



Elko Convention & Visitors Authority  
BOARD OF GOVERNORS MEETING MINUTES  
Elko Conference Center, Lamoille Rooms #3 & #4  
724 Moren Way, Elko, NV 89801

**TUESDAY, SEPTEMBER 26, 2023 8:30AM P.S.T**

---

**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 Governors Chairman Chip Stone called the meeting to order at 8:31AM.*

**II. ROLL CALL**

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

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

*Visitors:*                                      *Cathy Laughlin, via Zoom*  
*PJL, via Zoom*

**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**

*No public comment was received.*

## V. APPROVAL OF MINUTES

A. Approval of August 22 & August 29, 2023 Minutes

**FOR POSSIBLE ACTION**

*Board Member Lostra moved to approve the August 22 & 29, 2023 Minutes. Board Member Anderson seconded. Motion carried (5-0)*

*No public comment was received.*

## VI. OLD BUSINESS

- A. Discussion, consideration, and possible approval regarding Marketing Notice of Funding Opportunity (NOFO) requests in which the scale is based on projected overnight visitors, Board of Governor approvals for sponsorships, facility cost reductions, and matters related thereto.

**NON-ACTION ITEM**

*Executive Director Kerr presented a NOFO Request Scale that specified a possible cap on the amounts of money that individual events could ask for and explains that due to the number of requests increasing every year, as well as the dollar amount of each request increasing, the staff is asking for the Board to consider a cap on such requests. Executive Director Kerr also explains that all requested sponsorships and facility cost reduction requests should be going to the Board of Governors for approval as Marketing Funds are only to be used for advertising and marketing. Executive Director Kerr presented an Economic Impact Formula from the Nevada Commission on Tourism as a tool that the Marketing Committee could use for the NOFO. Vice Chair Andreozzi asked if this scale was based on an estimate or based on past year events. Executive Director Kerr answered that it was an estimate based on past year events. Vice Chair Andreozzi stated that he wants to make sure this does not create any unintended consequence and he wants to make sure all funds budgeted be spent with accountability. Board Member Anderson suggested removing and changing some of the wording on the Economic Impact Formula. Board Member Zornes suggested this could be used as a guideline with the Board of Governors still having authority to modify and approve requests. Vice Chair Andreozzi agreed with Board Member Zornes, that the Board of Governors reserves the right to modify on a case-by-case basis. Board Member Anderson moved to approve the Marketing Notice of Funding Opportunity (NOFO) requests with the scale as built by staff's recommendation with the insert of "up to \$5,000 and up to \$6,000" on items C. & D. for clarification of the Marketing Committee, remove items number eight (8) and nine (9) on the Economic Impact Calculation Chart for international expenditures, and remove the word "Domestic" considering everyone as a domestic visitor.*

*Board Member Zornes seconded.*

*Vice Chair Andreozzi stated he thinks this will have some consequences and he would like to revisit this in one (1) year. Motion carried (5-0)*

*No public comment was received.*

## VII. NEW BUSINESS

- A. Review and discussion regarding AU 260 Required Communication for the Board of Governors from Eide Bailly dated September 15, 2023 in relation to the 2022/2023 audit responsibilities, planned scope of the audit; including significant risks which may be identified. Professional standards require the communication be presented prior to the commencement of the audit.

**NON-ACTION ITEM**

*Executive Director Kerr presented a letter from Eide Bailly relating to the 2022/2023 audit responsibilities, planned scope of the audit; including significant risks which may be identified stating this is just a professional standard requiring the communication to be presented prior to the commencement of the audit.*

*No public comment was received.*

- B. Discussion, consideration, and possible action in contacting professional services related to valuation and naming rights, and sponsorships of the Elko Conference Center and matters related thereto.

**FOR POSSIBLE ACTION**

*No action was taken.*

*No public comment was received.*

- C. Discussion, consideration, and possible action to close the Zions Institutional Liquidity Management accounts and transfer funds in the amount of \$397,743.00, and any interest earned at the conclusion of the investment deadlines and matters related there to.

**FOR POSSIBLE ACTION**

*Executive Director Kerr presented the Board with a Zions Statement and explains that Zions is not FDIC insured on investments nor does it have any bank guarantees so therefore the funds are not insured. Vice Chair Andreozzi moved to authorize staff to remove the funds from Zions and transfer them to another facility that is federally recognized and insured. Board Member Anderson seconded. Motion carried (5-0).*

*No public comment was received.*

## **VIII. REPORTS**

- A. Financial Reports

**FOR POSSIBLE ACTION**

*Executive Director Kerr presented the September payables and financial reports as well as a quote provided from Ruby Mountain HVAC Refrigeration for the repair needed on freezer. Board Member Zornes moved to approve the financial reports and approve the \$9,235 for the repair on freezer. Board Member Anderson seconded. Motion carried (5-0).*

*Chairman Chip Stone asked if this report included the purchase of the new shampooer from Gem State, Executive Director Kerr answered yes.*

*No public comment was received.*

- B. Convention/Events Report

**NON-ACTION ITEM**

*Executive Director Kerr presented the Convention/Events Report prepared by Kimberlee Longley.*

- C. Sales & Marketing Report

**NON-ACTION ITEM**

*Executive Director Kerr presented the Sales & Marketing Report prepared by Tom Lester.*

- D. Facilities: Update on facility projects and work.

**NON-ACTION ITEM**

*Executive Director Kerr presented the Facilities Report prepared by Rafael Jacobo.*

*No public comment was received.*

## **IX. ECVA BOARD AND STAFF COMMENTS:**

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 stated she has the JMF-ECVA financial report available if the Board would like to see it. Chairman Stone asked Michelle Cromwell about the Fan X trip in Salt Lake City, UT. Mrs. Cromwell said the trip was amazing, she brought back many ideas for our 2024 Elko Pop Con, she was also able to meet talent agents and already has interested vendors for next year.*

*No public comment was received.*

**X. 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 comment was received.*

**XI. MEETING SCHEDULE**

The next Board of Governors meeting is scheduled for October 24, 2023 at 8:30am.

**FOR POSSIBLE ACTION**

*No public comment was received.*

**XIII. ADJOURNMENT**

*Chairman Stone adjourned the meeting at 9:31AM.*

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

**Mission**

The Elko Convention and Visitors Authority is a public asset and destination marketing organization, providing first-class facilities, marketing our communities and the region, and supporting various activities, events, and attracting conferences and conventions that improve our community's overall quality of life and contributes to broader economic development and vitality efforts.

**Vision**

We are committed to the continued modernization of competitive facilities, the positive marketing of our communities and region, and the hosting of activities and events that serve the current and future needs of the community.

The Elko Convention and Visitors Authority is dedicated to a high quality of life which includes building a positive community identity, increasing overall tourism and visitation, creating quality future employment opportunities, wealth creation and economic vitality, and future value for everyone that we serve.