



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

TUESDAY, OCTOBER 24, 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 ~ Via Zoom

ECVA Staff Present: *Annette Kerr, Executive Director*
Kimberlee Longley, Convention & Event Manger
Selina Morales, Administrative Assistant

Visitors: *Motorola Edge, 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 September 26, 2023 Minutes

FOR POSSIBLE ACTION

Vice Chair Andreozzi moved to approve the September 26, 2023 Minutes. Board Member Anderson seconded. Motion carried (4-0)

No public comment was received.

VI. NEW BUSINESS

A. Discussion, review, and possible action regarding the selection of seven (7) members for the Marketing/Lodging Committee. At the August 22, 2023, the Board of Governors approved a new structure including combining the Marketing and Lodging Committee. Each term will run for one year commencing on January 01, 2024.

FOR POSSIBLE ACTION

Executive Director Kerr explained that emails and announcements were sent out to all the existing marketing & lodging committee members asking them to apply for the new Marketing/Lodging Committee position, additionally ads were placed in the local newspaper and on social media for people to apply. There was a total of (8) applicants which are, for gaming/lodging - Ben French from Stockmens, non-gaming entity/lodging - Carrie Massie from Home2 Suites, from the airport - Jim Foster, City of Elko Airport Manager, Local Business Association - Billie Crapo from Elko Chamber, and she was previously on the Marketing Committee. The additional (4) will fill the (2) public at large and (1) area attraction and those are Steve Burrows who is currently on the committee, Tony Buzzetti, currently on the committee, D'ette Mawson, currently on the committee and Jan Petersen from Cowboy Arts & Gear Museum. Executive Director Kerr stated it is at the Boards discretion on who they would like to appoint. Vice Chair Andreozzi stated he would like to recommend for some of the committee members to have a two-year appointment and some members have a one-year appointment. Chairman Chip Stone stated that they would have to ask the committee members if they would want to commit to two-years since the announcement was only made for a one-year term.

Board Member Lostra joined via Zoom at 8:41AM.

Board Member Zornes moved to approve the positions as Ben French for Gaming/Lodging, Carrie Massie for Non-Gaming Entity/Lodging, Jim Foster for the Airport, Billie Crapo for the Local Business Association and nominates Steve Burrows and D'ette Mawson for Public at large and Jan Petterson for Area Attraction. Board Member Anderson seconded. Vice Chair Andreozzi stated that for the next meeting he would like to discuss the possibility of figuring out if the members can be split in half as previously discussed and have a two-year appointment. Chairman Stone stated that in the meantime they can talk with the members and find out who would be willing to serve a two- year term. Motion carried (5-0)

No public comment was received.

B. Discussion, consideration, and possible action regarding the selection of the 2023 Festival of Tree Charity Partners and all matters related to.

FOR POSSIBLE ACTION

Vice Chair Andreozzi asked for a recap on last year's Festival of Trees. Convention & Event Manager Kimberlee Longley explained that last year there were (4) charity partners selected and each one walked away with just over \$10,000. Board Members reviewed all of the charity partner applications and discussed who will be selected as the 2023 Festival of Trees Chairty Partners. Board Member Anderson moved to nominate the Great Basin Childrens Advocacy Center, Horizon Hospice, Northern Nevada

Moses Project, Northern Nevada RAVE Family Foundation and the Wells Family Resource Center to receive funding as raised from the Festival of Trees for December 2023. Vice Chair Andreozzi seconded. Vice Chair Andreozzi stated that he appreciates all of the non-profits that provide all the work and efforts in our community and says, "I am so sorry we can't fund everybody, it's a tough decision but thank you for all you do in our community, and we appreciate your dedicated and loyal service to those people who are most vulnerable in our community". Motion carried (5-0)

No public comment was received.

C. Review of ECVA Board of Governors regular meeting schedule through the remainder of the year.

FOR POSSIBLE ACTION

Executive Director Kerr explained that last year the Board moved the November and December meeting dates up due to the Holidays. Executive Director Kerr asked the Board if they wanted to adjust the meeting dates again this year for the Holidays. Board Member Anderson proposed that instead of having a meeting right after Thanksgiving it could potentially be moved to November 14th. Chairman Stone proposed just moving November's meeting up and cancelling December's meeting. Board Members discussed their availability for proposed dates. Board Member Anderson moved to have the November meeting be dated for November 14th and the December meeting be cancelled at this time and follow the normal schedule beginning January. Vice Chair Andreozzi seconded. Board Member Lostra stated she will not be able to attend the meeting on November 14th since she will be out of town. Motion carried (5-0)

No public comment was received.

VII. REPORTS

A. Financial Reports

FOR POSSIBLE ACTION

Executive Director Kerr presented the Financial Reports. Vice Chair Andreozzi moved to approve the monthly warrants in the amount \$97,250.20 and the rest of the financial report as presented. Board Member Zornes seconded. Motion carried (5-0)

B. Convention & Tourism

NON-ACTION ITEM

Executive Director Kerr presented the Convention & Tourism Report. Executive Director Kerr stated that on November 1, 2023 the ECVA will be holding the first Stakeholders Meeting.

C. Sales & Marketing Reports

NON-ACTION ITEM

Executive Director Kerr presented the Sales & Marketing Report.

D. Facilities: Update on facility projects and work.

NON-ACTION ITEM

Executive Director Kerr presented the Facilities Report.

No public comment was received.

VIII. 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 thanked Chairman Stone for bringing Williams and Ree to Elko as a fundraiser. Vice Chair Andreozzi thanked Executive Director Kerr for being proactive and looking at the heating system. Board Member Lostra also thanked Chairman Stone for the Williams and Ree event stating she heard very good feedback for the event. Executive Director Kerr shared some reports from Placer Ai showing how many visits the City of Elko and the entire Elko County had for the Solar Eclipse weekend. Vice Chair Andreozzi stated that it might be a good idea to encourage the community to submit a Solar Eclipse photo to add into our 2024 printed events calendar. Executive Director Kerr shared that she joined the Sunrise Rotary Club to try to get more community oriented and stated that she also heard back from the Elko Lions Club regarding the 4th of July event stating they have agreed that the ECVA will help provide the in house portion such as helping collect funds and the marketing portion while the Elko Lions Club will handle the actual event. Board Member Anderson thanked Executive Director Kerr for taking care of the Elko 4th of July.

No public comment was received.

IX. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

No public comment was received.

X. ADJOURNMENT

FOR POSSIBLE ACTION

Chairman Stone adjourned the meeting at 9:38AM.

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.