



Board of Directors Meeting Minutes

Elko Convention & Visitors Authority
Sep 27, 2022 at 8:30 AM PDT
@ 700 Moren Way, Elko, NV 89801

PUBLIC MEETING NOTICE

I. ROLL CALL

Attendance

Members Present:

Michelle Cromwell, Cheryl Garcia, Annette Kerr, Amber Merz

Guests Present:

Pat Anderson, Tony Buzzetti, Melanie Erquiagu, Cathy Laughlin, Jeff Remington, Jennifer Roemmich, Brandolyn Thron, Doris Toothman, Larry Walker

Elko Convention & Visitors Authority Board of Directors Present:

Toni Jewell, Matt McCarty, Chip Stone, David Zornes

Elko Convention & Visitors Authority Board of Directors Present (Remote):

Delmo Andreozzi

II. CALL TO ORDER

Chairman of the Elko Convention & Visitors Authority Board of Directors, Dave Zornes, called the meeting to order at 8:33 am.

III. PLEDGE OF ALLEGIANCE

Dave Zornes stated they would address agenda item H2 (VIII B), first as Delmo Andreozzi was calling into the meeting while traveling. They would like to ensure this item was heard while he was still in an area with good cell reception.

IV. COMMENTS BY THE GENERAL PUBLIC

Melanie Erquiagu of Nevada Outdoor School said Tom told her she should attend this meeting and present her event recap under the public comment section of today's meeting. She thanked the ECVA Marketing Committee and Board of Directors for their support. She spoke about the various ways the ECVA's funds were used in the planning and production of their Fire & Ice Golf Tournament fundraiser, including radio advertising to draw in participants. Melanie explained the fundraising events Nevada

Outdoor School holds throughout the year are how they get the funding to keep their Elko office open.

V. APPROVAL OF MINUTES

- A. Approval of the August 16, 2022, Special Strategic Plan Review Meeting Minutes.

 [1. PubNote-Agenda September 27, 2022 DRAFT.pdf](#)

- B. Approval of August 23, 2022 Minutes.

 [2. Sept. 27, 2022 Board Posting Certificate.pdf](#)

Matt McCarty motioned for approval of the minutes from the August 16, 2022, Special Strategic Plan Review Meeting and the September 27, 2022, Regular Board of Directors Meeting. Toni Jewell seconded the motion. Motion passed unanimously.

VI. OLD BUSINESS

- A. Presentation from the Ruby Mountain Balloon Festival.

Presentation from the Ruby Mountain Balloon Festival regarding their 2022 Event held on July 29th, 30th & 31st. The Ruby Mountain Balloon Festival was awarded up to \$3,500.00 in marketing support at the April 26th Board of Directors Meeting.

 [F.1. 2022.04.26 Ruby Mtn Balloon Festival marketing request - Board decision.pdf](#)

Larry Walker of the Ruby Mountain Balloon Festival spoke about the success of their 2022 event. He told the board the event took place over 4 days, they planned to have 25 Hot Air Balloons this year but ended up with 28 and 2 remote-controlled balloons. Larry spoke about event attendance, potentially changing the dates of the event in 2023, and spoke about the feedback they received this year. He showed the board marketing campaigns/advertisements Ruby Mountain Balloon Festival was able to run using ECVA marketing funds as well as social media posts shared to promote the event.

The ECVA Board of Directors presented Larry Walker with a check for \$3500.00 as reimbursement for qualifying marketing campaigns. Promotional photos were taken.

- B. Presentation from the Silver State Stampede.

Presentation from the Silver State Stampede regarding their 2022 Event held on July 8th, 9th & 10th. The Silver State Stampede was awarded up to \$10,000.00 in marketing support at the April 26, 2022 Board of Directors

Meeting. This support was paid out in the form of a marketing reimbursement check, mailed on August 26, 2022.

 [F.2. Silver State Stampede.pdf](#)

Cathy Laughlin gave a presentation on the success of the 2022 Silver State Stampede. She spoke about the new stock contractor they used, Frontier Rodeo, the 521 registered contestants, and how the Silver State Stampede Board hosted the 4th of July Parade this year and plan to continue to host and grow the parade each year going forward. Cathy spoke about the benefit of online ticket sales, the results of their geofencing and digital campaigns, and how effective social media marketing was to their event.

Delmo Andreozzi spoke about how he feels they have continued on the right track with planning and marketing efforts, he feels others should model their events after the Silver State Stampede. He went on to acknowledge all of the work they have put in and congratulate them on their success.

Further discussion took place.

The ECVA Board of Directors took photos with Cathy Laughlin to be used for social media and other promotions.

**On August 26, 2022, ECVA Staff mailed a check for \$10,000.00 to reimburse the Silver State Stampede for qualifying marketing expenses.*

C. Presentation from Rides & Rods.

Presentation from Rides & Rods regarding the 2022 Rides & Rods Elko Classic Car Show held on September 9th, 10th, & 11th. The Rides & Rods Elko Classic Car Show was awarded up to \$6,000.00 in marketing support and facility use waiver at the April 26th Board of Directors Meeting.

 [F.3. RidesRods MRKT Funds App.pdf](#)

Jeff Remington spoke about the success of the 2022 Rides & Rods Elko Classic Car Show. They had 318 registered cars in the show with participants traveling in from most of the western states including residents from all over the state of Nevada, California, Washington, Oregon, Utah, Montana, Wyoming, Idaho, Arizona, and more. Jeff said because the show extended into Sunday many of the participants booked and stayed in area hotels from Thursday the 8th through Monday the 12th. Jeff then spoke about the great feedback he received from show participants and the community, and the Chief of Police came to see him and spoke about how well the event went and that they had no issues arise related to the Rides & Rods Elko Classic Car Show.

Dave Zornes spoke about his appreciation to Jeff and the Rides & Rods team for their efforts to incorporate businesses all over town into this event such as the Slow Drag and Pin Up contest at Maverick, the Wine Walk with the DBA, and the Burn Outs and Street Dance between Commercial and Stockman's Casino. Delmo Andreozzi spoke about how well the Rides & Rods Elko Classic Car show has done since the Remingtons took over planning and production and asked Jeff how the ECVA can support Rides & Rods in the future to help the event continue to succeed.

Jeff spoke about the growth of the show and explained his biggest concern is where he will put cars in a few years once they outgrow the space they are in. He has spoken with the city about moving and/or expanding the event to the other side of the park and was told it was unlikely they would be able to do this. Further discussion took place.

The ECVA Board of Directors presented Jeff Remington with a check for \$6000.00 as reimbursement for qualifying marketing expenses. Promotional photos were taken.

D. Presentation from a member of the Elko County Fair Board.

Presentation from a member of the Elko County Fair Board regarding their 2022 Event held August 26th through September 5th. The Elko County Fair & Horse Races were awarded up to \$10,000.00 in marketing support at the April 26, 2022 Board of Directors Meeting. This support was paid out in the form of a purse sponsorship check mailed on August 26, 2022

 [F.4. 2022.04.26 Elko Co Fair Request - Board decision.pdf](#)

Tony Buzzetti spoke about the 2022 Elko County Fair and Horse Races. He stating they had 6 full days of Horse Racing and that the racing crews and their families usually came into Elko for an extended stay during the fair, staying at least 2 weeks. He spoke about ticket sales, VIP and Box Seats were sold out before the fair began and they had to start a waiting list, they had over 500 participants in the team branding, excluding children and seniors. 1703 items were entered in the Home Arts contest by 532 exhibitors, 319 market animals were sold and they did very well at the Cowboy Bar.

The ECVA Board of Directors took photos with Tony Buzzetti to be used for social media and other promotions.

**On August 26, 2022, ECVA Staff mailed a check in the amount of \$10,000.00 for a purse sponsorship as approved by the Board of Directors.*

E. Presentation of the 2022 Event STR Report Sponsored Events.

Presentation of the 2022 Event STR Report Sponsored Events.

 [F.5. Event 2022 Star Reporting Elko Occupancy Revenue.pdf](#)

Annette Kerr spoke about the STR Reports, and how board members had requested they be included in the packets explaining they contained proprietary information so the ECVA was not allowed to distribute these reports to others. Instead, the ECVA has created its own report comparing the occupancy during large events, year over year. Annette specified the report the ECVA created compared the day of the week, Monday through Sunday, not the dates, and then read through the report with the Board of Directors.

VII. SPONSORSHIP REQUESTS

A. The Notice of Funding Opportunity (NOFO)

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. There will be two (2) cycles for funding requests. One cycle is held in the fall for events, activities, sponsorships from January thru June, and one cycle in the early Spring for events, activities, sponsorships from July thru December. Each application will go before the Marketing Committee in October and February respectively. The current deadline for the NOFO is September 30, 2022.

 [G.1. NOFO.pdf](#)

Annette Kerr presented the new Notice of Funding Opportunity and spoke about how she was implementing a twice-yearly marketing support request system. She then explained this would help make budgeting easier and help the Marketing Committee make more informed and accurate recommendations to the Board.

Matt McCarty asked how the community and funding recipients would know about this change.

Annette explained that the NOFO has been shared on all ECVA platforms, previous recipients have received multiple notifications via email, and even calls, they have posted all over social media and the forms are available on their website.

Further discussion took place.

VIII. NEW BUSINESS

A. Presentation, consideration, and possible award for work completed on a landscape project.

Presentation, consideration, and possible award for work completed on a landscape project. Two (2) quotes were received by the ECVA in the amounts of \$25,537.80 from Artistic Curb and \$22,981.57 from Team Green.

 [H.1 Team Green Bid.pdf](#)

 [H.1.2 Artistic curb.pdf](#)

Annette Kerr explained she has spoken with clients and potential clients about the use of the ECVA's patio area and most of the time she receives the same feedback. They do not like to use the patio because of the aesthetics of having the ECVA parking lot or NDOT lot as their main backdrop. Annette went on to speak about her plan to remedy this issue, she would like to add landscaping, shrubs, a fountain, and maybe a walkway to an area around the Convention Center. She received 2 quotes from local companies, the first comes to \$25,537.80 and is from Artistic Curb, and the second comes to \$22,981.57 and is from Team Green. Annette then explained if the approved Artistic Curb can begin in October and staff will be able to sell the space for the spring of 2023, Team Green will not be able to begin the project until the spring of 2023. For this reason, the staff is recommending the Board of Directors approve the Artistic Curb quote.

Matt McCarty asked how the ECVA planned to fund this project.

Annette stated they would use ARPA funds to pay for this project.

Matt McCarty motioned to award the work and landscape project to Artistic Curb in the amount of \$25,537.80, Chip Stone seconded the motion. Motion passed unanimously.

- B. Discussion and consideration of approval of a professional services agreement. Discussion and consideration of approval of a professional services agreement with Sherman & Howard, LLC as bond counsel and special counsel in connection with the review of outstanding obligations and possible issuance of Medium-Term Bonds. The agreement is to provide for the review of legal documents in the amount ranging from \$5,000 to \$7,500 related to the Authority's outstanding financing obligations and not to exceed \$65,000 for expert objective legal opinion and assistance with respect to the authorization and issuance of a bond(s).

 [H.2 Sherman and Howard.pdf](#)

Annette Kerr spoke about reviewing the ECVA's bonding options while looking for a solution to their impending balloon payment. She then spoke about Sherman & Howard, LLC, and what they do. Annette explained the board could move to

approve none, some, or all of this item. Staff requests the Board of Directors approved the first portion, allowing her to secure Sherman & Howard LLC as the Authority's Bond Council.

Delmo Andreozzi spoke about Sherman & Howard LLC and his experience working with them in the past. He then spoke about feeling it is too early to go out and secure a bond but he does feel Sherman & Howard can offer sound advice to the ECVA Board of Directors and Staff.

Dave Zornes asked Delmo for clarification, he does feel it is ok to approve the first portion, securing bond council, but not to secure a bond at this time.

Delmo said that was correct.

Chip Stone and Matt McCarty agreed with Delmo Andreozzi.

Discussion took place.

Matt McCarty moved to allow staff to enter into an agreement, securing Sherman & Howard LLC as Bond Council, to provide for the review of legal documents, in the amount ranging from \$5,000 to \$7,500, related to the Authority's outstanding financing obligations and they table the consideration of obtaining a bond until a future meeting. Chip Stone seconded the motion. Motion passed unanimously.

- C. Discussion, consideration, and possible approval of the updated Elko Convention & Visitors Authority Personnel Policies.

Discussion, consideration, and possible approval of the updated Elko Convention & Visitors Authority Personnel Policies.

IX. REPORTS

- A. Comptroller

Comptroller: Review, consideration, and possible approval of the August 2022 Financial Reports.

 [I.1. Meeting Comptroller Report, 08.31.2022.pdf](#)

Cheryl Garcia stated her report was for the month of August 2022 and the room tax funds on her report were for July 2022 as well as some late payments for June 2022, these funds were received in September. Cheryl then went over her report with the board, stating room tax was down 11.8 % in general & marketing funds compared to July of 2021. Cheryl went on to say room tax was up 11.8% in all funds year to date.

Matt McCarty asked how the room tax could be up 11.8% year to date, explaining the ECVAs fiscal year started over on July 1st and they had only received one month of room tax payments which was down from the year before.

Discussion took place.

Cheryl stated this must be a typo, she would correct it. She went on to tell the board the total claims from August 1st to August 31st, 2022, are in the amount of \$140,412.28.

Matt McCarty moved for approval of the August 2022 total claims in the amount of 140,412.28. Toni Jewell seconded the motion. Motion passed unanimously.

B. Marketing

Events and Catering: Update on current events and meeting reservations for August 2022.

 [I.2 Tourism Board Report September 2022.pdf](#)

C. Events and Catering

Events and Catering: Update on current events and meeting reservations for August 2022.

 [I.3. 08.2022 Facility & Catering Revenue Report.pdf](#)

D. Facilities

Facilities: Update on facility projects and work.

 [I.4 Facilities Report Sept 2022.pdf](#)

Annette Kerr stated the other staffs reports were included in the board packets, they were welcome to ask her any questions they may have.

X. ECVA BOARD AND STAFF COMMENTS

 [J. ROOM TAX REPORT UPDATED 9.2022.pdf](#)

Annette Kerr referenced the last page of their board packets and explained this was the new format of their Room Tax Report. She went over the report with them explaining the reason for the update. Annette then told the board she would like to touch on a few key topics included in the staff reports. Annette went on to speak about the installation of the new walls in the Convention Center, each new wall included a magnetic whiteboard. Staff hopes this will deter clients from using tape, tacks, small nails, or adhesive to hang posters, signs, etc. on the other painted walls. She stated this usually

causes damage to the paint and or wall which creates extra work for the facilities team as they have to spend a lot of time patching and repairing these holes and repainting etc. between bookings. Annette then spoke about upgrading the Convention Center AV/IT explaining they were replacing the projectors and screens in the rooms with large flatscreen "Smart TVs". They had already done so in the Cedar Room and would begin on the others soon.

Further discussion took place.

Annette told the board the Safety Olympiad, normally held in July, was coming back and would begin setting up this week. She then spoke about OnBoard Meetings explaining to the Board of Directors this is a new website/digital platform they would be using for Board Meetings, Agendas, Packets, and associated materials. Each board member would receive a login and more information on using the platform. They would also have a webinar/digital training the morning of their next Board of Directors meeting.

XI. COMMENTS BY THE GENERAL PUBLIC

Matt McCarty spoke about the Flu Shot Clinic for anyone 65 and over, taking place this coming Friday at the Terraces.

XII. ADJOURNMENT

Meeting adjourned at 10:05 am.