



Elko Convention & Visitors Authority
700 Moren Way, Elko, NV 89801
Phone: 775.738.4091
www.ExploreElko.com

PUBLIC MEETING NOTICE

The Elko Convention and Visitors Authority, Marketing Committee, will meet on Wednesday, October 12, 2022, in the Elko Convention Center, Cedar Room at 700 Moren Way, Elko, NV 89801 at 8:30 am Pacific Time Zone.

Attached with this Notice is the Agenda for said meeting of the Committee. 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
Executive Director-ECVA



Elko Convention & Visitors Authority
MARKETING COMMITTEE MEETING
Elko Convention Center, Cedar Room
700 Moren Way, Elko, NV 89801
WEDNESDAY, OCTOBER 12, 2022 **8:30AM P.S.T**

AGENDA

NOTICE: In accordance with NRS 241, the Chair 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 Committee 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 the August 10, 2022, Marketing Committee Minutes.

FOR POSSIBLE ACTION

F. NOTICE OF FUNDING OPPORTUNITY PRESENTATIONS AND RANKINGS

The Notice of Funding Opportunity (NOFO) for the 2023 Spring Events and Activities was launched the 1st of September, 2022. The new format allows for a fair and balanced opportunity for all to request funds. This is the first of two (2) cycles of funding for FY 2022. Each applicant will go before the Marketing Committee to present their requests. The Marketing Committee will then rank each application and make recommendations to the ECVA Board of Directors.

F.1 ORDER OF PRESENTATIONS

- A. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$15,000.00 from the ECVA Marketing Fund to the Western Folklife Center for the 38th National Cowboy Poetry Gathering.

FOR POSSIBLE ACTION

- B. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$6,000.00 from the ECVA Marketing Fund to the Elko Archery Club for the SnoBowl Challenge.

FOR POSSIBLE ACTION

- C. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$5,000.00 from the ECVA Marketing Fund to the Elko Desert Sunrise Community Fund for the Ruby Roubaix Gravel Fondo 2023.

FOR POSSIBLE ACTION

- D. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$2,870.00 in sponsorship, and up to \$630.00 from the ECVA Marketing Funds for a total of \$3,500.00 to the Cowboy Arts & Gear Museum for the Bit & Rein Contest.

FOR POSSIBLE ACTION

- E. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$750.00 in sponsorship, and up to \$2,000.00 from the ECVA Marketing Fund for a total of \$2,750.00 to the 13th Annual Jake Eary Memorial Rodeo.

FOR POSSIBLE ACTION

- F. Review, discussion and possible recommendation to the ECVA Board of Directors to award up to \$10,000.00 in sponsorship from the ECVA Marketing Fund to Outlaw Broncs for the New Years' Eve Bronc Bash.

FOR POSSIBLE ACTION

- G. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$2,500.00 in facility usage fee reduction for the Elko Fire Department-Lee Engine Company for the Annual Nevada State Fire Association Conference.

FOR POSSIBLE ACTION

- H. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$3,750.00 from the ECVA Marketing Fund to Nevada Outdoor Schools for the Fire & Ice Golf Tournament Fundraiser.

FOR POSSIBLE ACTION

- I. Review, discussion and possible recommendation to the ECVA Board of Directors to award up to \$2,500.00 from the ECVA Marketing Fund, and facility usage discount or waiver to Elko POW*MIA Awareness Association for the Chili Feed Fundraiser.

FOR POSSIBLE ACTION

G. ECVA CALENDAR

- G.1 Review, discussion and possible selection of photos submitted during the 2023 Elko Area Photo Hunt Contest for the 2023 ECVA Calendar.

FOR POSSIBLE ACTION

H. ECVA MARKETING COMMITTEE AND STAFF COMMENTS:

This time is devoted to comments by the Elko Convention and Visitors Authority Marketing Committee, 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

I. 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

L. ADJOURNMENT

FOR POSSIBLE ACTION

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