



Elko Convention & Visitors Authority
MARKETING COMMITTEE MEETING MINUTES
Elko Conference Center, Ruby Mountain 1 Room
724 Moren Way, Elko, NV 89801
WEDNESDAY, FEBRUARY 8, 2023 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, Pat Anderson called the meeting to order at 8:31AM.

B. ROLL CALL

Marketing Committee Members Present:

Billie Crapo, Carrie Massie, Catherine Wines, D'ette Mawson, Fallon Godwin-Butler, Jim Foster, Lizz Todd, Paul Brownlee, Steve Burrows, Tony Buzzetti, ECVA Marketing Committee Chair Pat Anderson, and ECVA Board Member Chip Stone.

ECVA Staff Present:

Executive Director - Annette Kerr, Events/Marketing Coordinator- Michelle Cromwell and Administrative Assistant- Selina Morales.

Visitors:

Sadie Schick, J.J. Riemnich, Abigail Wheeler, Jeff Remington, Anthony Sandoval, Efren Benavides, Cami Ann Gerber, Rusty Bahr, Cathy Laughlin, Marge Warmbrodt, Stephanie Shigaio, Gayle McCoy, Shonilee Berg, Kassidy Arbillaga and Travis Baulch.

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

Executive Director Kerr thanked Chairman Chip Stone for being Chair of the Marketing Committee

for the past four (4) years.

No public comments were received.

E. APPROVAL OF MINUTES

E.1 Approval of October 12, 2022, Marketing Committee Minutes.

FOR POSSIBLE ACTION

Chair Anderson moved to approve the October 12, 2022, Marketing Committee Meeting Minutes. Member Godwin-Butler seconded the motion. Member Mawson abstained since she was not present. Motion carried. (9-1)

No public comments were received.

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 second of 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.

F.1 ORDER OF PRESENTATIONS

Executive Director Kerr went over the new process for the Notice of Funding Opportunity (NOFO) explaining the new scoring sheet that would be used to score each applicant. Executive Director Kerr then mentioned the amount of \$46,250 would be for events and activities happening July – December, 2023. The Marketing Committee will ask the Board for approval on additional \$20,000 making the total amount \$66,250 for available funding at the next Board of Directors meeting. Executive Director Kerr stated that only the committee can make a vote and reminded the applicants, if they are awarded please come back and explain how these funds were utilized.

- 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

Cathy Laughlin, Secretary of the Silver State Stampede Association gave presentation. Ms. Laughlin explained they are requesting these funds to expand with marketing for the show by airing a commercial now that they see online ticket sales are from around the country.

- 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

ECVA Staff Cromwell stated that Representative Anne Simmons was not able to attend but she sent a video clip to be presented. The clip was presented to the Marketing Committee.

- 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

Dr. Chad Edwards gave a presentation. Dr. Edwards explained how the community has a lack of family friendly & youth events and is trying to introduce more of these events to the community.

- 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

Efren Benavides & Anthony Sandoval gave a presentation. Mr. Benavides stated this year marks the 4th year of this event and explained how they will continue to advertise with billboards, flyers & radio stations to continue bringing out of state people to Elko.

- E. Review, discussion, and possible recommendation to the ECVA Board of Directors to award up to \$5,000.00 from the ECVA Marketing Fund to Elko Basque House for the annual Basque Festival.

FOR POSSIBLE ACTION

Cassidy Arbillaga gave a presentation. Ms. Arbillaga explained that due to higher cost, they have lost one day of the festival but are still trying to bring the festival to the community. If awarded, they will be using funds to advertise with digital flyers and posters to all surrounding cities and states.

- F. Review, discussion, and possible recommendation to the ECVA Board of Directors to award funds up to \$10,000.00 from the ECVA Marketing Fund to Ruby Mountain Hot Air Inc. for the Ruby Mountain Balloon Festival.

FOR POSSIBLE ACTION

Shonilee Berg gave a presentation. Ms. Berg stated that the Balloon Festival has doubled in numbers bringing in more pilots which has allowed them to extend to a four-day event. Ms. Berg stated they have moved the dates of the event from July to September to get schools and youth more involved.

- G. 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 the Boys & Girls Club of Elko for Country Under the Stars Concert.

FOR POSSIBLE ACTION

CEO of Boys & Girls Club of Elko, Rusty Bahr pulled request for funds.

- 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 Robin Hood Renaissance Faire.

FOR POSSIBLE ACTION

Abby Wheeler gave a presentation. Ms. Wheeler spoke about how it was a great hit for the community. Ms. Wheeler did not expect as much of a turn out as it was and presented a brief video explaining more about event.

- 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

ECVA Staff Cromwell stated that John Ellison was still feeling unwell, and Michelle Mosley was unavailable.

- J. 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 Elko County Fair Board for the 2023 Elko County Fair.

FOR POSSIBLE ACTION

JJ Roemmich gave a presentation. Ms. Roemmich stated this year would mark the 103rd year for the Elko County Fair. This eight-day event brings many people from out the state increasing their attendance every year. Due to increased attendance, they have been able to add new events.

- 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

Sadie Schick gave a presentation. Ms. Schick stated that this event started in 2020, since then has brought 32 events to Elko County.

- L. Review, discussion, and possible recommendation to the ECVA Board of Directors to award funds up to \$10,000.00 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

Jeff Remington from the Rides & Rods, Inc. gave a presentation. Mr. Remington stated this show would be the 12th year in Elko and presented an advertisement video he used for 2022.

- M. Review, discussion, and possible recommendation to the ECVA Board of Directors to award up to \$10,000.00 in sponsorship to Nevada Stock Dog Trial for the Nevada Stock Dog Shootout.

FOR POSSIBLE ACTION

Travis Baulch gave a presentation. Mr. Baulch stated that the Nevada Stock Dog Trial is a championship event that consists of three different associations, each in different states. This would be the first year this event would come to Elko.

- N. Review, discussion, and possible recommendation to the ECVA Board of Directors to award up to \$5,000.00 in sponsorship to Friends fir Life for the Mission.

FOR POSSIBLE ACTION

Marge Warmbrodt gave a presentation. Ms. Warmbrodt explained that the organization focuses on helping with medical expenses of those in need. She stated that they offer transportation to where they can bring people to Elko's dialysis clinic.

Executive Director Kerr explained the ranking process and how the committee could award the requested funds. Marketing Committee Members proceeded to fill out their score sheets, once finished, they were given to Executive Director Kerr. Executive Director Kerr took the score sheets to tally up the scores.

No public comments were received.

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 gave an update on Northeastern Nevada Regional Hospital.

Member Massie gave an update on Home2 Suites.

Member Wines gave an update on Elko Arts & Culture Advisory Board.

Member Brownlee gave an update on California Trail Interpretive Center.

Member Buzzetti gave an update on Elko County Fair Board.

Member Crapo gave an update on Elko Area Chamber of Commerce.

Member Foster gave an update on Elko Regional Airport.

Member Todd gave an update on Key Marketing Solutions.

Member Godwin-Butler gave an update on Maverick Gaming.

Member Mawson gave an update on Northeastern Nevada Museum.

Executive Director Kerr returned with votes. Executive Director Kerr mentioned the amount requested was out of budget and asked if anyone was willing to drop asking amount. Mrs. Laughlin with the Silver State Stampede said she would drop her asking amount to \$10,000. Marketing Committee Members discussed the scores and amounts requested.

Member Wines moved to recommend to award and send to the Board for approval; Silver State Stampede Association \$10,000 for the Silver State Stampede, Ruby Mountain Race Series \$4,000 for the Nevada Marathon/half/5k, Freedom 5k, and the Color Chase, Haunted Elko, LLC \$6,000 for the Haunted/Holiday Commercial Hotel, Benavides Bucking Bulls \$5,000 for the Gold Rush Challenge, Elko Basque House \$5,000 for the Annual Basque Festival, Ruby Mountain Hot Air Inc. \$4,750 for the Ruby Mountain Balloon Festival, Rotary Club of Elko \$5,000 for the Robin Hood Renaissance Faire, John Ellison and Michelle Mosley \$1,500 for the Elko 4th of July, Elko County Fair Board \$10,000 for the 2023 Elko County Fair, 2XS Productions \$4,000 for Barrel Racing, Rides & Rods, Inc. \$5,000 in sponsorship & \$1,000 in waiver of facility use for the Rides & Rods Elko Classic Car Show, Nevada Stock Dog Trial \$4,000 for the Nevada Stock Dog Shootout, and \$1,000 for Friends for Life for the Mission. Member Brownlee seconded the motion.

Chair Anderson motioned to table. Motion carried (10-0) and will go to the Board of Directors for approval.

No public comments were received.

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NON-ACTION ITEM

No public comments were received.

J. ADJOURNMENT

FOR POSSIBLE ACTION

Chair Anderson adjourned the meeting at 11:33AM.

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.