



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, February 08, 2023, in the Elko Conference Center, Ruby Mountain 1B at 724 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: 931 1732 7629** and **Password: 083634** on February 08, 2023, at 8:30 am.

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 CITY HALL
ELKO CONVENTION AND VISITORS AUTHORITY
ELKO CONVENTION AND VISITORS AUTHORITY WEBSITE:
www.ExploreElko.com

REQUEST FOR AGENDA INFORMATION

The Public may contact Michelle Cromwell, Events/Marketing Coordinator at (775) 738-4091, or email at 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.

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 Conference Center, Ruby Mountain 1B Room
724 Moren Way, Elko, NV 89801
WEDNESDAY, FEBRUARY 08, 2023 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.

JOIN OUR ZOOM MEETING

Link In: <https://zoom.us/j/93117327629?pwd=akMwaHg2dEl0NytCaDZMeTkrTFBkUT09>
Meeting ID: 931 1732 7629
Passcode: 083634

Dial In: +1 669 900 9128
Meeting ID: 931 1732 7629
Password: 083634

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 October 12, 2022, Marketing Committee Minutes.

FOR POSSIBLE ACTION

F. NEW BUSINESS

- F.1 Update on the adoption of Ordinance No. 875, an Ordinance Amending Title 4, Chapter 6, Section 10 Allocation and use of Transient Lodging Tax Funds.

NON-ACTION ITEM

G. NOTICE OF FUNDING OPPORTUNITY PRESENTATIONS AND RANKINGS

The Notice of Funding Opportunity (NOFO) for the 2023 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 second of the two (2) cycles of funding for FY 2022/2023. 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.

G.1 ORDER OF PRESENTATIONS

- A. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$30,000.00 from the ECVA Marketing Fund to the Silver State Stampede Association for the Silver State Stampede

FOR POSSIBLE ACTION

- B. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$8,000.00 from the ECVA Marketing Fund to the Ruby Mountain Race Series for the Nevada Marathon/half/5K, Freedom 5K and the Color Chase.

FOR POSSIBLE ACTION

- C. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$20,000.00 from the ECVA Marketing Fund to Haunted Elko, LLC for the Haunted/Holiday Commercial Hotel.

FOR POSSIBLE ACTION

- D. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$6,350.00 from the ECVA Marketing Fund to Benavides Bucking Bulls for the Gold Rush Challenge.

FOR POSSIBLE ACTION

- E. Review, discussion and possible recommendation to the ECVA Board of Directors to award up to \$5,000 from the ECVA Marketing Fund to Elko Basque House for the Annual Basque Festival.

FOR POSSIBLE ACTION

- F. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$10,000 from the ECVA Marketing Fund to Ruby Mountain Hot Air Inc. for the Ruby Mountain Ballon Festival.

FOR POSSIBLE ACTION

- G. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$20,000.00 in marketing from the ECVA Marketing Fund to the Boys & Girls Club of Elko for Country Under the Stars Concert.

FOR POSSIBLE ACTION

- H. Review, discussion and possible recommendation to the ECVA Board of Directors to award up to \$8,500.00 in marketing from the ECVA Marketing Fund to the Rotary Club of Elko for the Robin Hood Renaissance Faire.

FOR POSSIBLE ACTION

- I. Review, discussion and possible recommendation to the ECVA Board of Directors to award up to \$2,500.00 in sponsorship from the ECVA Marketing Fund to John Ellison and Michelle Mosley for the Elko 4th of July.

FOR POSSIBLE ACTION

- J. Review, discussion and possible recommendation to the ECVA Board of Directors to award up to \$10,000 in sponsorship from the ECVA Marketing Fund to Elko County Fair Board for the 2023 Elko County Fair.

FOR POSSIBLE ACTION

- K. 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 2XS Productions for Barrel Racing.

FOR POSSIBLE ACTION

- L. Review, discussion and possible recommendations to the ECVA Board of Directors to award up to \$10,000 in sponsorship and waiver of facility use in the amount of \$1,200 to Rides & Rods, Inc. for the Rides and Rods Elko Classic Car Show.

FOR POSSIBLE ACTION

- M. Review, discussion and possible recommendations to the ECVA Board of Directors to award up to \$10,000 in sponsorship to Nevada Stock Dog Trail for the Nevada Stock Dog Shootout.

FOR POSSIBLE ACTION

- N. Review, discussion and possible recommendations to the ECVA Board of Directors to award up to \$5,000 in sponsorship to Friends for Life for the Mission.

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

J. MEETING SCHEDULE

The next Marketing Committee meeting is scheduled for May 10, 2023 at 8:30am.

FOR POSSIBLE ACTION

K. ADJOURMENT

FOR POSSIBLE ACTION

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

Mission

The Elko Convention & Visitors Authority's 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.



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CERTIFICATE OF POSTING

I, _____, do hereby certify that a true and correct copy of the Elko Convention and Visitors Authority Marketing Committee Meeting Agenda for the meeting(s) held on Wednesday, February 8, 2022, at 8:30 am was posted at the locations and times listed below pursuant to N.R.S. 241 as amended by the 2021 Legislature.

ELKO CITY HALL
1751 College Avenue
Elko, NV 89801

February 2, 2023 / _____ a.m./p.m.
Date / Time

ELKO CONVENTION & VISITORS AUTHORITY
700 Moren Way
Elko, NV 89801

February 2, 2023 / _____ a.m./p.m.
Date / Time

ELKO CONVENTION & VISITORS AUTHORITY
www.ExploreElko.com

February 2, 2023 / _____ a.m./p.m.
Date / Time

Michelle Cromwell
Event & Marketing Coordinator

Date