the Elko area between 2013 and 2015, the General Manager of the old Holiday Inn Express & Suites, and opening General Manager of the Home2Suites.

Delmo Andreozzi stated the representative for this position has to reside within the ECVA's tax district. He asked if the staff had confirmed that all applicants did.

Annette stated they did.

Discussion took place.

Chip Stone spoke about serving as the Chair of the Marketing Committee and the direction he feels the ECVA is moving and how he feels Carrie Massie would be a great candidate for this position.

Chip Stone moved to appoint Carrie Massie to the ECVA Marketing Committee, filling the "Lodging – Non-Gaming" position through the end of the current term. Matt McCarty seconded the motion. Motion passed unanimously.

- 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

Kerry Aguirre thanked the ECVA for supporting 2022 the Ruby Roubaix Gravel Fondo and told them the event had been very successful. She let them know they made the decision not to move their website to the new web platform which was the reason they were not requesting reimbursement for the total amount of funds approved by the board. Kerry then referenced the report she had provided to ECVA staff, included in the board packet, and went over the campaigns the ECVA's marketing funds would pay for as well as speaking about event numbers from 2022. She spoke about participation including that they had riders from 8 states including Nevada. They had not met the goal of 350-375 riders but did feel the event had improved over the previous year. She also spoke about goals for future events and their plans to improve participation going forward.

Matt McCarty stated for the record that he was a member of the Rotary Club of Elko Desert Sunrise.

Annette Kerr explained going forward she would like all marketing funding recipients to come back to the board after their event and give a presentation on their event numbers and marketing campaigns they had to submit reimbursements for, just like the presentation Kerry had just made. After their presentation, they would be presented with a check for their reimbursement. This would also be a good opportunity to take photos for social media and marketing purposes.

Delmo asked if the SkyFall drone footage would be made available to the ECVA for marketing purposes.

Kerry stated that it would, and they should be receiving it soon.

Further discussion took place.

The ECVA Board of Directors presented Kerry Aguirre with a check for the Rotary Club of Elko Desert Sunrise in the amount of \$4,676.07 as reimbursement for approved marketing funds. ECVA Staff took photos to be used for social media and promotional purposes.

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

Annette explained to the Board that they were not currently under contract with Noble Studios as they had not given staff enough time to review the options and bring them to the board for approval. She went on to speak about the 3 different contract options Noble had provided for them. Annette explained the cost differences and what was included in each. Annette then explained that the staff recommendation was "Option 3" which only included website services and maintenance, repair, and optimizations. Staff could then shop around and outsource any of the other services they felt were necessary.

Delmo asked if this would be a multi-year agreement.

Annette said it was not.

Delmo Andreozzi spoke about his skepticism around the new website from the beginning of the project.

Chip Stone stated he agreed with Delmo. Chip then asked what the \$24,000 website services, under the staff recommended Option 3, were for.

Annette explained how ECVA staff wrote a lot of the content on the new website but Noble Studios had to add that content unless it was going onto an existing page. Any additional pages had to be created by Noble.

Further discussion took place.

Matt McCarty moved to approve the Noble Studio's Retainer Scope of Work and the Master Service Agreement for the ECVA's new website in the amount of \$36,000.00 as recommended by staff. Delmo Andreozzi seconded the motion. Motion passed unanimously.

- 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

Dave asked how ECVA staff found Sparklight Advertising and why they decided to bring this proposal to them.

Tom explained the ECVA has been working with Sparklight Advertising for many years. Sparklight does many of our digital campaigns including geofencing, redirect advertising, keyword searches, and more.

Annette explained she wanted to bring this proposal to the board to show them the services offered by Sparklight versus Noble and how they compare in value.

Matt asked if this campaign is something Tom can write grants for.

Tom explained he had applied for \$20,000 in grant funding for this campaign, they were awarded \$10,000 with a \$10,000 match.

Delmo Andreozzi motioned for approval of a campaign with Sparklight Advertising for digital media marketing in the amount of \$42,000 effective August 01, 2022, through July 31, 2023. Toni Jewell seconded the motion. Motion passed unanimously.

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

FOR POSSIBLE ACTION

Annette explained to the board that they would have to appear before the County in August to present their Debt Management Policy.

Dave complimented Annette on her attention to detail and asked for a brief overview of the Debt Management Policy she was proposing.

Annette referenced the Debt Management Policy included in the board packet and read through the key details with the Board of Directors.

Matt McCarty moved for approval of the 2022-2023 Elko Convention and Visitors Authority Debt Management Policy. Chip Stone seconded the motion. Motion passed unanimously.

- 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

Annette spoke about needing to repair the asphalt in their parking lots as well as restripe the parking spaces. She then explained she spoke with Curtis at the City of Elko and found out it was the ECVA's responsibility to stripe the roadway and parking spaces along Moren Way. Rafael has spoken with several companies about this project and discovered it will cost well over \$50,000 so they would have to go out to bid.

Matt McCarty moved to direct staff to perform a formal bid process in accordance with NRS 332.063 as related to the capital improvements involving parking space striping and asphalt repair of the ECVA parking lot and the City of Elko's street, Moren Way. Toni Jewell seconded the Motion.

Delmo Andreozzi stated he thought this project would fall under NRS 338, not NRS 332.

Discussion took place.

Matt McCarty amended his motion to include: approval subject to legal review of NRS statutes to determine if this project falls under NRS 332 or 338. Toni Jewell seconded the amended motion. Motion passed unanimously.

H. PERSONNEL

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 comparing existing pay to compensation scales and classifications of other similar organizations.

FOR POSSIBLE ACTION

Annette spoke about the research she did to come up with the numbers for the updated salary schedule. She then spoke about the different steps in the salary schedules and within each position.

Matt asked for clarification regarding her discretion to start new employees off at Step3.

Annette explained that generally new employees will be started at Step 1 but she would have the discretion to start individuals with a significant amount of relative experience at Step 2 or Step 3 if it was justified. She then explained normally new employees would receive their evaluation and a potential merit increase at 6 months but if an employee was started above Step 1 they would not be eligible for a merit increase until the 1-year mark.

Discussion took place.

Matt McCarty moved for approval of the 2022-2023 proposed wage and salary schedule, retroactive to the beginning of this fiscal year, July 1, 2022. Delmo Andreozzi seconded the motion. Motion passed unanimously,

The board thanked Annette for her hard work and attention to detail on this project.

I. REPORTS

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

FOR POSSIBLE ACTION

Cheryl Garcia went through her report for the month ending June 30, 2022, focusing on room tax proceeds. General, marketing, and facility expansion funds room taxes were received through May ECVA Lodging Committee Meeting Agenda, July 26, 2022

2022, up 7.70% from May of 2021 and up 17.89% Year to Date in all funds. She stated the total claims were from June 1, 2022, through June 30, 2022, and come to a total of \$293,681.56.

Discussion took place.

Toni Jewell motioned for approval of the June 1, 2022, through June 30, 2022, total claims in the amount of \$293,681.56. Delmo Andreozzi seconded the motion. Motion passed unanimously.

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

NON-ACTION ITEM

Tom explained Annette had asked him to put together a presentation on all of his marketing efforts to show the community, stakeholders, committees, etc. he would show them that presentation today. Tom Lester then went through his slideshow with the board.

Discussion took place.

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

NON-ACTION ITEM

Kim Longley explained she had included her normal Catering and Facility Revenue report in their packets as well as a report with Mining Expo 2022 numbers. She then referenced these reports and read through them with the board.

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

NON-ACTION ITEM

Annette told the board she had asked Rafael to create a report on relevant facilities projects and this has been included in the packet so they can read through it. Annette then spoke about purchasing new handheld radios for the facility team. They also ensure that anyone renting the facility is given a radio to use while on site.

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

Chip Stone spoke about Curtis Calder with the City of Elko retiring, explaining they would have a meeting tonight so more information should be available tomorrow.

Toni Jewell spoke about the Uncle Kracker concert at Maverik Casino. She told them it was a very successful event.

Delmo Andreozzi spoke about strategic planning and an idea they had heard during the Executive Director interview regarding targeting large corporate leadership retreats and meetings. He explained he felt this was a really good idea and thinks they should look into this.

Annette Kerr told the board she had some ideas for new ECVA logos drawn up and would like their input. She let them know printouts of these logos were laid out on a table and she asked them to select 1 or 2 of their favorite logos and make a check on the printout.

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

None at this time.

L. ADJOURNMENT

FOR POSSIBLE ACTION

Meeting adjourned at 10:53 am.

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