



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

TUESDAY, NOVEMBER 14, 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~Via Zoom
Pat Anderson
Dave Zornes*

ECVA Board Members Absent Marissa Lostra

*ECVA Staff Present: Annette Kerr, Executive Director
Michelle Cromwell, Events & Marketing Coordinator
Selina Morales, Administrative Assistant*

*Visitors: Jan Petersen, Cowboys Arts & Gear Museum
Jenifer, Rotary Club
Doris Toothman
Carrie Eary, Jake Eary Memorial Rodeo*

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 October 24, 2023 Minutes

FOR POSSIBLE ACTION

Board Member Anderson asked about the terms that the Marketing Committee Members will be serving in 2024/2025. Board Members and Executive Director Kerr discuss how the Marketing Committee Members will possibly be serving their terms through 2026 and the changes that could take place.

Board Member Anderson moved to approve the October 24, 2023 Minutes. Board Member Zornes seconded. Motion carried (4-0).

No public comment was received.

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

Board Member Anderson asked to revisit the Marketing/Lodging Committee membership timeline for the meeting in January to review positions of the committee members serving a one-year term in 2024 would then become a two-year term in 2025, alternating the terms so that the committee could stay this way on a more permanent basis. Board Members discussed options for the Marketing/Lodging Committee membership terms.

Board Member Anderson moved to approve as written with the alternating listing of 1) One Local Business Association, 2) One Public at Large, and 3) One Non-Gaming Entity (Lodging) for two-year terms. Board member Zornes seconded. Motion carried (4-0)

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 14th 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

Executive Director Kerr explains the voting sheet showing the rankings and recommendations from the Marketing Committee for the listed applicants. Executive Director Kerr stated that there was a total of six (6) applicants for a total of \$19,000 out of the \$30,000 budgeted for this NOFO cycle leaving the remaining to be transferred to the next NOFO cycle to continue to meet budget criteria. Executive Director Kerr recommended that they briefly suspend item A. and move to item C. as it relates to the Cowboy Arts & Gear Museum/ Bit, Spur, and Romal Rein Contest not falling under marketing criteria therefore Mrs. Petersen is requesting the funds be used for a sponsorship in lieu of marketing. These funds would be awarded from the General Fund.

Chairman Stone stated that item 4. Cowboy Arts & Gear Museum/Bit, Spur, and Romal Rein Contest \$3,500 from VII. NEW BUSINESS A. has been removed. Executive Director Kerr explained that the total amount requested is now \$15,500 after removing item 4. Board Member Zornes moved to approve \$15,500 for the other 5 requests that the Marketing Committee recommended. Board Member Anderson seconded. Motion carried (4-0).

No public comment was received.

- 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

Carrie Eary gave a presentation. Board Member Anderson moved to approve the \$750 sponsorship for the saddle awarded from the General Fund. Board Member Zornes seconded. Motion carried (4-0)

No public comment was received.

- 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

Jan Petersen gave a presentation. Board Members discuss whether the funds should be from the Marketing Fund as recommended by the Marketing Committee or from the General Fund as sponsorship. Board Member Zornes moved to approve \$3,500 from the General Fund that can be used for sponsorship. Board Member Anderson seconded with the addition of removing item 4. from VII. A. NEW BUSINESS as ineligible. Motion carried (4-0)

No public comment was received.

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

FOR POSSIBLE ACTION

Jennifer Sprout gave a presentation and provided a recap video of the Ruby Roubaix Gravel Fondo 2023 event.

No public comment was received.

VIII. REPORTS

- A. Financial Reports **FOR POSSIBLE ACTION**
Executive Director Kerr presented the Financial Reports. Board Member Zornes moved to approve the Financial Reports. Board Member Anderson seconded. Motion carried (4-0).
- B. Convention & Tourism **NON-ACTION ITEM**
Executive Director Kerr presented the Convention & Tourism Report.
- 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.

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

Board Member Andreozzi thanked Executive Director Kerr for hosting the stakeholders workshop with the hoteliers and would like to continue hosting this workshop. Executive Director Kerr stated that the marketing team will continue to visit with the hoteliers quarterly. Board Member Anderson recommended that the ECVA could also alternatively get on an agenda with the Elko Area Chamber in 2024 to host a Business After Hours to showcase the facility upgrades and improvements. Chairman Stone reminded everyone of the Chambers Tree Lighting event on November 30th at 5PM, the Snowflake Festival on December 9th, and the fireworks at Khoury's Market on December 2nd. Executive Director Kerr shared that the ECVA will be hosting a free kids movie on Friday December 15th and the Festival of Trees is kicking off and moving forward really well. Executive Director Kerr stated that Eide Bailly is trying to get the audit finished for the meeting scheduled tentatively for the 5th but will advise if anything changes. Michelle Cromwell stated the 2024 ECVA events calendars are finished and hoping to have them for the opening day of the Festival of Trees.

No public comment was received.

X. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

Jan Petersen with the Cowboy Arts & Gear Museum thanked the Board Members for their help and support. No public comment was received.

XI. ADJOURNMENT

FOR POSSIBLE ACTION

Chairman Stone adjourned the meeting at 9:41AM.

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.