



Elko Convention & Visitors Authority  
BOARD OF DIRECTORS STRATEGIC PLANNING  
WORKSHOP  
Elko Conference Center, Lamoille Room #3  
at 724 Moren Way, Elko, NV 89801.

TUESDAY, August 16, 2022

8:30AM P.S.T.

---

**WORKSHOP - MINUTES**

This Agenda, for this workshop 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**

Annette Kerr, Executive Director, called the meeting to order at 8:30 am.

**B. ROLL CALL**

ECVA Board Members Present:

Toni Jewell  
Delmo Andreozzi  
Chip Stone

ECVA Staff Present: Annette Kerr, Executive Director

Visitors: Frederick Steinmann, DPPD, Director  
University Center for Economic, The College of Business  
University of Nevada, Reno

**C. 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.

**D. WELCOME, INTRODUCTIONS, AND OVERVIEW OF THE STRATEGIC PLANNING PROCESS.**

Executive Director, Annette Kerr, welcomed everyone, introductions were made. Ms. Kerr handed out a worksheet entitled "STARS MODEL", based on the book written by, Watkins, Michael D., The First 90 Days, Proven Strategies for Getting Up to Speed Faster and Smarter, page 71-72, 2013." The exercise requested attendees to rank the ECVA's current situation as either Start-up, Turnaround, Accelerated Growth, Realignment, and/or Sustaining Success. A brief discussion continued based on everyone's rankings and thoughts. This information results will be consolidated and reported on at the next strategic planning meeting.

Mr. Steinmann gave a general overview of the Elko Convention and Visitors Authority 2020 through 2025 Strategic Plan

**NON-ACTION ITEM**

**E. EVALUATION OF THE CORE VALUES, MISSION STATEMENT, AND VISION STATEMENT.**

The attendees reviewed the Core Values; Accountability, Dedication, Excellence, Integrity, Partnerships, Pride, Respect and Trust. Discussion took place regarding the core values including changes, adding new values, and current perceptions of the core values.

The attendees reviewed the Mission Statement. Discussion centered around the current verbiage of the mission statement and possibly making changes, including rebranding, focus areas, users, best practices and facility uses.

The attendees reviewed the Vision Statement. Discussion centered around the current vision statement for the Authority. References to verbiage centered around updates and how the vision statement will tie into the Mission Statement.

**NON-ACTION ITEM**

**F. OBJECTIVES**

Discussion took place regarding three (3) objectives which were identified and reworked from 2010 through 2015, for the 2020 thru 2025 time period.

- Objective 1: The ECVA will develop marketing strategies and key programs in target markets to promote tourism.
- Objective 2: The ECVA will develop, attract and maintain special events.
- Objective 3: The ECVA will continue to develop and share it expertise on industry issues, trends, and market development.

**G. 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.

**H. ADJOURNMENT**

Workshop adjourned at 10:40 am.

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