



Elko Convention & Visitors Authority  
BOARD OF DIRECTORS MEETING MINUTES  
Elko Convention Center, Cedar Room  
700 Moren Way, Elko, NV 89801  
**TUESDAY, MAY 23, 2023 8:30 AM P.S.T**

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## 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 Chairman Chip Stone called the meeting to order at 8:33AM.*

### II. ROLL CALL

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

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

*Visitors:*                                      *Doris Toothman*  
*Brad McMullen*

### 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**

*Chairman Stone stated that there will be a reading of passed veterans on Monday May 29, 2023 at 10:30a.m. and invited everyone to attend.*

*Brad McMullen, Programs and National Cowboy Poetry Manager, of the Western Folk Life Center gave an update on the 2023 Cowboy Poetry Gathering. Mr. McMullen thanked the Board for the marketing funds that were received from NOFO and explained that they were able to market online and through an app that helped attract many people to Elko.*

## **V. APPROVAL OF MINUTES**

- A. Approval of April 25, 2023 Minutes

**FOR POSSIBLE ACTION**

*Board Member Lostra moved to approve April 25, 2023 Minutes. Board Member Anderson seconded. Motion carried (4-0)*

*Board Member Zornes arrived at 8:48AM.*

*No public comment was received.*

## **VI. BUDGET HEARING FOR FISCAL YEAR 2023/2024**

- A. Pursuant to NRS 354.596, conduct and hold a Public Hearing, for the approval of the Final Budget for Fiscal Year 2023/2024 for the Elko Convention and Visitors Authority. The ECVA Tentative Budget is available for review at the ECVA.

**FOR POSSIBLE ACTION**

*Director Kerr presented the final budget for fiscal year 2023/2024.*

*Board Member Anderson moved to approve the final budget for fiscal year 2023/2024 as presented. Board Member Zornes seconded. Motion carried (5-0)*

*No public comment was received.*

## **VII. NEW BUSINESS**

- A. Discussion and consideration of approval of a resolution to increase the “all other assets” as defined by the Elko Convention and Visitors Authority, from the amount of \$1,000.00 to \$5,000.00 with an estimated useful life in excess of one year. The resolution will be retroactive to July 01, 2022.

**FOR POSSIBLE ACTION**

*Director Kerr explained the current defined amount for Capital assets and Capital Asset Inventory List.*

*Board Member Andreozzi moved to approve resolution to increase the “all other assets” as defined by the Elko Convention and Visitors Authority, from the amount of \$1,000.00 to \$5,000.00 with an estimated useful life in excess of one year. Board Member Anderson seconded. Motion carried (4-0).*

*No public comment was received.*

- B. Discussion, review, and possible approval of the Marketing Committee Structure and Guidelines and matters related there to.

**FOR POSSIBLE ACTION**

*Board Member Anderson explains the Marketing Committee Structure and Guidelines. Board Member Anderson explains that she feels the Marketing Committee is missing some representing members of the community and would like to find a way to bring back the Lodging Committee and possibly merge it with the Marketing Committee.*

*No action was taken.*

*No public comment was received.*

- C. Discussion, review, and possible action regarding the verbiage displayed on the electronic sign base.

**FOR POSSIBLE ACTION**

*Director Kerr presented pictures taken by Mrs. Cromwell with options for the electronic sign.*

*Board Member Andreozzi moved to direct staff to come up with appropriate font and messaging for the electronic sign. Board Member Lostra seconded. Motion carried (5-0).*

*No public comment was received.*

- D. Discussion and consideration regarding the Executive Director's annual performance evaluation and matters related thereto.

**FOR POSSIBLE ACTION**

*Chairman Stone discussed the Executive Director's annual performance. Board Member Andreozzi and Chairman Stone stated they would like to recognize Director Kerrs 'achievements with a merit increase. Board Member Andreozzi recommended that they look at what the Elko County does for this to be a fair recognition. Board Member Andreozzi moved to acknowledge that Director Kerr exceeds expectations for this review period and will work towards implementing a wage compensation contract for merit and/or cost of living with the Elko County's assistance. Board Member Lostra seconded. Motion carried (5-0).*

*No public comment was received.*

**VIII. REPORTS**

- A. Marketing, Convention & Tourism: Review of the Marketing & Sales Reports.  
B. Budget and Finance: Update on current status.  
C. Facilities: Update on facility projects and work.

**NON-ACTION ITEM**

*Director Kerr presented the Marketing, Convention & Tourism Sales Report.  
Director Kerr presented an update on the current status of the Budget and Finance.  
Director Kerr presented an update on the facilities projects and work.*

*No public comment was received.*

**IX. 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**

*No public comment was received.*

**X. COMMENTS BY THE GENERAL PUBLIC**

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*No public comment was received.*

**XI. MEETING SCHEDULE**

The next Board of Directors meeting is scheduled for June 27, 2023 at 8:30am.

**FOR POSSIBLE ACTION**

**XII. ADJOURNMENT**

*Chairman Stone adjourned meeting at 10:16AM.*

**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.