



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.**

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**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  
Cheryl Garcia, Comptroller  
Amber Merz, Administrative Assistant  
Michelle Cromwell, Administrative Assistant

Visitors: Doris Toothman  
Wes Walker  
Jeff Remington  
Shane Valentine  
D'ette Mawson  
Jessica Baker  
Jay Parekh  
Dilip Bhakta  
Henry Bhakta  
Gary Morfin

**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**

No public comment was received.

**E. APPROVAL OF MINUTES**

E.1 Approval of July 26, 2022 Minutes

**FOR POSSIBLE ACTION**

*Matt McCarty motioned for approval of the July 26, 2022, Board of Directors Meeting Minutes. Chip Stone seconded the motion. Motion passed unanimously. (5-0)*

**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**

Joan Bottari of the Elko Archery Club thanked the ECVA Board of Directors and Marketing Committee for supporting the first SnoBowl Challenge. Joan then gave a presentation to the board regarding their use of ECVA marketing funds and the success of this event. Joan stated they were looking at dates in the spring of 2023 for the 2<sup>nd</sup> annual SnoBowl Challenge.

Annette Kerr told Joan about the changes they would be implementing for organizations requesting marketing support from the ECVA and how these requests would be addressed twice a year instead of every other month.

Joan spoke about the Archery Clubs' plans for next year's event and thanked the ECVA again for their support.

**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**

Dave Zornes stated for the record that because of his position with Northstar Casinos he was involved in the promotion of this event and would abstain from voting.

Jessica Baker, assistant to Chad Edwards, introduced herself and spoke about the plans to use the top floor of the Commercial Casino as a haunted house in September and October. She spoke about their plans to use targeted advertising, geofencing, and various digital marketing platforms. Jessica explained how they had used social media groups and discussions to estimate the number of visitors coming to town for the haunted house.

Delmo Andreozzi stated for the record that he knew Dr. Edwards on a professional basis. He stated that he had no pecuniary interest in this event and felt he could remain impartial when voting.

The Board of Directors discussed the potential for overnight visitors and agreed this was a creative way to utilize the historic Commercial Hotel.

***Chip Stone motioned for 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. Matt McCarty seconded the motion. Dave Zornes abstained from voting. Motion passed. (4-0)***

- 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**

Jeff Remington introduced himself and spoke about the Rides & Rods Elko Classic Car Show. He talked about the 12 years his organization has put on shows, and how the Morroders Car Show was given to the ECVA who then gave the show to Rides & Rods. Jeff spoke about the various events they would put on throughout the city of Elko the weekend of the car show, working with other groups such as the Downtown Business Association and the changes they have made over the years. Chip Stone stated that he was a paid vendor at this event so he would abstain from voting.

Dave Zornes stated that Rides & Rods is using space by the Stockmens and Commercial this year but he feels he can remain impartial.

The Board of Directors discussed the growth of the Rides & Rods Elko Classic Car Show and their appreciation for the way this event has spread out around Elko to involve businesses and organizations all over the city.

***Delmo Andreozzi motioned for approval to disburse marketing funds to the Rides & Rods Elko Classic Car Show in the amount of up to \$6,000.00, as well as a waiver of facility use fees. Toni Jewell seconded the motion. Chip Stone abstained from voting. Motion passed. (4-0)***

- 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**

D'ette Mawson of Northeastern Nevada Museum introduced herself and spoke about the museum's work to increase their exposure throughout the state and country. She passed around the mock ad and explained they had taken the advice given at the Marketing Committee meeting and enlarged the logo. D'ette also spoke about their plans to incorporate visitor surveys to better market to their audience.

Delmo Andreozzi stated for the record that he was involved with the Northeastern Nevada Museum but had no pecuniary interest and felt he could remain impartial when voting.

***Matt McCarty motioned for 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. Chip Stone seconded the motion. Motion passed unanimously. (5-0)***

- 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**

Wes Walker of the Basque Club introduced himself. He spoke about the success of the 2022 event explaining he did not know the attendance numbers they had this year but that they had great attendance.

Chip Stone stated for the record that he would need to abstain from voting as he was involved in this event.

The Board of Directors discussed the history of the Basque Festival and ideas on supporting it in the coming years.

***Delmo Andreozzi motioned for approval to disburse marketing funds to the Elko Basque Club for the 2022 National Basque Festival in the amount of up to \$5,000.00, directing ECVA Staff to look for new ways to assist in the marketing and production of the event in the future years. Matt McCarty seconded the motion. Chip Stone abstained from voting. Motion passed. (4-0)***

**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**

***Matt McCarty motioned for approval to utilize marketing funds for the printing and publication of 10,000 copies of the 2023 ECVA Events and Activities Calendar in the amount of \$16,987.50. Toni Jewell seconded the motion.***

***Matt McCarty amended his motion allowing staff to print a second run of up to 2,500 Calendars at a later date should they feel it is necessary Toni Jewell stated that her second stands. Motion passed unanimously. (5-0)***

- 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**

Annette Kerr gave a presentation regarding the construction of the Conference Center, the financing of the project and the upcoming balloon payment. She spoke about the possibility of raising Room Taxes by 2% and using these funds to pay down the amount due. Annette explained she had spoken with multiple financial institutions and was told they would entertain refinancing this amount if she was able to raise 30% of the amount due and pay it down. She spoke about the distribution of room tax funds throughout the city and county, and how the ECVA is the only Visitors Authority in the State that doesn't receive 98 to 100% of the room taxes from its district. She then explained another organization is planning to ask the City for this 2% room tax increase so there is a good chance it will go up even if the ECVA doesn't get the funds.

Gary Morfin spoke about his opposition to this matter, expressing concern for the smaller, family-owned properties and the effect this could have on their ability to stay open.

Shane Valentine of Maverick Gaming spoke about this matter, also opposing a room tax increase. He expressed concern that higher tax rates would deter visitors who pulled off the freeway for one night.

The Board of Directors discussed how this was not approving the increase of room tax rates, it was just giving authorization to the Executive Director to go before City Council to ask for the additional room tax. The Board discussed the possibility of asking the City Council to adjust the room tax allocations, giving the ECVA a larger "piece of the pie" instead of or in conjunction with a smaller room tax increase.

Further discussion took place.

***Matt McCarty motioned to allow staff to pursue a 2% reallocation current Tax on Transient Lodging or a 2% increase to the current Tax on Transient Lodging with that 2% all going to the ECVA. Delmo Andreozzi seconded the motion specifying the 2% would go to the ECVA's Facilities Fund.***

***Matt McCarty amended his motion to allow the ECVA staff, as soon as possible, to pursue "a reallocation of the current Tax on Transient Lodging to allow for an increase of 2% to the ECVA to allocated 6.125% of the total 14% or, in the alternative, to increase the Tax on Transient Lodging to 16%, with an additional 2% allocated to the ECVA, for a total of 6.125% of the total of 16%", with the additional 2% going to facility expansion until such time as it can be redirected to the ECVA General Fund/Operations". Delmo Andreozzi stated his second still stood. Toni Jewell voted against the motion. Motion passed 4 to 1.***

**I. REPORTS**

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

**FOR POSSIBLE ACTION**

Cheryl Garcia stated the reports included in the Board Packet were for July of 2022 and the Room Tax received was for June 2022.

*Matt McCarty moved for approval of the July 2022 total claims in the amount of \$405,696.88. Chip Stone seconded the motion. Motion passed unanimously. (5-0)*

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

**FOR POSSIBLE ACTION**

Annette Kerr asked that the Board table this item and it will be put on the agenda next month.

The Board of Directors agreed.

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

**NON-ACTION ITEM**

Annette Kerr let the Board know that Tom Lester had included a report they could review. She then spoke about communication with Pacific Sports International, they have booked dates in November to hold a National Rugby Tournament.

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

**NON-ACTION ITEM**

Annette Kerr spoke about Kim Longley's report, included in the board packet.

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

**NON-ACTION ITEM**

Annette Kerr spoke about Rafael Jacobo's report in the Board Packet. She let the board know Alder is currently working on replacing the movable walls in the Convention Center.

**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**

Matt McCarty stated that this was a very difficult meeting. He asked staff to include the room tax report that was previously in their board packets as well as the STR report if possible.

Dave Zornes agreed. He thanked Annette for her work and spoke about how the ECVA does need the additional 2% however they can get it.

**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**

No public comment was received.

**K. ADJOURNMENT**

**FOR POSSIBLE ACTION**

*The Meeting adjourned at 11:13 am PST.*

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