



Elko Convention & Visitors Authority
MARKETING COMMITTEE MEETING MINUTES
Elko Convention Center, Cedar Room
700 Moren Way, Elko, NV 89801
WEDNESDAY, NOVEMBER 8, 2023 8:30AM P.S.T

MINUTES

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.

A. CALL TO ORDER

Marketing Committee Chair, Pat Anderson called the meeting to order at 8:35AM.

B. ROLL CALL

Marketing Committee Members Present:

ECVA Marketing Committee Chair Pat Anderson, Billie Crapo, Carrie Massie, Jim Foster, Paul Brownlee, Steve Burrows.

ECVA Staff Present:

Executive Director - Annette Kerr, Events/Marketing Coordinator - Michelle Cromwell, Tourism/Convention Manager - Tom Lester and Administrative Assistant - Selina Morales.

Visitors:

Jan Petersen, Cowboy Arts & Gear Museum - Joan Bottari, Elko Archery Club - Helen King, California Trail Heritage Alliance - Carrie Eary, Jake Eary Memorial & Ruby Mountain Jr. Rodeo - Kerry Aguirre, Elko Desert Sunrise Rotary - Jennifer Sprout, Elko Desert Sunrise Rotary.

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

No public comments were received.

E. APPROVAL OF MINUTES

ECVA Marketing Committee
Meeting Minutes, November 8, 2023

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

FOR POSSIBLE ACTION

Member Crapo moved to approve the August 09, 2023 Marketing Committee Meeting Minutes. Member Massie seconded the motion. Motion carried. (5-0)

No public comments were received.

F. NOTICE OF FUNDING OPPORTUNITY PRESENTATIONS AND RANKINGS

The Notice of Funding Opportunity (NOFO) for the 2024 Events and Activities was launched the 1st 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.

Tom Lester explained the NOFO stating it is a two grant cycle in which the next one will go out at the beginning of 2024. Mr. Lester explains the NOFO is for marketing purposes only, to help market and support current and new events to bring people in from outside the area to help stimulate the local economy. Mr. Lester stated that there is still availability for sponsorship in which those seeking sponsorships will be able to go directly to the Board of Governors by submitting an Agenda Request Form to the ECVA. Marketing Committee Chair Anderson asked for those requesting NOFO funds to explain how the event will be expanding and/or how it will be marketed. Executive Director Kerr stated this process is the same process that is used across a lot of grant funding opportunities throughout the state as well as federal. Executive Director Kerr explains that this is a rating system in which three (3) categories will be looked at which are, meeting the priority of the funding areas, sustainability and if it was a completed application. Executive Director Kerr stated that she needed to remind everyone that the ECVA cannot provide funds or reimburse funds if they are being used for supplanting wages and or services since that is against NRS statute.

No public comments were received

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 14th Annual Jake Eary Memorial Rodeo.

FOR POSSIBLE ACTION

Carrie Eary with the Jake Eary Memorial Rodeo gave a presentation and explains how marketing funds will be utilized. Steve Burrows asked about how posters are distributed. Mrs. Eary stated that the posters are distributed to all the High School Rodeos, sent all over Nevada, and sent to all of her stock contractors which are in Utah and California. Executive Director Kerr stated that the ECVA is more than willing to put out the event information on our website and our social media sites at no cost.

No public comments were received

- 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

Carrie Eary with the Ruby Mountain Jr. Rodeo gave a presentation and explains how marketing funds will be utilized. Member Burrows asked if all five days will be held at the Elko County Fairgrounds. Mrs. Eary explained that she would like to split the events by having some at the Elko County Fairgrounds and some at the Spring Creek Horse Palace but is waiting for the 2024 calendar for that to be determined. Member Crapo commented that she loves how the events are placed on a weekday versus being on a weekend and tell Mrs. Eary that she has done a great job with these events. Mr. Lester stated that the ECVA already has an radio spot in the Idaho market which would be a great thing to utilize.

No public comments were received

- 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

Helen King with the California Trail Heritage Alliance gave a presentation. Mr. Lester stated that during the pandemic the California Trail Center was closed down for quite some time and gave kudos to Member Brownlee and everyone else who was instrumental in getting it back on track with being open (7) days a week during the summer months and now open (5) days a week doing a tremendous amount of events.

No public comments were received

- 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

Jan Petersen with the Cowboy Arts & Gear Museum gave a presentation and explains how marketing funds will be utilized. Marketing Committee Chair Anderson stated that for the funds being requested for prize money she will need to get a hold of Annette to get a different form to be put on the agenda for the next Board of Governors meeting.

No public comments were received

- 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

Joan Bottari with the Elko Archery Club gave a presentation and explains how marketing funds will be utilized. Member Crapo stated that she likes the fact that Mrs. Bottari is fundraising for the event.

No public comments were received

- 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

Kerry Aguirre and Jennifer Sprout with the Elko Desert Sunrise Rotary gave a presentation and explains how marketing funds will be utilized. Marketing Committee Chair Anderson asked what the breakdown between those who were actively racing vs. those who were just riding to see the scenery. Mrs. Sprout stated that about 70% are competitive riders and then about 30% are there for the fun. Mr. Lester commented that it was great to work with both Mrs. Aguirre and Mrs. Sprout and they did an outstanding job creating 15 and 30 second advertising spots. Mr. Lester explained that this event is up there to grow, expand and grow off of and gave kudos to Rotary.

Marketing Committee Members proceeded to fill out their score sheets, once finished, they were given to Executive Director Kerr.

Executive Director Kerr took the score sheets to tally up all of the scores at 9:49 a.m.

No public comments were received

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

Marketing Committee Chair reminded the grant recipients that they are to report back to the Marketing Committee and the ECVA Board of Governors to explain how the event went and how the funds were utilized.

Executive Director returned with the tallied scores at 10:01 a.m. and goes over recommended amounts that will go to the Board of Governors. Executive Director Kerr stated that there was \$30,000 budgeted for this grant cycle and there was a total of \$19,000 in requests. Executive Director Kerr proceeds to read how they ranked and are as follows: 1. Ruby Roubaix Gravel Fondo 2024, 2. Elko Archery Club for the Bowhunter Classic, 3. Jake Eary Memorial Rodeo, 4. California Trail Heritage Alliance for the California Trail Days, 5. Cowboys Arts & Gear Museum for the Cowboy Arts & Gear Bit, Spur and Romal Rein Contest, 6. Ruby Mountain Jr. Rodeo Series for the Ruby Mountain Jr. Rodeo Series. Executive Director Kerr stated that it is up to the Marketing Committee Members to recommend the full asking amount or adjust the asking amounts.

Member Burrows moved to make a recommendation to the Board of Governors to fund all (6) requests at the amount that was requested. Member Massie seconded. Motion carried (4-0)

No public comments were received.

H. COMMENTS BY THE ECVA MARKETING COMMITTEE

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

No public comments were received.

I. STAFF COMMENTS

This time is devoted to comments by the Elko Convention and Visitors Authority Staff.
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NON-ACTION ITEM

No public comments were received.

J. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

Mrs. Sprout stated she would like to be on the agenda for the next Board of Governors meeting to present a recap video of the Ruby Roubaix Gravel Fondo event.

K. MEETING SCHEDULE

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

FOR POSSIBLE ACTION

No public comments were received.

L. ADJOURNMENT

FOR POSSIBLE ACTION

Member Crapo moved to adjourn the meeting. Member Burrows seconded. Motion carried (4-0)

Meeting adjourned at 10:08 AM.

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.