



Elko Convention & Visitors Authority  
MARKETING COMMITTEE MEETING MINUTES  
Elko Convention Center, Gold Room  
700 Moren Way, Elko, NV 89801  
WEDNESDAY, MAY 10, 2023 8:30AM P.S.T

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**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 8:38AM.*

**B. ROLL CALL**

*Marketing Committee Members Present:*

*ECVA Marketing Committee Chair Pat Anderson, Billie Crapo, Carrie Massie, Catherine Wines, D'ette Mawson, Fallon Godwin-Butler, Lizz Todd, Mandiee Ferguson, Marianne Molland, Paul Brownlee, Steve Burrows.*

*ECVA Staff Present:*

*Executive Director - Annette Kerr, Events/Marketing Coordinator - Michelle Cromwell, Tourism/Convention Manager - Tom Lester and Administrative Assistant - Selina Morales.*

*Visitors:*

*Brad McMullen, Carolyn Trainor*

**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 February 08, 2023 Marketing Committee Minutes.

**FOR POSSIBLE ACTION**

*Member Burrows moved to approve the February 08, 2023 Marketing Committee Meeting Minutes. Member Crapo seconded the motion. Motion carried. (10-0)*

*No public comments were received.*

*Executive Director Kerr arrived at 9:10AM.*

**F. NEW BUSINESS**

F.1 Discussion and update on ECVA new Strategic Plan as it relates to marketing and matters related there to.

**FOR POSSIBLE ACTION**

*Executive Director Kerr presented information regarding the ECVA new Strategic Plan as it relates to marketing.*

*Member Burrows moved to approve the ECVA new Strategic Plan as it relates to marketing. Member Massie seconded. Motion carried (10-0)*

F.2 Discussion, review, and possible approval of the Marketing Committee Structure and Guidelines and matters related there to.

**FOR POSSIBLE ACTION**

*Executive Director Kerr presented information regarding the Marketing Committee Structure and Guidelines. Members discuss current structure of the marketing committee.*

*No action was taken.*

**G. REPORTS**

Receipt of report regarding the 2023 National Cowboy Poetry Gathering from Mr. Brad McMullen, Programs and National Cowboy Poetry Manager, of the Western Folk Life Center.

**NON-ACTION ITEM**

*Mr. Brad McMullen, Programs and National Cowboy Poetry Manager, of the Western Folk Life Center gave an update on how well the 2023 National Cowboy Poetry Gathering went.*

*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 Crapo gave an update on Elko Area Chamber of Commerce.  
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.  
Member Ferguson gave an update on City of Elko Parks & Recreation.  
Member Molland gave an update on Western Folklife Center.*

*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**

*No public comments were received.*

**I. COMMENTS BY THE GENERAL PUBLIC**

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**NON-ACTION ITEM**

*No public comments were received.*

**J. ADJOURNMENT**

**FOR POSSIBLE ACTION**

*Chair Anderson adjourned the meeting at 10:19 AM.*

**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.