



Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801

Phone: 775.738.4091

www.ExploreElko.com

Regular Board Meeting

PUBLIC MEETING NOTICE

The Elko Convention and Visitors Authority, Board of Governors, will meet on Tuesday, April 23, 2024, in the Elko Convention Center, Cedar Room, located at 700 Moren Way, Elko, NV 89801 at 8:30 am Pacific Time Zone.

The public can listen to and participate in the meeting on a computer, tablet, or smartphone by logging on to <https://zoom.us/join> or calling +1 (669) 900-9128 and utilizing the **Meeting ID: 927 5435 9812** and **Password: 327828** on April 23, 2024, at 8:30 am. or <https://zoom.us/j/92754359812?pwd=bmINOWd6ZDJVR3VGRCtMbUtnbIVLUT09>

Attached with this Notice is the Agenda for said meeting of the Board. This Notice is posted pursuant to NRS 241 as amended by the 2021 Legislature and is to be posted at the following locations no later than three full working days before the meeting:

ELKO CITY HALL

ELKO CONVENTION AND VISITORS AUTHORITY – Convention Center

ELKO CONVENTION AND VISITORS AUTHORITY – Conference Center

ELKO CONVENTION AND VISITORS AUTHORITY WEBSITE:

www.ExploreElko.com

Nevada Public Notice Website: <https://notice.nv.gov>

REQUEST FOR AGENDA INFORMATION

The Public may contact Selina Morales, Administrative Assistant at (775) 738-4091, or email at selina@elkocva.com to request supporting material for the meeting described herein. The agenda and supporting material are available on the Elko Convention and Visitors Authority website at www.ExploreElko.com.

NOTICE TO PERSONS WITH DISABILITIES

Members of the public who are disabled and require special accommodations or assistance at the meeting are requested to notify the Elko Convention and Visitors Authority, Executive Director's Office, 700 Moren Way, Elko, Nevada, 89801, or by calling (775) 738-4091 at least five (5) days prior to the meeting in order to try and make arrangements for reasonable accommodations that would enable participation in the hearing.


Annette Kerr
ECVA Executive Director
April 17, 2024



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

TUESDAY, APRIL 23, 2024 8:30AM P.S.T

AGENDA

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.

JOIN OUR ZOOM MEETING

Link In: <https://zoom.us/j/92754359812?pwd=bmlNOWd6ZDJVR3VGRCtMbUtnbIVLUT09>

Meeting ID: 927 5435 9812

Passcode: 327828

Dial In: +1 669 900 9128

Meeting ID: 927 5435 9812

Passcode: 327828

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

II. ROLL CALL

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

V. APPROVAL OF MINUTES

A. Approval of March 26, 2024 Minutes

B. Approval of April 8, 2024 Special Meeting Minutes

FOR POSSIBLE ACTION

VI. OLD BUSINESS

A. Presentation by various organizations in regard to the success of their events or sponsorships. These organizations received marketing funds and/or sponsorship funding from the ECVA. Presentations are required as outlined in the Notice of Funding Opportunity, and by the ECVA Board of Governors.

NON-ACTION ITEM

- B. Discussion and reconsideration for 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. The ECVA Board voted to against sponsoring this festival at the February 27, 2024.

FOR POSSIBLE ACTION

VII. NEW BUSINESS

- A. Discussion and possible action regarding the approval of an ECVA sponsorship of \$500 for the Elko Chamber of Commerce’s 14th Annual Beer Festival to be held on June 15, 2024.

FOR POSSIBLE ACTION

- B. Discussion and consideration to approve a quote from Superior Services in the amount of \$74,946.30 for cleaning, sealing, surface remediation and restriping of all parking spaces and handicap emblems.

FOR POSSIBLE ACTION

- C. Discussion and possible action to approve the 2024/2025 Marketing Budget. This budget outlines the marketing plan financial expenditures.

FOR POSSIBLE ACTION

VIII. REPORTS

- A. Financial Reports
- B. Marketing Report
- C. Events and Catering
- D. Facilities

FOR POSSIBLE ACTION
NON-ACTION ITEM
NON-ACTION ITEM
NON-ACTION ITEM

IX. ECVA BOARD AND STAFF COMMENTS:

This time is devoted to comments by the Elko Convention and Visitors Authority Board of Directors/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

X. 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

XI. MEETING SCHEDULE

The next Board of Directors meeting is scheduled for May28, 2024 at 8:30am.

FOR POSSIBLE ACTION

**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.