



Elko Convention & Visitors Authority
BOARD OF DIRECTORS REGULAR MEETING MINUTES
Elko Convention Center, Cedar Room
700 Moren Way, Elko, NV 89801.
TUESDAY, JANUARY 24, 2023 8:30AM P.S.T

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 Chair Dave Zornes called the meeting to order at 8:30AM.

II. ROLL CALL

ECVA Board Members Present *Dave Zornes*
Chip Stone
Pat Anderson
Marissa Lostra

ECVA Board Members Absent: *Delmo Andreozzi*

ECVA Staff Present: *Annette Kerr, Executive Director*
Michelle Cromwell, Events & Marketing Coordinator
Selina Morales, Administrative Assistant

Visitors: *No visitors present*

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

No public comment was received.

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

No public comment was received.

Chair Zornes moved to nominate Member Stone to be appointed as Chair of the Elko Convention & Visitors Authority (ECVA) Board for 2023. Member Lostra seconded. Motioned carried. (3-0) Member Stone abstained.

Member Lostra moved to nominated Member Andreozzi as Vice-Chair of the Elko Convention & Visitors Authority (ECVA) Board of Directors for 2023. Member Stone seconded. Motion carried. (4-0)

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

No public comment was received.

Member Stone moved to add member Patricia Anderson to the appropriate banking signature cards. Member Lostra seconded. Motioned carried. (3-0) Member Anderson abstained.

Member Stone moved to add member Marissa Lostra to the appropriate banking signature cards. Member Anderson seconded. Motion carried. (3-0) Member Lostra abstained.

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

FOR POSSIBLE ACTION

No public comment was received.

Member Stone moved to nominate Member Anderson as Chair of the Elko Convention & Visitors Authority (ECVA) Marketing Committee for 2023. Member Lostra seconded. Motion carried. (3-0) Member Anderson abstained.

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

Executive Director Kerr stated that staff reached out to all current members of the Marketing Committee to see if they would be interested in being re-appointed. All current members said they would like to be re-appointed with the exception of Tony Buzzeti. Mr. Buzzeti never got back to staff.

No public comment was received.

Member Anderson moved to re-appoint all current Marketing Committee Members for the 2023 year. Member Lostra seconded. Motion carried. (4-0)

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

FOR POSSIBLE ACTION

Executive Director Kerr stated that the Nevada Public Agency Insurance Pool gave a presentation regarding Board Governance and Ethics at Elko City Hall on January 12, 2023. Members Stone, Anderson, Lostra and Kerr herself attended. Kerr stated that handouts from that meeting were with the Board of Directors Member Polices and Procedures Manual. Kerr stated that the last time the Board of Directors Member Polices and Procedures Manual was updated was in 1997.

No public comment was received.

Member Lostra moved to approve and adopt the Elko Convention & Visitors Authority Board of Directors Member Polices and Procedures Manual as presented. Member Stone seconded. Motion carried. (4-0)

VI. APPROVAL OF MINUTES

Approval of December 6, 2022 Minutes

FOR POSSIBLE ACTION

Minutes were tabled until the next meeting.

VII. OLD BUSINESS

There was no old business.

VIII. 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

No public comment was received.

Member Lostra moved to approve the 2023 Schedule of ECVA Board and Marketing Meetings as presented. Member Stone seconded. Motion carried. (4-0)

- 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

Executive Director Kerr stated that the Executive Director before her was asked to look into the various options for the management of fiscal affairs for the Elko Convention & Visitors Authority

just before their departure. Kerr spoke to Elko County and they said they would be more than happy to help, although we would not be a priority. Elko County does not use the same software as the ECVA and would need all the ECVA's information moved over to their system. Kerr explained that if Elko County were to handle the fiscal affairs, ECVA would not be able to create or look up their invoices on the spot, cut checks right or way or have the control like they do now. Kerr stated that she looked into independent contractors/firms and they wanted to up to \$300 per hour for what ECVA staff was already doing in house right now. Kerr stated that she was requesting that the board keep the management of fiscal affairs in house. Kerr also stated that she would like to hire an Accountant and not a Comptroller.

No public comment was received.

Member Anderson moved to keep the management of fiscal affairs in house and authorize Executive Director Kerr to start the hiring of an Accountant process. Member Stone seconded. Motion carried. (4-0)

- C. Receipt and acceptance of a Travel Nevada 2nd Cycle 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 Connected TV – OTT/FaceBook/Instagram Advertising - \$31,000.00 grant with \$31,000.00 ECVA Marketing Fund.

FOR POSSIBLE ACTION

Executive Director Kerr gave an update to the board on the Travel Nevada Grant that the ECVA was awarded.

Member Lostra moved to approve the match and accept the grant. Member Stone seconded. Motion carried. (4-0)

IX. REPORTS

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

NON-ACTION ITEM

Executive Director Kerr provided an update on the Marketing & Sales report.

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

NON-ACTION ITEM

Executive Director Kerr provided an update on current events and meeting reservations for January 2023.

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

NON-ACTION ITEM

Executive Director Kerr provided an update on facility projects and work.

X. 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

X1. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

No public comment was received.

X1I. MEETING SCHEDULE

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

FOR POSSIBLE ACTION

X1II. ADJOURNMENT

FOR POSSIBLE ACTION

Chair Zornes moved to adjourn the meeting at 9:30AM.

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.