



Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801

Phone: 775.738.4091

www.ExploreElko.com

SPECIAL MEETING – CONFERENCE CENTER

PUBLIC MEETING NOTICE

The Elko Convention and Visitors Authority, Board of Directors, will meet on Monday, March 20, 2023, in the Elko Conference Center, Lamoille Rooms 3 & 4, located at 724 Moren Way, Elko, NV 89801 at 9:00 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: 999 1313 1440** and **Password: 704763** on March 20th, 2023, at 9:00 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 CITY HALL
ELKO CONVENTION AND VISITORS AUTHORITY
ELKO CONVENTION AND VISITORS AUTHORITY WEBSITE:
ELKO CONFERENCE CENTER
www.ExploreElko.com

REQUEST FOR AGENDA INFORMATION

The Public may contact Selina Morales, Administrative Assistant at (775) 738-4091, or email at selina@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 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
March 13, 2023



Elko Convention & Visitors Authority
BOARD OF DIRECTORS SPECIAL MEETING
Elko Conference Center, Lamoille Rooms 3 & 4
724 Moren Way, Elko, NV 89801.

MONDAY, MARCH 20, 2023 9:00AM P.S.T

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

<https://zoom.us/j/99913131440?pwd=RmdUMFUyZlFRVkpNcVRkVmdkVFhYdz09>

Link In:

Meeting ID: 999 1313 1440
Passcode: 704763

Dial In: +1 669 900 9128

Meeting ID: 999 1313 1440
Passcode: 704763

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. OLD BUISNESS

- A. Review, consideration, and possible award of the bid relating to the capital improvements involving new stage and front of house theater lighting and matters related thereto.

- B. Review, consideration, and possible award of the bid relating to the capital improvements involving new theater house/audience lighting and matters related thereto.

VI. NEW BUSINESS

This 6-hour workshop is an opportunity for Elko Convention and Visitors Authority staff and Board members to review the existing elements of the new strategic plan, including the Core Values, Mission Statement, Vision Statement, and strategic goals and objectives, to determine whether the existing plan can be simply revised or if it will require significant changes and a comprehensive rewrite. Depending upon the results of this initial strategic planning evaluation and review workshop, additional strategic planning workshops with Elko Convention and Visitors Authority staff and Board members may be developed and facilitated.

- Introduction to the Strategic Planning Process
- General Overview of the Elko Convention and Visitors Authority 2022 through 2025 Strategic Plan
- Review of the Existing Core Values (Accountability, Dedication, Excellence, Integrity, Partnerships, Pride, Respect, and Trust)
- Review of the Existing Strategic Mission Statement and Existing Vision Statement
- Evaluation of the Revised 2010 through 2015 Objectives (Objective 1, Objective 2, and Objective 3)
- Evaluation of the New Organizational Goals Developed in November 2019 (Goal No. 1, Goal No. 2, Goal No. 3, Goal No. 4, Goal No. 5, and Goal No. 6)
- Evaluation of the Organizational Goals by Functional Area, Reworked and Continued from 2010 through 2015
 - o Marketing and Events
 - o Communication and Public Relations
 - o Convention Sales
 - o Tourism

FOR POSSIBLE ACTION

VII. 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

VIII. 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

IX. MEETING SCHEDULE

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

FOR POSSIBLE ACTION

X. 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.