



Elko Convention & Visitors Authority
MARKETING COMMITTEE MEETING MINUTES
Elko Convention Center, Cedar Room
700 Moren Way, Elko, NV 89801
WEDNESDAY, AUGUST 9, 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 8:33AM.

B. ROLL CALL

Marketing Committee Members Present:

ECVA Marketing Committee Chair Pat Anderson, Billie Crapo, Carrie Massie, Fallon Godwin-Butler, Jim Foster, Mandiee Ferguson, 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:

Jan Petersen, Cowboy Arts & Gear Museum

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 May 10, 2023 Marketing Committee Minutes.

FOR POSSIBLE ACTION

Member Crapo moved to approve the May 10, 2023 Marketing Committee Meeting Minutes. Member Burrows seconded the motion. Motion carried. (7-0)

No public comments were received.

F. OLD BUSINESS

F.1 Discussion, review, and possible approval of the Marketing Committee Structure and related matters.

FOR POSSIBLE ACTION

Executive Director Kerr presented members information on structure of the Marketing Committee dating back to 2001. Members discussed the possibility of reducing members and merging with the lodging committee.

Member Crapo moved to approve the Marketing Committee Structure. Member Godwin-Butler seconded. Motion carried (7-0)

No public comments were received.

G. NEW BUSINESS

G.1 Discussion and review of the revised Notice of Funding Opportunity requirements.

NON-ACTION ITEM

Executive Director Kerr discussed the requirements on revised Notice of Funding Opportunity (NOFO) application that is being released on September 1, 2023. Michelle Cromwell plays a short tourism video - "The Importance of Tourism".

Member Massie left at 8:52AM.

No public comments were received.

G.2 Discussion and review of available funds budgeted for the Notice of Funding Opportunity grant awards in the amount of \$30,000 for each of the two funding opportunities totaling \$60,000 annual.

NON-ACTION ITEM

Executive Director Kerr explains available funds budgeted for the Notice of Funding Opportunity grant awards in the amount of \$30,000 for each of the two funding opportunities totaling \$60,000 annual.

No public comments were received.

H. REPORTS

Grant recipients awarded marketing grants for event; are to report back to the Marketing Committee and the ECVA Board of Governors.

NON-ACTION ITEM

Jan Petersen with the Cowboy Arts & Gear Museum gave a presentation. Mrs. Petersen thanked the ECVA for all their help and generous assistance with funds for their 2023 event.

I. COMMENTS BY THE ECVA MARKETING COMMITTEE

This time is devoted to comments by the Elko Convention and Visitors Authority Marketing Committee, regarding impacts to their respect stakeholder areas as a result of the latest events. 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 Foster gave an update on Elko Regional Airport.

Member Brownlee gave an update on California Trail Interpretive Center.

Member Godwin-Butler gave an update on Maverick Gaming.

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

Member Ferguson gave an update on City of Elko Parks & Recreation.

J. STAFF COMMENTS

This time is devoted to comments by the Elko Convention and Visitors Authority Staff. 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.

K. COMMENTS BY THE GENERAL PUBLIC

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FOR POSSIBLE ACTION

No public comments were received.

L. MEETING SCHEDULE

The next Marketing Committee meeting is scheduled for November 8, 2023 at 8:30am.

FOR POSSIBLE ACTION

No public comments were received.

M. ADJOURMENT

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.