



Elko Convention & Visitors Authority  
BOARD OF DIRECTORS REGULAR  
MEETING MINUTES  
Elko Convention Center, Ruby Room  
700 Moren Way, Elko, NV 89801.

**TUESDAY, OCTOBER 25, 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.

**I. CALL TO ORDER**

Board of Directors Chairman, Dave Zornes, called the meeting to order at 8:37 am.

**II. ROLL CALL**

ECVA Board Members Present: Dave Zornes  
Toni Jewell  
Delmo Andreozzi  
Chip Stone  
Matt McCarty

ECVA Staff Present: Annette Kerr, Executive Director  
Michelle Cromwell. Administrative Assistant  
Kimberlee Longley, Convention & Events Manager\* arrived at 9:49am

Visitors: Doris Toothman  
Patricia Anderson  
Larry Walker  
Richard Fale

**III. PLEDGE OF ALLEGIANCE**

**IV. 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**

*Richard Fale from Championship Rugby gave an update on the USA National 9S Rugby Elko Cup that will be held on November 12, 2022, at the Elko High School football stadium. The event will feature a Beer Tent with a big screen in the car parking lot, along with music and other entertainment. The event will feature teams from New York, Cleveland, Hawaii, California, Utah Carolina, and Nevada. They had the Winnemucca cup October 22<sup>nd</sup> and over that weekend used over 100 hotel rooms.*

## **V. APPROVAL OF MINUTES**

- A. Approval of September 27, 2022, Minutes

**FOR POSSIBLE ACTION**

*Member McCarty motioned for the approval of the September 27, 2022, Board of Directors Meeting Minutes. Vice Chari Jewell seconded the motion. Motion carried. (5-0)*

## **VI. OLD BUSINESS**

*None.*

## **VII. NEW BUSINESS**

- A. Introduction and information regarding the “OnBoard” Board Intelligence Platform. This modern technology program will assist with agendas, supporting documentation, minutes, and provide additional information to the public, board members, and staff.

**NON-ACTION ITEM**

*Presentation by Jen Gurtcheff from OnBoard on how to get logged in and navigate the program.*

*Executive Director Kerr mentioned that this will be a tool to get the information out to the public. OnBoard will be available online and there is an app for phones. This program is cost effective and will allow all the agenda supporting documents available online without the public having to come into the office to get them.*

- B. Discussion, consideration, and possible direction to staff to perform a formal bid process in accordance with NRS 332.065, for contracts which estimated annual amounts required to perform is more than \$100,000. The formal bid relates to the capital improvements involving new stage lighting and upgrades to theater sound system and matters related thereto.

**FOR POSSIBLE ACTION**

*Executive Director Kerr told the board she would like to go out to bid for the new stage lighting and upgrades to the theater sound. The lighting is the original lighting.*

*Member Andreozzi motioned staff to go forward with getting bids for new stage lighting and upgrades to the theater sound system and matters related thereto. Member McCarty seconded the motion. Motion carried. (5-0)*

- C. Discussion, consideration, and possible approval to change the Marketing Committees' scheduled meetings to once a quarter per year.

**FOR POSSIBLE ACTION**

*Executive Director Kerr told the board that she would like to see the Marketing Committee meet four (4) times a year, in the middle of the month, once every quarter. They are looking at the middle month of each quarter.*

*Member McCarty asked for clarification that this meeting schedule would still work with the process for the Notice of Funding Opportunity. Executive Director Kerr confirmed that it would still work with the NOFO application process.*

*Member McCarty motioned to approve moving the Marketing Committee meeting to once a quarter per year as staff recommended. Vice Chair Jewell seconded. Motion carried. (5-0)*

- D. Discussion, consideration, and possible action regarding the marketing and sponsorship funding recommendations by the ECVA Marketing Committee for the first cycle of FY 2022. Recommendations are as follows:

Western Folklife Center	\$10,000	Elko Archery Club	\$5,000
28 <sup>th</sup> National Cowboy Poetry Gathering		SnoBowl Challenge	
Elko Desert Sunrise	\$4,000	Cowboy Museum	\$2,000 Ruby
Roubaix Gravel Fondo 2023	Bit & Rein Contest		
Jake Eary Memorial Rodeo	\$2,750	Outlaw Broncs	\$5,000 13 <sup>th</sup>
Annual Jake Eary Memorial Rodeo		New Year's Eve Bronc Bash	
Elko Fire Dept-Lee Engine	\$2,500	Nevada Outdoor School	\$2,500 NV
State Fire Assoc. Conf.		Fire & Ice Golf Tourn.	
Elko POW-MIA Awareness	\$2,000 Chili		
Feed Fundraiser			

#### **FOR POSSIBLE ACTION**

*Executive Director Kerr explained how the Marketing Committee scored each event and presented the board with the Master Scoring sheet from the Marketing Committee and how the process went.*

*Chair Zornes asked if the board had any changes that they would like to see with what the Marketing Committee was recommending.*

*Member Stone commented how the process went during the Marketing Committee and that the ranking system worked well. The Marketing Committee did make sure and leave some money for others that might come forward that missed the deadline and wanted to request funding.*

*Chair Zornes asked about the Nevada Outdoor Schools being a fundraiser and gifting money to other organizations.*

*Executive Director Kerr stated that during their presentation at the Marketing Committee Meeting that they mentioned that they did give money back to other organizations within the community.*

*Member McCarthy commented that he was concerned that a third of the amount that Nevada Outdoor Schools was hoping to raise at their fundraiser was what they were asking for in funds and that they gave that money to other organizations. He stated that he strongly encourages that in the future for them to have a more buttoned down application with clarification on that.*

*Member Andreozzi asked how we got the figure \$40,000. He then mentioned that he did question that Nevada Outdoor Schools commented that they give their money to other organizations. He has no issue if the funds would be used for travel but should not be used to gift to other organizations.*

*Executive Director Kerr explained to the board that current budget was \$80,000 for the 2023 year and it was divided in half. \$40,000 for events that would happen January 1, 2023, through June 30, 2023, and \$40,000 for events that happen July 1, 2023, through December 31, 2023. The ones that being presented before them were the events happening between January 1, 2023, through June 30, 2023. Executive Director Kerr stated that staff reached out to all past receptions with phone calls and emails with the new process.*

*Member McCarty stated that he liked the process with the scoring sheet. He asked where some of the other events were, such as the Balloon Festival and Silver State Stamped. Executive Director Kerr commented that they would be on the next round because their event will be after June 30, 2023.*

*Member Andreozzi motioned to approve what the Marketing Committee recommended as presented. Vice Chair Jewell seconded. Motion carried. (5-0)*

- E. Discussion, consideration, and possible action regarding the selection of the 2022 Festival of Tree Charity Partners and all matters related to.

**FOR POSSIBLE ACTION**

*Board Members disclosed what Charity Partners that they might have a conflict of interest with, and discussion took place on what Charity Partners to award for the 2023 Festival of Trees.*

*Convention & Events Manager Longley pointed out that Elko County Services were not a 501c3 and on the application it stated that all Charity Partners had to be a 501c3.*

*Member Stone motioned to award Elko Swim Team, Nevada Health Centers, Ruby Mountain Little League, and Special Olympics of Nevada as the Charity Partners for the 2023 Festival of Trees. Member McCarty seconded. Motion carried. (5-0)*

## **VIII. REPORTS**

- F. Comptroller: Review, consideration, and possible approval of the September 2022 Financial Reports.

**FOR POSSIBLE ACTION**

*Annette Kerr pointed out that the dates where wrong on the Comptroller Report.*

*Member McCarty motioned to approve the Comptroller reports. Member Stone approved. Motion carried. (5-0)*

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

**NON-ACTION ITEM**

*Executive Director Kerr gave an update about grants that staff were applying for.*

- H. Events and Catering: Update on current events and meeting reservations for September 2022.

**NON-ACTION ITEM**

*Board Members asked if in the future the reports can show a comparison with last year's numbers.*

*Executive Director Kerr said that could be done.*

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

**NON-ACTION ITEM**

**II. 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**

*Chair Zornes gave an update on the Haunted Commercial and stated that there had been an increase in hotel stays.*

*Member McCarty mentioned that the Christmas Bazar was coming up and it would be an overlap with the Festival of Trees.*

**III. COMMENTS BY THE GENERAL PUBLIC**

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**NON-ACTION ITEM**

*There were no public comments.*

**IV. MEETING SCHEDULE**

Discussion and possible changes to the Elko Convention & Visitors Authority Board of Directors meetings scheduled through the end of the calendar year.

**FOR POSSIBLE ACTION**

*Discussion on when the November and December Board of Directors meeting would take place due to the holidays.*

*Chair Zornes motioned for the November Board of Directors Meeting to be November 15, 2023, and the December Board of Directors Meeting be December 6, 2023. Member McCarty seconded. Motion carried. (5-0)*

**V. ADJOURNMENT**

**FOR POSSIBLE ACTION**

*Meeting adjourned at 10:34 a.m.*

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