



Elko Convention & Visitors Authority  
BOARD OF GOVERNORS MEETING MINUTES  
Elko Convention Center, Cedar Room  
700 Moren Way, Elko, NV 89801

TUESDAY, AUGUST 22, 2023

8:30AM P.S.T

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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-via Zoom*  
*Dave Zornes*  
*Marissa Lostra*

*ECVA Staff Present:*                      *Annette Kerr, Executive Director*  
*Michelle Cromwell, Events & Marketing Coordinator*  
*Selina Morales, Administrative Assistant*  
*Michelle Romano, Accountant I*  
*Kimberlee Longley, Convention & Event Manager*  
*Tom Lester, Tourism & Convention Manager*  
*Ramiro Duran, Facility Worker*  
*Jessica Morales, Facility Worker*  
*Jessica Perez, Senior Facility Worker*

*Visitors:*                                      *Jan Petersen, Cowboy Arts & Gear Museum*  
*Cathy Laughlin, Silver State Stampede*  
*Doris Toothman*  
*John Ellison, Elko 4<sup>th</sup> of July*  
*Michelle Mosley, Elko 4<sup>th</sup> of July*

### **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**

*Executive Director Kerr thanked the ECVA staff for their hard work during the Elko Pop Con. Mrs. Cromwell presented a Facebook reel on Elko Pop Con.*

### **V. APPROVAL OF MINUTES**

A. Approval of July 25, 2023 Minutes

#### **FOR POSSIBLE ACTION**

*Board Member Lostra moved to approve the July 25, 2023 Minutes. Board Member Andreozzi seconded. Board Member Zornes abstained. Motion carried (4-1)*

*No public comment was received.*

### **VI. OLD BUSINESS**

A. Presentations by Jan Petersen, Cowboy Arts and Gear Museum, John Ellison, Fourth of July, Cathy Laughlin, Silver State Stampede, and possible others, to the ECVA Board of Governors as to the success of their events. Presentation are required of the marketing grant requirements.

#### **NON-ACTION ITEM**

*Jan Petersen with the Cowboy Arts & Gear Museum gave a presentation on the 2023 Bit & Reign event. John Ellison and Michelle Mosley gave a presentation on the 2023 Elko 4<sup>th</sup> of July event. Cathy Laughlin gave a presentation on the 2023 Silver State Stampede event.*

*No public comment was received.*

### **VII. NEW BUSINESS**

A. Discussion, consideration, and possible approval to award a three-year contract, in the amount of \$44,921.40 each year to Cvent for a total of \$134,764.20. This Company/program assists with the pre-registration, processing of payments, and assists with on-site registration with equipment and personnel for the Elko Mining Expo.

#### **FOR POSSIBLE ACTION**

*Vice Chair Andreozzi moved to approve to award a three-year contract, in the amount of \$44,921.40 each year to Cvent. Board Member Zornes seconded. Motion carried (5-0)*

*No public comment was received.*

B. Discussion, consideration, and possible action regarding adjusting the current rate structure for use of the facilities, services, and amenities, including eliminating the category three pricing and matters related there to.

#### **FOR POSSIBLE ACTION**

*Executive Director Kerr presented information regarding adjusting the current rate structure for use of the facilities, services, and amenities, including eliminating the category three pricing. Executive Director Kerr stated the ECVA has not increased or adjusted their rates since 2017.*

*Vice Chair Andreozzi moved to approve a 15% increase and not touch the category three rates at this time and bring back to the Board in a year, subject to verification of business impact statement and increased rates go into effect January 1, 2024. Board Member Lostra seconded. Chairman Stone opposed. Motion carried (4-1).*

*No public comment was received.*

C. Discussion, consideration, and possible approval to award the bid for the printing of 5000 copies of the 2024 ECVA Calendar. Two quotes were received, PNCC at \$7,467.62, and the Elko Daily Free Press at \$11,098.44.

**FOR POSSIBLE ACTION**

*Vice Chair Andreozzi moved to approve to award the bid to PNCC at \$7,467.62. Board Member Lostra seconded. Motion carried (5-0)*

*No public comment was received.*

## **VIII. MARKETING/LODGING**

A. Discussion, review, and possible approval of the Marketing/Lodging Committee Structure and related matters.

**FOR POSSIBLE ACTION**

*Executive Director Kerr stated the Marketing Committee approved merging the Marketing and Lodging Committees as well as reducing the amount of people on the committee. Chairman Stone stated he thought the merge seemed like a very good idea. Vice Chair Andreozzi recommended there be an annual meeting with the Lodging Community.*

*Board Member Lostra moved to approve the Marketing/Lodging Committee Structure and accepts the recommendation by the staff. Board Member Zornes seconded. Motion carried (5-0)*

*No public comment was received.*

## **IX. MARKETING GRANTS: Notice of Funding Opportunity**

A. Discussion and consideration of approval to cap the amount allowed for the marketing grant requests. Funds budgeted for the two Notice of Funding Opportunity grant awards are \$30,000 for each of the two funding opportunities totaling \$60,000 annual.

**FOR POSSIBLE ACTION**

*Executive Director Kerr explains the Notice of Funding Opportunity (NOFO) grant program and the changes that have been made to the application. Executive Director Kerr stated that this is to try to be more efficient with the grant awards. Board Members discuss the fund amounts budgeted and possible options for the marketing grant requests. Vice Chair Andreozzi stated he appreciates the research provided but he feels he needs more information and recommended a workshop on the matter. Board Member Zornes stated he loves the structure but thinks a workshop will be beneficial. Chairman Stone read items B.-D.*

*Chairman Stone called for a break at 10:25AM. The meeting resumed at 10:27AM. Board Member Anderson moved to take items IX. A-D into a special board meeting, where it will be an official meeting, voting included as well as a workshop to understand the history of this as it evolved in the community.*

*No action was taken.*

*No public comment was received.*

- B. Discussion and consideration of approval to limit the length of eligibility for marketing grant requests.

**FOR POSSIBLE ACTION**

*No action was taken.*

*No public comment was received.*

- C. Discussion and consideration of approval outlining the forfeiture of funds should a grant recipient not turn in receipts within 60 days after the event.

**FOR POSSIBLE ACTION**

*No action was taken.*

*No public comment was received.*

- D. Discussion and consideration of approval to require grant recipients to report on their events to both the Marketing/Lodging Committee and the ECVA Board of Governors, if the grant recipient does not report eligibility for the next NOFO will be forfeited.

**FOR POSSIBLE ACTION.**

*No action was taken.*

*No public comment was received.*

## **X. REPORTS**

- A. Budget and Finance Reports

A1. Discussion, and consideration of approval to transfer \$300,000 from the Capital Fund to the General Fund.

**FOR POSSIBLE ACTION**

*Executive Director Kerr presented the Budget and Finance report. Board Member Zorned moved to approve the transfer of \$300,000 from the Capital Fund to the General Fund. Board Member Lostra seconded. Motion carried (5-0).*

- B. Convention/Events Report

**NON-ACTION ITEM**

- C. Sales & Marketing Report

**NON-ACTION ITEM**

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

**NON-ACTION ITEM**

*Kimberlee Longley presented the Convention/Events Report.*

*Executive Director Kerr presented the Sales & Marketing Report.*

*Executive Director Kerr presented update on facility projects and work.*

## **XI. 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**

*Vice Chair Andreozzi stated he will not be present for the next Board of Governors meeting on September 26, 2023. Chairman Stone thanked the staff for their hard work during Elko Pop Con.*

*No public comment was received.*

## **XII. 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.*

## **XIII. MEETING SCHEDULE**

The next Board of Governors meeting is scheduled for September 26, 2023 at 8:30am.

**FOR POSSIBLE ACTION**

*No public comment was received.*

## **XIV. ADJOURNMENT**

*Chairman Stone adjourned the meeting at 10:47AM.*

**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.