



Elko Convention & Visitors Authority
MARKETING COMMITTEE MEETING MINUTES
Elko Convention Center, Cedar Room
700 Moren Way, Elko, NV 89801
WEDNESDAY, OCTOBER 12, 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.

A. CALL TO ORDER

Marketing Committee Chair, Chip Stone called the meeting to order at 8:30AM.

B. ROLL CALL

Marketing Committee Members Present:

Fallon Godwin-Butler, Paul Brownlee, D'ette Mawson, Lizz Todd, Billie Crapo, Marianne Molland, Jim Foster, Tony Buzzetti, Mandiee Ferguson Steve Burrows and ECVA Board Member Chip Stone.

ECVA Staff Present:

Executive Director - Annette Kerr, Administrative Assistants – Amber Merz and Michelle Cromwell and Marketing & Tourism Manager Tom Lester.

Visitors:

Brad Mullins, John Bottari, Jennifer Roberson, Jan Peterson, Carrie Eary, Jess Jones, Jeff Linrod and Bardolyn.

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

No public comments were received.

E. APPROVAL OF MINUTES

E.1 Approval of the August 10, 2022, Marketing Committee Minutes.

FOR POSSIBLE ACTION

Member Crapo moved to approve the August 10, 2022, Marketing Committee Meeting Minutes. Member Godwin-Butler seconded the motion. Motion carried. (11-0)

F. NOTICE OF FUNDING OPPORTUNITY PRESENTATIONS AND RANKINGS

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

F.1 ORDER OF PRESENTATIONS

Executive Director Kerr went over the new process for the Notice of Funding Opportunity (NOFO). Kerr then explained the new scoring sheet that would be used to score each applicant. Kerr told the members that there had been \$80,000 budgeted for the 2022/2023 fiscal year for the NOFO. \$40,000 would be for events and activities happening January – June, 2023 and \$40,000 would be for events and activities happening July – December, 2023.

- A. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$15,000.00 from the ECVA Marketing Fund to the Western Folklife Center for the 38th National Cowboy Poetry Gathering.

FOR POSSIBLE ACTION

Brad Mullins from the Western Folklife Center gave a presentation. Mullins said they were happy to be putting on the Cowboy Poetry Gathering again. They are asking for \$15,000 this year to produce high quality videos to continue marketing.

- B. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$6,000.00 from the ECVA Marketing Fund to the Elko Archery Club for the SnoBowl Challenge.

FOR POSSIBLE ACTION

John Bottari from Elko Archery Club gave a presentation. Bottari said that the last year was their first SnowBowl Challenge. They had about 73 people. SLC had a similar shoot at the same time with over 3,000 people. They did get great feedback about the event and prize funds. They are moving the dates of the event next year so they don't have to compete with the SLC event.

- C. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$5,000.00 from the ECVA Marketing Fund to the Elko Desert Sunrise Community Fund for the Ruby Roubaix Gravel Fondo 2023.

FOR POSSIBLE ACTION

Jennifer Roberson from Elko Desert Sunrise Community Fund gave a presentation. Roberson said this will be their 3rd Annual ride. They are wanting to focus on Social Media advertising next year. They are asking for \$5,000. \$3,000 to use for drone footage and the other \$2,000 to get advertising in outside magazines.

- D. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$2,870.00 in sponsorship, and up to \$630.00 from the ECVA Marketing Funds for a total of \$3,500.00 to the Cowboy Arts & Gear Museum for the Bit & Rein Contest.

FOR POSSIBLE ACTION

Jan Peterson from the Cowboy Arts & Gear Museum gave a presentation. She passed around some of the bits that were made in the past. They have 20 contest slots and all spots are sold out. Peterson mentioned ECVA has supported this event since it began five (5) years ago. They were asking for additional money since adding the rein contest.

- E. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$750.00 in sponsorship, and up to \$2,000.00 from the ECVA Marketing Fund for a total of \$2,750.00 to the 13th Annual Jake Eary Memorial Rodeo.

FOR POSSIBLE ACTION

Carrie Eary gave a presentation. This will be the 13th Annual Jake Eary Memorial Rodeo. The rodeo was started in 2013 at the Spring Creek Horse Palace. In 2016 it was moved to Elko Fairgrounds because they had outgrown the Horse Palace. They stopped charging admission in 2020 and attendance has been up. They do raffles and silent auctions. All funds raised go to kids in the community.

- F. 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 Outlaw Broncs for the New Years' Eve Bronc Bash.

FOR POSSIBLE ACTION

Jess Jones from Outlaw Broncs gave a presentation. Jones is asking for funds to help with prize money. Prize money is the biggest draw for contestants. Jones said that Facebook was their best advertising and they will also do some ads in Nevada Rancher. This will be their 14th year doing the event. They used to have it in Winnemucca, but last year moved it to Spring Creek..

- G. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$2,500.00 in facility usage fee reduction for the Elko Fire Department-Lee Engine Company for the Annual Nevada State Fire Association Conference.

FOR POSSIBLE ACTION

Chair Stone disclosed that he was a liaison for the fire department. Jeff Linrod from Elko Fire Department-Lee Engine Company gave a presentation. Linrod explained that this will be the 4th time that this conference has been in Elko. The conference travels around the state to make it easier for smaller departments to attend and receive high level training. They are asking for \$2,500 to offset facility rental fees.

- H. Review, discussion and possible recommendation to the ECVA Board of Directors to award funds up to \$3,750.00 from the ECVA Marketing Fund to Nevada Outdoor Schools for the Fire & Ice Golf Tournament Fundraiser.

FOR POSSIBLE ACTION

Bardolyn from Nevada Outdoor Schools gave a presentation. Bardolyn mentioned they had received support from the ECVA last year for one of their fundraisers. They will use the funds to advertise the fundraiser which sustains their organization. They have started advertising Statewide and are having some success and getting attendance from out of the area.

- I. Review, discussion and possible recommendation to the ECVA Board of Directors to award up to \$2,500.00 from the ECVA Marketing Fund, and facility usage discount or waiver to Elko POW*MIA Awareness Association for the Chili Feed Fundraiser.

FOR POSSIBLE ACTION

*Executive Director Kerr let the committee know that Ken from the Elko POW*MIA was Not able to make it due to illness and that they had received funds for facility rental in the Past.*

Executive Director Kerr went over the ranking process again and that the committee could award all of the funds requested, some, or none at all. Kerr mentioned that they could leave some funds in marketing for anyone else that might need funds last minute.

Members then filled in their score sheets and gave them to Kerr so she could add them all together.

Kerr then took the scoring sheets to tally them

BREAK – Resumed meeting at 9:49AM

Executive Director Kerr passed out the Master score sheet after she had added all members scores. Members discussed the scores and amounts requested.

*Member Burrows moved to award Western Folklife Center \$10,000 for the 38th National Cowboy Poetry, Elko Archery Club \$5,000 for the SnoBowl Challenge, Elko Desert Sunrise Community Fund \$5,000 for the Ruby Roubaix Gravel Fondo 2023, Cowboy Arts & Gear Museum \$2,000 for the Bit & Rein Contest, \$2,000 to the 13th Annual Jake Eary Memorial Rodeo, Outlaw Broncs \$5,000 for the New Years Eve Bronc Bash, Elko Fire Department – Lee Engine Company \$2,500 for facility usage for the Nevada State Fire Association Annual Conference, Nevada Outdoors School \$2,500 for the Fire & Ice Golf Tournament Fundraiser and Elko POW*MIA Awareness Association \$2,000 for the Annual Chili Feed Fundraiser and forward to ECVA Board of Directors for approval. Member Buzzetti seconded. Motion passed. (8-0) Member Molland, Foster and Massie abstained*

G. ECVA CALENDAR

- G.1 Review, discussion and possible selection of photos submitted during the 2023 Elko Area Photo Hunt Contest for the 2023 ECVA Calendar.

FOR POSSIBLE ACTION

During the break ECVA staff laid out all the photos that were submitted and voted on the ones they would like to see in the calendar.

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

Member Burrows let everyone know about the flu shot – drive up in the hospital parking lot that weekend.

Member Buzzetti said the Elko County Fair was good and numbers were good. The Elko County Board was meeting that night to start planning for the next year.

Member Crapo thanked the ECVA for the facility use for the candidate forum. The Chamber board elections were coming up and people had until that Friday to apply. They were to their first ever Christmas Tree lighting on December 1st. The DBA had a successful sangria walk and were planning for the snowflake festival.

Member Foster said that the airport was still dealing with pilot shortage and hopeful to secure Skywest contract for an additional year. They hope to get overnight flights back as this served community better.

Member Todd said that the Everthing Elko Pumpkin Festival was that weekend. Janil Thomas had bought PNCC. She thanked Annette and team for putting together budget and for the process. She said it helped make a better more informed decision.

Member Molland let everyone know that Jam On was happening that night and Lets Dance would be the day after. She said that the 2023 National Poetry Gathering planning was going well.

Member Massie mentioned that they were fully staffed and were booking out for The Cowboy Poetry Gathering.

Member Godwin-Butler said that Mavrick Gaming will have 5 weeks of holiday shops promotion with a theme each week. They will be at pumpkin festival with spiked beverages.

ECVA's Tourism & marketing Manager Lester said there was report in the members packet.

Lester was putting in some grants for marketing and was looking to get better data on event attendance. Lester has the media coming in for the Cowboy Poetry gathering.

Executive Director Kerr talked about the Christmas movie that was going to be shown at the ECVA. Kerr is looking to move the Marketing Committee Meetings to quarterly. If the ECVA Board approved the change the next Marketing meeting would be February 8th, 2023.

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NON-ACTION ITEM

Brad Mullins from the Western Folklife Center thanked the ECVA for the funds and for past funds received.

J. ADJOURNMENT

FOR POSSIBLE ACTION

Chair Stone adjourned the meeting at 10:42AM

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