



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

**TUESDAY, FEBRUARY 27, 2024**

**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 8:30AM.*

**II. ROLL CALL**

*ECVA Board Members Present*      *Chip Stone, Chair*  
*Delmo Andreozzi, Vice Chair*  
*Pat Anderson*  
*Marissa Lostra*  
*Dave Zornes*

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

*Visitors:*                                      *Michelle Mosley, Elko Fourth of July Fireworks*  
*John Ellison, Elko Fourth of July Fireworks*  
*Jeff Remington, Rides & Rods Elko Classic Car Show*  
*Sadie Schick, Feral Productions Barrel Races*  
*Madison Stock, Feral Productions Barrel Races*  
*Doris Toothman*  
*Ernesto Cruz, Native American Mother's Day Powwow*

**III. PLEDGE OF ALLEGIANCE**

*No public comment was received.*

**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 January 23, 2024 Minutes

**FOR POSSIBLE ACTION**

*Board Member Anderson moved to approve the January 23, 2024 Minutes. Vice Chair Andreozzi seconded. Motion carried (5-0)*

*No public comment was received.*

**VI. OLD BUSINESS**

A. Discussion and possible action regarding the continued use of the “old sign” located on the corner of Idaho Street and College Avenue, Elko, Nevada, and matters related thereto.

**FOR POSSIBLE ACTION**

*Executive Director Kerr presented drawings from the “old sign” located on the corner of Idaho Street and College Avenue at request of Board Member Anderson during last board meeting. Executive Director Kerr explained that the ECVA could refurbish the sign or remove the sign which would cost about the same amount to do either. Board Members discuss the matter.*

*Board Member Anderson moved to approve the proposal of the “E” Center with just the arrow without the identified locations on it for up to \$13,500, to move forward for the staff to investigate city approvals, and to move forward if the city gives approval of permits. Board Member Lostra seconded. Motion carried (4-1) Vice Chair Andreozzi opposed.*

*No public comment was received.*

**VII. NEW BUSINESS**

A. Discussion and possible approval of the ECVA Marketing/Lodging Committee’s recommendations for funding the following applications. Requests for funding support were heard on February 14, 2024. Funds would be disbursed from the ECVA Marketing Fund for the second of the two (2) cycles of funding for FY 2023/2024. The total amount requested is \$38,000.00.

1. National Basque Festival	\$ 5,000
2. Ruby Mountain Race Series	\$ 3,000
3. Stampede Country Kickoff Concert	\$ 5,000
4. Haunted Commercial Hotel	\$ 3,000
5. Elko County Fair	\$ 8,000
6. Rides & Rods Elko Classic Car Show	\$ 4,500
7. Feral Production Barrel Racing	\$ 500
8. Elko County Twin+Day	\$ 0
9. 2024 Gold Rush Challenge	\$ 4,000
10. Ruby Mountain Balloon Festival	<u>\$ 5,000</u>
	\$38,000

## FOR POSSIBLE ACTION

*Executive Director Kerr stated that the Marketing Committee met on February 14, 2024 and the committee did a very good job vetting and looking at applications based on the requirements. Board Member Anderson stated that this new Marketing Committee did quite well together and took to task the recommendations from the chart guidelines and worked with this which is why some requests are reduced. Chairman Stone stated that he will need to break these recommendations into separate groups due to needing to abstain from a few of these events.*

*Chairman Stone began with 4. Haunted Commercial Hotel \$3,000. Board Members discuss.*

*Board Member Lostra moved to approve the recommendation of \$3,000 in marketing funds to the Haunted Commercial Hotel. Board Member Anderson seconded. Motion carried (4-1) Board Member Zornes abstained.*

*Chairman Stone continued with 5. Elko County Fair \$8,000, 6. Rides & Rods Elko Classic Car Show \$4,500, and 10. Ruby Mountain Balloon Festival \$5,000. Board Members discuss.*

*Board Member Lostra moved to approve the recommendation of \$8,000 for the Elko County Fair, \$4,500 for the Rides & Rods Elko Classic Car Show, and \$5,000 for the Ruby Mountain Balloon Festival in marketing funds. Board Member Anderson seconded. Board Member Lostra moved to ammend the motion to include that these funds are to be used for marketing purposes only. Board Member Anderson accepted the ammendment as seconded. Motion carried (4-1) Chairman Stone abstained.*

*Chairman Stone continued with 8. Elko County Twin+Day,*

*Board Member Anderson stated that a representative for the Elko County Twin+Day did not attend the Markeing Meeting and did not send anything for presentation so the Marketing Committee felt that there was not enough of a description to understand the event and for this reason they were turned down. Vice Chair Andreozzi moved to deny the request for Elko County Twin+Day. Board Member Lostra seconded. Motion carried (5-0)*

*Chairman Stone continued with 1. National Basque Festival \$5,000, 2. Ruby Mountain Race Series \$3,000, 3. Stampede Country Kickoff Concert \$5,000, 7. Feral Producation Barrel Racing \$500, and 9. 2024 Gold Rush Challenge \$4,000. Board Members discuss.*

*Board Member Lostra moved to approve the recommendations of \$5,000 for the National Basque Festival, \$3,000 for the Ruby Mountain Race Series, \$500 for the Feral Producation Barrel Racing, and \$4,000 for the 2024 Gold Rush Challenge from marketing funds for marketing purposes only. Board Member Anderson seconded. Motion carried (5-0)*

*Chairman Stone continued with 3. Stampede Country Kickoff Concert \$5,000.*

*Board Member Lostra moved to approve the recommendation of \$5,000 for the Stampede Country Kickoff Concert for marketing purposes only. Board Member Anderson seconded. Motion carried (4-1) Chairman Stone abstained.*

*No public comment was received.*

- B. Discussion and possible action regarding the approval of the ECVA sponsorship for the Native American Mother's Day Powwow in the form of a facility use fee waiver associated with the Conference Center not to exceed a total value of \$4,428.

**FOR POSSIBLE ACTION**

*Executive Director Kerr explained that there is specific regulations as well as requirements for marketing funds which is why the marketing and sponsorship requests are seperated. The total request for sponsorships is \$20,578. Executive Director Kerr stated that per NRS 227, under sponsorships, it is the Boards discretion to expend funds for the purpose of promoting and attracting convention meetings and like gatherings which will utilize the facilities of the Authority and solicit and promote tourism. Executive Director Kerr stated that \$10,000 was budgeted for sponsorship and contributions.*

*Ernesto Cruz with the Native American Mother's Day Powwow gave a presentation and explained how the sponsorship in the form of a facility use fee waiver will be utilized if awarded.*

*Vice Chair Andreozzi moved to deny the request at this time due to already having an event and encourage this committee to talk to the ECVA staff to see if there is possibly another date. Board Member Anderson seconded. Motion carried (5-0)*

*No public comment was received.*

- C. Discussion and possible action regarding the approval of an ECVA sponsorship for prize money in the amount of \$4,000 for the 2024 Feral Production Finals Barrel Race.

**FOR POSSIBLE ACTION**

*Sadie Schick with Feral Productions Barrel Races gave a presentaion and explained how the sponsorship would be utilized if awarded.*

*Board Member Anderson moved to decline the sponsorship request at this time. Board Member Anderson moved to ammend the motion for the sponsorship request by Feral Productions that the \$4,000 not be approved and that instead \$500 be put forward to assist them in the event. Board Member Lostra seconded. Motion carried (4-1) Vice Chair Andreozzi opposed.*

*No public comment was received.*

- D. Discussion and possible action regarding the approval of an ECVA sponsorship for food, beverages, and decorations for the Elko Fourth of July Fireworks in the amount of \$5,000.

**FOR POSSIBLE ACTION**

*John Ellison and Michelle Mosley with the Elko Fourth of July Fireworks gave a presentation and explained how sponsorship would be utilized if awarded.*

*Vice Chair Andreozzi moved to award the sponsorship in the amount of \$5,000 for the Elko Fourth of July Fireworks. Board Member Lostra seconded. Motion carried (5-0)*

*No public comment was received.*

- E. Discussion and possible action regarding the approval of an ECVA sponsorship of \$5,000 to facilitate a mural festival in downtown Elko in the fall of 2024.

**FOR POSSIBLE ACTION**

***Board Member Lostra moved to deny the sponsorship in the amount of \$5,000 to facilitate a mural festival in downtown Elko as the funds are not available. Board Member Anderson seconded. Motion carried (5-0).***

***No public comment was received.***

- F. Discussion and possible action regarding the approval of an ECVA sponsorship for the Rides & Rods Elko Classic Car Show in the form of a facility use fee waiver for one-half of the Lobby, Room Set, Circular Drive, Side Grass Area, Lauren Moren Theater, of the Convention Center for two days, not to exceed a total value of \$2,150.

**FOR POSSIBLE ACTION**

***Jeff Remington with the Rides & Rods Elko Classic Car Show gave a presentation and explained how sponsorship would be utilized if awarded.***

***Vice Chair Andreozzi moved to approve the value of the facility utilization as outlined in the agenda in the amount of \$2,150 and also request that the organizer include the ECVA in all of their marketing campaigns and make sure that it is proudly displayed and visible. Board Member Zornes seconded. Motion carried (4-1) Chairman Stone abstained.***

***No public comment was received.***

- G. Discussion and possible action regarding the approval to sign a three-year agreement with GES, a sole-source electrical service provider, for the Elko Mining Expo. The multi-year agreement would lock in the pricing at: 2025 – \$70,192, 2026 - \$73,000, 2027 - \$75,533.

**FOR POSSIBLE ACTION**

***Vice Chair Andreozzi moved to approve a three-year agreement with GES, a sole-source electrical service provider, for the Elko Mining Expo. Board Member Zornes seconded. Motion carried (5-0)***

***No public comment was received.***

- H. Discussion and possible action to approve a line-item reallocation of \$89,000 in expenses from Capital Outlay, General Fund to Salaries and Wages, General Fund, in the amount of \$71,000 and to the General Fund, PERS in the amount of \$18,000 for the 2023/2024 budget year.

**FOR POSSIBLE ACTION**

***Executive Director Kerr asked that the Board take no action on this at this time since some circumstances might change this necessity. No action was taken.***

***No public comment was received.***

## **VIII. REPORTS**

- A. Financial Reports

**FOR POSSIBLE ACTION**

***Executive Director Kerr presented the Financial Reports. Vice Chair Andreozzi moved to approve the monthly payables. Board Member Zornes seconded. Motion carried (5-0).***

***No public comment was received.***

- B. Marketing Report.

**NON-ACTION ITEM**

*Executive Director Kerr presented the Marketing, Convention & Tourism report.*

*No public comment was received.*

C. Events and Catering

**NON-ACTION ITEM**

*Executive Director Kerr presented the Events & Catering Report.*

*No public comment was received.*

D. Facilities

**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 Anderson thanked Exexutive Director Kerr and ECVA staff for doing a great job during the Cowboy Poetry Gathering.*

*No public comment was received.*

**X. COMMENTS BY THE GENERAL PUBLIC**

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**NON-ACTION ITEM**

*Doris Toothman shared that she was just happy to see everyone.*

**XI. MEETING SCHEDULE**

The next Board of Directors meeting is scheduled for March 26, 2024 at 8:30am.

**FOR POSSIBLE ACTION**

*No public comment was received.*

**XII. ADJOURNMENT**

**FOR POSSIBLE ACTION**

*Chairman Stone adjourned the meeting at 10:16AM.*

**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.