



## Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801

Phone: 775.738.4091

[www.ExploreElko.com](http://www.ExploreElko.com)

### **PUBLIC MEETING NOTICE**

**The Elko Convention and Visitors Authority, Marketing Committee, will meet on Wednesday, November 08, 2023, in the Elko Convention Center, Cedar Room at 700 Moren Way, Elko, NV 89801 at 8:30 am Pacific Time Zone.**

The public can listen to and participate in the meeting on a computer, tablet, or smartphone by logging on to <https://zoom.us/join> or calling **+1(669) 900-9128** and utilizing the **Meeting ID: 956 2244 6310** and **Password: 314964** on November 08, 2023, at 8:30 am.

Attached with this Notice is the Agenda for said meeting of the Committee. This Notice is posted pursuant to NRS 241 as amended by the 2021 Legislature and is to be posted at the following locations no later than three full working days before the meeting:

ELKO CITY HALL

ELKO CONVENTION AND VISITORS AUTHORITY

ELKO CONVENTION AND VISITORS AUTHORITY WEBSITE:

[www.ExploreElko.com](http://www.ExploreElko.com)

### **REQUEST FOR AGENDA INFORMATION**

The Public may contact Michelle Cromwell, Events/Marketing Coordinator at (775) 738-4091, or email at [michelle@elkocva.com](mailto:michelle@elkocva.com) to request supporting material for the meeting described herein. The agenda and supporting material are available on the Elko Convention and Visitors Authority website at [www.ExploreElko.com](http://www.ExploreElko.com).

### **NOTICE TO PERSONS WITH DISABILITIES**

Members of the public who are disabled and require special accommodations or assistance at the meeting are requested to notify the Elko Convention and Visitors Authority, Executive Director's Office, 700 Moren Way, Elko, Nevada, 89801, or by calling (775) 738-4091.

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Annette Kerr

Executive Director-ECVA



# Elko Convention & Visitors Authority

MARKETING COMMITTEE MEETING

Elko Convention Center, Cedar Room

700 Moren Way, Elko, NV 89801

**WEDNESDAY, NOVEMBER 08, 2023 8:30AM P.S.T**

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## AGENDA

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.

### JOIN OUR ZOOM MEETING

Link In: <https://zoom.us/j/95622446310?pwd=UIVCUGx4T0hmaGh1aHl6amc1eTJQQT09>

Meeting ID: 956 2244 6310

Passcode: 314964

Dial In: +1 669 900 9128

Meeting ID: 956 2244 6310

Password: 314964

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.

#### **A. CALL TO ORDER**

#### **B. ROLL CALL**

#### **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**

#### **E. APPROVAL OF MINUTES**

E.1 Approval of the August 09, 2023, Marketing Committee Minutes.

**FOR POSSIBLE ACTION**

## **F. NOTICE OF FUNDING OPPORTUNITY PRESENTATIONS AND RANKINGS**

The Notice of Funding Opportunity (NOFO) for the 2024 Events and Activities was launched the 1<sup>st</sup> of September, 2022. The new format allows for a fair and balanced opportunity for all to request funds. This is the first of the two (2) cycles of funding for FY 2023/2024. 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 Governors.

### **F.1 ORDER OF PRESENTATIONS**

- A. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$2,000 from the ECVA Marketing Funds to the Jake Eary Memorial Rodeo for the 14<sup>th</sup> Annual Jake Eary Memorial Rodeo.

**FOR POSSIBLE ACTION**

- B. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$2,000 from the ECVA Marketing Funds to the Ruby Mountain Jr. Rodeo Series for the Ruby Mountain Jr. Rodeo Series.

**FOR POSSIBLE ACTION**

- C. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$2,500 from the ECVA Marketing Funds to the California Trail Heritage Alliance for the California Trail Days.

**FOR POSSIBLE ACTION**

- D. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$3,500 from the ECVA Marketing Funds to the Cowboy Arts & Gear Museum for the Cowboy Arts & Gear Bit, Spur and Romal Rein Contest.

**FOR POSSIBLE ACTION**

- E. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$3,500 from the ECVA Marketing Funds to the Elko Archery Club for the Bowhunter Classic.

**FOR POSSIBLE ACTION**

- F. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$5,500 from the ECVA Marketing Funds to the Elko Desert Sunrise Community Fund for the Ruby Roubaix Gravel Fondo 2024.

**FOR POSSIBLE ACTION**

## **G. 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**

## **H. 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**

**I. 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**

**J. 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**

**K. MEETING SCHEDULE**

The next Marketing Committee meeting is scheduled for February 14, 2024 at 8:30am.

**FOR POSSIBLE ACTION**

**L. ADJOURMENT**

**FOR POSSIBLE ACTION**

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