



*Ms. Toothman said it was good to see everyone. Board Member Anderson asked that there be a meeting scheduled in which they can review the entities that serve on the Marketing Committee.*

## **V. APPROVAL OF MINUTES**

- A. Approval of March 28, 2023 Minutes

**FOR POSSIBLE ACTION**

*Board Member Anderson moved to approve March 28, 2023 Minutes. Board Member Lostra seconded. Board Member Zornes abstained. Motion carried (3-0)*

*No public comment was received.*

## **VI. OLD BUSINESS**

- A. Review, consideration, and possible award of the bid relating to the capital improvements involving renovation and upgrade to the digital sign located at the corner of Idaho Street and College Ave. and matters related thereto.

**FOR POSSIBLE ACTION**

*Director Kerr explained both bids that were received from Yesco and Nevada Advertising. Board Member Lostra moved to approve the bid with Nevada Advertising involving renovation and upgrade to the digital sign located at the corner of Idaho Street and College Ave. Board Member Anderson seconded. Motion carried (4-0).*

*No public comment was received.*

- B. Update on new stage lighting.

**NON-ACTION**

*Director Kerr gave an update on new stage lighting. Moonlighting & Sound is removing rental lights that were temporarily installed and have began installing new permanent stage lights in the theater.*

*No public comment was received.*

## **VII. REPORTS**

- A. Marketing, Convention & Tourism: Review of the Marketing & Sales Reports.  
B. Events and Catering: Update on current events and meeting reservations for March 2023.  
C. Facilities: Update on facility projects and work.

**NON-ACTION ITEM**

*Director Kerr presented the board with a brief update of the Room Tax Revenues, Consolidated Tax Revenues, and the Ad Valorem Tax Revenues. Director Kerr gave an update on current events and meeting reservations. Director Kerr gave an update on facility projects and work.*

*No public comment was received.*

**VIII. 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**

*Board Member Anderson asked for a line item on next Board of Directors meeting agenda reagrding the Marketing Committee. Board Member Zornes discussed how the Commercial Hotel building is being utilized. Board Member Zornes stated that Dr. Edwards has created many fun events and acitivites for families. Board Member Lostra shared that the Elko County Realtors are having the 8th Annual Spring Tour of Homes which will be on May 20, 2023 at the Commercial Hotel parking lot. Board Member Lostra also shared that she is trying to reach out of town soccer leagues to try and bring tournaments to Elko.*

*No public comment was received.*

**IX. 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.

*Director Kerr told the Board that Travis Baulch with the Nevada Stockdog Shootout, which was a recipient of the Marketing Funds stopped by the ECVA to share that his show currently has over 100 stockdogs and so far, it sounds like it will be a good turn out for this event.*

**X. MEETING SCHEDULE**

The next Board of Directors meeting is scheduled for May 23, 2023 at 8:30am.

**FOR POSSIBLE ACTION**

**XI. ADJOURNMENT**

*Chairman Stone adjorned meeting at 9:22AM.*

**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.