



Elko Convention & Visitors Authority
MARKETING COMMITTEE MEETING
Elko Convention Center, Cedar Room
700 Moren Way, Elko, NV 89801
WEDNESDAY, AUGUST 10, 2022 8:30AM P.S.T

MINUTES

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.

Committee Members Present: Chip Stone, Marketing Committee Chair
Fallon Godwin-Butler, Maverick Gaming
Carrie Massie, Home 2 Suites
Paul Brownlee, BLM/California Trail Center
D'ette Mawson, Northeastern Nevada Museum
Lizz Todd, Key Marketing Solutions
Billie Crapo, Elko Area Chamber
Marianne Molland, Western Folklife Center
Jim Foster, Elko Regional Airport
Steve Burrows, NNRH

ECVA Staff Present: Annette Kerr, Executive Director
Tom Lester, Tourism & Marketing Manager
Amber Merz, Administrative Assistant

Visitors: Megan Cox

1. CALL TO ORDER

Marketing Committee Chair Chip Stone called the meeting to order at 8:31 am.

2. 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

Tom Lester introduced his guest, Megan Cox. He explained she was a teacher who is new to the area. She reached out to the ECVA because she worked in event planning & marketing before moving here and is looking to get involved locally. He felt a good way to help her do this was to introduce her to the members of this committee.

Megan Cox thanked the committee for having her and spoke about her experience working with non-profits in marketing and event planning when living in Oregon and Washington. She spoke about her time teaching in the Elko area and how she could help connect organizations and event planners with volunteers.

3. APPROVAL OF MINUTES

Approval of the June 1, 2022, Marketing Committee Minutes.

FOR POSSIBLE ACTION

Billie Crapo motioned for approval of the June 1, 2022, Marketing Committee Minutes. Steve Burrows seconded the motion. Motion passed unanimously.

4. UPDATES FROM ECVA STAFF

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

Annette Kerr spoke about her plans to change the marketing support application process, explaining it would be done twice yearly, once in the spring and once in the fall. This will make it easier for the ECVA staff to build their budget each year and give the committee a better idea of what funds are available to be distributed. It will also ensure that these organizations are planning their event marketing far enough in advance so they can properly utilize the funds and get the most out of these dollars.

Billie Crapo asked if the committee members would get a copy of the requests, they would be making recommendations on far enough ahead of time to properly review them. They would most likely have to review more requests in each of these two meetings, so the organization would have less time to make presentations at the actual meeting.

Annette stated that ideally, she would like to get the committee members this information at least 2 weeks in advance.

Lizz Todd stated she felt this would be a good change, seeing the availability of funds in the budget would make it easier for the committee to make accurate informed recommendations. Lizz said she would also find it helpful to see historical information regarding funds received by each organization and how these funds were used.

Steve Burrows agreed with Lizz Todd, explaining it can be hard to make recommendations for marketing support when you don't know what is available.

Chip Stone agreed with the previous statements but stated he did have some reservations. He spoke about his concern that the twice-yearly request process would cause issues for new events trying to start up that didn't know about the availability of this marketing support.

Annette spoke about the availability of funds for new events, explaining they would not turn away groups if they were unable to get an application in during one of the twice-yearly meetings.

Tom Lester read through his report with the committee and spoke about his current projects. He spoke about Pacific Sports International and their upcoming rugby tournaments, scheduled for November 12th and 13th. They are working to secure reliable transportation to and from Elko, he stated he thought they were working with the airport directly on this matter. Tom then let the committee know he had a call scheduled to get updates on this event later today and would have updates for them.

Jim Foster spoke about his conversations with Richard and Pacific Sports International, and how they were looking into their options for getting people to Elko.

Further discussion took place.

5. UPDATES FROM MARKETING COMMITTEE MEMBERS

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NON-ACTION ITEM

Marianne Molland spoke about the launch of Western Folklife TV, their new streaming service, and let them know the 2023 Cowboy Poetry Gathering lineup would be announced later this week.

Fallon Godwin-Butler spoke about the Maverick Casino Wild'n Out evening event in September as well as past Casino promotions.

Lizz Todd spoke about current and upcoming area events including the Pumpkin Festival, the Elko Daily Free Press Reads Choice Nominations, Rotary Club Renaissance Fair, and Rock Steady Boxing to help with Parkinson's symptoms at Full Range Physical Therapy. She stated that local teen, Megan Dwire, Miss Outstanding Teen Nevada, is representing the state at the current competition in Houston Texas.

D'ette Mawson spoke about the Northeastern Nevada Museums events, Great Humboldt Duck Race, where they sold over 100 ducks more than last year, and Summer Movies in the Park. This weekend they were showing Back to the Future and the next would be Gidget, both movies played in Elko when they premiered.

Steve Burrows spoke about NNRHs upcoming Flu Shot clinic, drive-thru flu shots would be available. He then spoke about physician recruitment stating they had a new pediatrician and hospitalist coming to Elko.

Carrie Massie spoke about hiring a new Sales Director and how busy her property has been. She let the committee know she has availability in housekeeping as well as 1-2 positions at the front desk. Tomorrow she is hosting Business before hours and will have mimosas.

Billie Crapo spoke about the summer events at the Chamber of Commerce, stating that it was starting to slow down finally. She spoke about the Sherman Dinner Auction and told the committee that the Chamber was promoting their Chamber Checks which were 20 years old today.

Jim Foster told the committee that Elko Regional Airport and Skywest had started their new flight schedule on August 1st. He spoke about the work the airport and city are doing to try and get more air service to Elko.

Discussion regarding air service into Elko took place.

Paul Brownlee stated the California Trail Center has been very busy, they have seen 700 visitors a week consistently throughout the summer. They have also had events most weeks from Thursday through Sunday. Paul then spoke about his efforts to start a blacksmith program at the Trail Center

Annette Kerr let the committee know the ECVA would be printing their annual events calendar again for 2023 and asked the committee to submit any events they would like included to Amber.

Tom Lester spoke about his current marketing campaigns and showed the committee a PowerPoint presentation he had prepared with these campaigns and commercials the ECVA has produced.

6. PUBLIC COMMENT PERIOD

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NON-ACTION ITEM

Chip Stone asked if there was a bus tour in town over the weekend as he saw a lot of people with camera equipment.

Annette Kerr explained the ECVA got a call Thursday night from a film company looking to film BASE jumping in Lamoille Friday morning. They were looking for a point of contact so she put them in touch with the sheriff's office.

7. ADJOURN

Meeting Adjourned at 10:05 am PST.

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