



## Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801

Phone: 775.738.4091

[www.ExploreElko.com](http://www.ExploreElko.com)

### **PUBLIC MEETING NOTICE**

**The Elko Convention and Visitors Authority, Board of Directors, will meet on Tuesday, January 24, 2022, in the Elko Convention Center, Cedar Room, located at 700 Moren Way, Elko, NV 89801 at 8:30 am Pacific Time Zone.**

The public can listen to and participate in the meeting on a computer, tablet, or smartphone by logging on to <https://zoom.us/join> or calling **+1(669)900-9128** and utilizing the **Meeting ID: 926 3315 1988** and **Password: 766083** on January 24, 2023, at 8:30 am.

Attached with this Notice is the Agenda for said meeting of the Board. 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](http://www.ExploreElko.com)

### **REQUEST FOR AGENDA INFORMATION**

The Public may contact Michelle Cromwell, Administrative Assistant at (775) 738-4091, or email at [michelle@elkocva.com](mailto:michelle@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](http://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 at least five (5) days prior to the meeting in order to try and make arrangements for reasonable accommodations that would enable participation in the hearing.

  
Annette Kerr  
ECVA Executive Director  
January 18, 2023



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

**TUESDAY, JANUARY 24, 2023 8:30AM P.S.T**

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## **AGENDA**

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.

### **JOIN OUR ZOOM MEETING**

Link In: <https://zoom.us/j/92633151988?pwd=OG5Rc3pET3lZOUlqMjkwMCtaR1dVdz09>

Meeting ID: 926 3315 1988

Passcode: 766083

Dial In: +1 669 900 9128

Meeting ID: 926 3315 1988

Passcode: 766083

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**

### **II. ROLL CALL**

### **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**

### **V. ORGANIZATION OF BOARD/MARKETING COMMITTEE**

**A.** Nominations and consideration of appointment of 2023 ECVA Board of Governors Chair and Vice-Chair. (Current: Chair Dave Zornes, Vice-Chair Toni Jewell in 2022).

### **FOR POSSIBLE ACTION**

- B.** Review, consideration, and possible action to add new Board members, Patricia Anderson and Marissa Lostra to the appropriate banking signature cards allowing for check signing authority.

**FOR POSSIBLE ACTION**

- C.** Nomination and consideration of appointment to the Marketing Committee as Chair.  
(Current: Chip Stone in 2022).

**FOR POSSIBLE ACTION**

- D.** Discussion and consideration of re-appointment of members to the Marketing Committee. Appointment of members with terms expiring December 31, 2023. Members: Fallon godwin-Butler, Carrie Massie, Paul Brownlee, D’ette Mawson, Lizz Todd, Billie Crapo, Marianne Molland, Jim Foster, Tony Buzzeti, Mandiee Ferguson, Catherine Wines and Steve Burrows have agreed to be re-appointed.

**FOR POSSIBLE ACTION**

- E.** Discussion, consideration, and possible approval of the updated Elko Convention & Visitors Authority Board of Directors Member Polices and Procedures Manual.

**FOR POSSIBLE ACTION**

**VI. APPROVAL OF MINUTES**

Approval of December 6, 2022 Minutes

**FOR POSSIBLE ACTION**

**VI. OLD BUSINESS**

**VII. NEW BUSINESS**

**A. 2023 SCHEDULE OF ECVA BOARD AND MARKETING MEETINGS**

Discussion and consideration of 2023 Board of Governors schedule of meetings including the Marketing Committee.

**FOR POSSIBLE ACTION**

- B.** Discussion and consideration of various options for the management of fiscal affairs; including consideration of outsourcing to Elko County, independent contractor/firm, or maintaining management in house.

**FOR POSSIBLE ACTION**

- C.** Receipt and acceptance of a Travel Nevada 2<sup>nd</sup> Cyle Grant Award in the amount of \$42,000.00. This grant requires a match in which the funds would be from the Marketing Fund.

The grant would be used for purchasing a one-year subscription with Placer.ai Analytics and Data - \$11,000.00 grant with \$11,000.00 ECVA Marketing Fund Match and an eight-month marketing campaign with Google Prospecting, Responsive Display and Choozle Conntected TV – OTT/FaceBook/Instagram Advertising - \$31,000.00 grant with \$31,000.00 ECVA Marketing Fund.

**FOR POSSIBLE ACTION**

**IX. REPORTS**

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

**NON-ACTION ITEM**

B. Events and Catering: Update on current events and meeting reservations for January.

**NON-ACTION ITEM**

C. Facilities: Update on facility projects and work.

**NON-ACTION ITEM**

**IX. 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**

**X. 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**

**XI. MEETING SCHEDULE**

The next Board of Directors meeting is scheduled for February 28, 2023 at 8:30am.

**FOR POSSIBLE ACTION**

**XII. ADJOURNMENT**

**FOR POSSIBLE ACTION**

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

**Mission**

The Elko Convention & Visitors Authorities mission as a public asset will provide safe and quality facilities, marketing of the community and partners for community events and activities that improve the community's overall quality of life and adds to economic development and vitality.

**Vision**

In the continued advancement of the organization's mission, the Elko Convention and Visitors Authority commits itself to the further development of competitive facilities, the positive marketing of our community and area, and events serving current and future community needs. The Elko Convention and Visitors Authority is dedicated to building a positive community identity, creating quality future employment opportunities, wealth creation and economic vitality, and future value for everyone the Elko Convention and Visitors Authority serves.