



Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801

Phone: 775.738.4091

www.ExploreElko.com

Regular Board Meeting

PUBLIC MEETING NOTICE

The Elko Convention and Visitors Authority, Board of Governors, will meet on Tuesday, November 14, 2023, in the Elko Convention Center, Ruby Room, located 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: 961 1997 0993** and **Passcode: 602128** on November 14, 2023, at 8:30 am.

Attached with this Notice is the Agenda for said meeting of the Board. 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 – Convention Center

ELKO CONVENTION AND VISITORS AUTHORITY – Conference Center

ELKO CONVENTION AND VISITORS AUTHORITY WEBSITE:

www.ExploreElko.com


Nevada Public Notice Website: <https://notice.nv.gov>

REQUEST FOR AGENDA INFORMATION

The Public may contact Selina Morales, Administrative Assistant at (775) 738-4091, or email at selina@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.

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 at least five (5) days prior to the meeting in order to try and make arrangements for reasonable accommodations that would enable participation in the hearing.


Annette Kerr
ECVA Executive Director
November 8, 2023



Elko Convention & Visitors Authority
BOARD OF GOVERNORS REGULAR MEETING
Elko Convention Center, Ruby Room
700 Moren Way, Elko, NV 89801.

TUESDAY, NOVEMBER 14, 2023 8:30AM P.S.T

AGENDA

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.

JOIN OUR ZOOM MEETING

Link In: <https://zoom.us/j/96119970993?pwd=WXQ2WDlNdmVNRVRtVWQ2d01HY0tHdz09>
Meeting ID: 961 1997 0993
Passcode: 602128

Dial In: +1 (669) 900-9128
Meeting ID: 961 1997 0993
Passcode: 602128

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

II. ROLL CALL

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

V. APPROVAL OF MINUTES

A. Approval of October 24, 2023 Minutes

FOR POSSIBLE ACTION

VI. OLD BUSINESS

- A. Discussion and possible action regarding the selection of three (3) representative seats for the 2024 Marketing/Lodging Committee to serve an initial term of two (2) years. This will allow for the continuation of appointed terms to off-set reappointing an entire new committee annually.

At the October 24, 2023, the Board of Governors approved new members of the Marketing/Lodging Committee. The membership categories which will serve an initial two (2) year term are: 1) One Local Business Association, 2) One Public at Large, and 3) (One Non-Gaming Entity (Lodging). The initial term for these three (3) committee positions will commence on January 01, 2024 through December of 2025. Following the initial appointment for these positions, the term will run for one year commencing on January 01, 2026.

FOR POSSIBLE ACTION

VII. NEW BUSINESS

- A. Discussion and possible approval of the ECVA Marketing Committee's recommendations for funding the following applications. Requests for funding support were heard on November 8, 2023. Funds would be disbursed from the ECVA Marketing Fund for the first of the two (2) cycles of funding for FY 2023/2024. The total amount requested is \$19,000.00.

1. The 14 th Annual Jake Eary Memorial Rodeo:	\$2,000
2. The Ruby Mountain Jr. Rodeo Series:	\$2,000
3. The California Trail Heritage Alliance/California Trail Days:	\$2,500
4. Cowboy Arts & Gear Museum/Bit, Spur, and Romal Rein Contest:	\$3,500
5. The Elko Archary Club/Bowhunter Classic:	\$3,500
6. The Elko Desert Sunrise Rotary/Ruby Roubaix Gravel Fondo 2024:	\$5,500

FOR POSSIBLE ACTION

- B. Discussion and possible action regarding the approval of an ECVA sponsorship for a saddle in the amount of \$750 for the Jake Eary Memorial Rodeo. These funds would be awarded from the General Fund.

FOR POSSIBLE ACTION

- C. Discussion and possible action regarding the approval of an ECVA sponsorship for the Bit, Spur, and Romal Rein Contest in the amount of \$3,500 for the Cowboy Arts & Gear Museum. The Cowboy Arts & Gear Museum received a recommendation from the Marketing Committee to fund the \$3,500 for marketing. Jan Peterson is requesting the funds be used for a sponsorship in lieu of marketing. These funds would be awarded from the General Fund.

FOR POSSIBLE ACTION

- D. Receipt of a presentation from Jennifer Sprout outlining the expenditures received by the ECVA Marketing Committee for the Ruby Roubaix Gravel Fondo 2023.

NON-ACTION ITEM

VIII. REPORTS

- A. Financial Reports **FOR POSSIBLE ACTION**
- B. Convention & Tourism **NON-ACTION ITEM**
- C. Sales & Marketing Reports **NON-ACTION ITEM**
- D. Facilities: Update on facility projects and work. **NON-ACTION ITEM**

IX. ECVA BOARD AND STAFF COMMENTS:

This time is devoted to comments by the Elko Convention and Visitors Authority Board of Governors 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

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

XI. ADJOURNMENT

FOR POSSIBLE ACTION

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