



Elko Convention & Visitors Authority
MARKETING COMMITTEE MEETING MINUTES
Elko Conference Center, Ruby Mtn 1B Room
724 Moren Way, Elko, NV 89801

WEDNESDAY, FEBRUARY 14, 2024 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 8:34AM.

B. ROLL CALL

Marketing Committee Members Present:

ECVA Marketing Committee Chair Pat Anderson, Billie Crapo, Carrie Massie, D'ette Mawson, Steve Burrows, Ben French, Janet Petersen.

Marketing Committee Members Absent:

Jim Foster

ECVA Staff Present:

Michelle Cromwell - Events/Marketing Coordinator, Tom Lester - Tourism/Convention Manager and Selina Morales - Administrative Assistant

Visitors:

Lori Gilbert-Elko Broadcasting Co., Kassidy Arbillaga-Elko Basque Club, Jenna Campbell-Boys & Girls Club, Sadie Schick-Feral Productions Barrel Racing, Jennifer JJ Roemmich, Efren Benavides-Gold Rush Challenge, Stormy Remington-Rides & Rods, Kristopher Stephenson-Ruby Mountain Balloon Festival, Shonilee Berg-Ruby Mountain Balloon Festival.

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

E.1 Approval of November 08, 2023 Marketing Committee Minutes.

FOR POSSIBLE ACTION

Committee Member Crapo moved to approve the November 08, 2023 Marketing Committee Meeting Minutes. Committee Member Massie seconded the motion. Motion carried. (6-0)

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 second 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.

Committee Chair Anderson explains that during the August 2023 Meeting the Board of Governors set the available funding for this fiscal year cycle to \$30,000 for fall applications & \$30,000 for spring applications, making the overall goal for the Notice of Funding Opportunity (NOFO) process to increase the overall visitors in Elko, ncrease hotel nights, meals and restaurants, spending in the community and generally bringing people from outside the area. Committee Chair Anderon explains that the reason that there is more than \$30,000 to recommend this application period is because not all funding was used during fall awards, a total of \$14,500 was rolled over bringing the total budget for this cycle to \$44,500. Committee Chair Anderson stated that the recommendations made from the Marketing Committee will then go before the ECVA Board of Governors at the next meeting for approval.

F.1 ORDER OF PRESENTATIONS

- A. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$5,000 from the ECVA Marketing Funds to the Elko Basque Club for the National Basque Festival.

FOR POSSIBLE ACTION

Cassidy Arbillaga with the Elko Basque Club gave a presentation regarding the 60th Annual Basque Festival and explains how funds would be utilized if awarded.

- B. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to to \$7,000 from the ECVA Marketing Funds to the Ruby Mountain Race Series for the Lamoille Half/5k, Freedom Festival and the Color 5k.

FOR POSSIBLE ACTION

Mrs. Cromwell stated that Anne with the Ruby Mountain Race Series could not make it to the meeting but sent a video for presentation. Mrs. Cromwell then showed the presentation.

- C. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$7,000 from the ECVA Marketing Funds to the Boys & Girls Club for the Stampede Country Kickoff Concert.

FOR POSSIBLE ACTION

Jenna Campbell, Director of Operations of the Boys & Girls Club of Elko made a presentation and stated that they are partnering with the Silver State Stampede for this concert and explains how funds would be utilized if awarded.

- D. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$10,000 from the ECVA Marketing Funds to the Haunted Elko, LLC for the Haunted Commercial.

FOR POSSIBLE ACTION

No representative was present for this request, Committee Members discuss application. Mrs. Cromwell explains that there are some Placer Ai reports behind application showing the zip codes of visitors from outside the area for the Haunted Commercial.

- E. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$10,000 from the ECVA Marketing Funds to the Elko County Fair Board/Elko County Ag District #4 for the 2024 Elko County Fair.

FOR POSSIBLE ACTION

JJ Roemmich with the Elko County Fair Board gave a presentation and explains how funds would be utilized if awarded.

- F. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$7,500 from the ECVA Marketing Funds to Rides & Rods, Inc. for the Rides & Rods Elko Classic Car Show.

FOR POSSIBLE ACTION

Stormy Remington with the Rides & Rods gave a presentation regarding the 14th Annual Rides & Rods Elko Classic Car Show and explained how funds would be utilized if awarded.

- G. Review, discussion and possible recommendations to the ECVA Board of Governors to award funds up \$500 to Feral Production Barrel Racing for the Feral Finals.

FOR POSSIBLE ACTION

Sadie Schick with the Feral Production Barrel Racing gave a presentation and explained how funds would be utilized if awarded.

- H. Review, discussion and possible recommendations to the ECVA Board of Governors to award funds up to \$1,000 to CK Connections and Events, LLC for Elko County Twin+Day.

FOR POSSIBLE ACTION

No representative was present for this request, Committee Members discuss application. Mrs. Cromwell stated she did not receive anything to present on their behalf.

- I. Review, discussion and possible recommendations to the ECVA Board of Governors to award funds up to \$4,000 to Benavides Bucking Bulls for the 2024 Gold Rush Challenge.

FOR POSSIBLE ACTION

Efren Benavides with the Benavides Bucking Bulls gave a presentation and explained how funds would be utilized if awarded.

- J. Review, discussion and possible recommendations to the ECVA Board of Governors to award funds up to \$7,000 to Ruby Mountain Hot Air, Inc. for the Ruby Mountain Balloon Festival.

FOR POSSIBLE ACTION

Kristopher Stephenson, President of the Ruby Mountain Balloon Festival gave a presentation and explained how funds would be utilized if awarded.

Committee Members began discussion and taking scores.

Committee Chair Anderson called a recess at 10:15AM.

Mrs. Cromwell and Mrs. Morales took the score sheets to tally up the scores.

Tom Lester left the meeting at 10:31AM.

Mrs. Cromwell and Mrs. Morales returned with the votes and the meeting resumed at 10:40AM.

Mrs. Cromwell explained the tally scores and how they ranked in order stating the total for all requests amounted to \$59,000 so there will have to be some adjusting due to having \$44,500 budgeted.

Committee Member Burrows suggested that they use the guideline and go through the recommendations to stay in range. Committee Members discuss.

Committee Member Petersen moved to approve removing the Elko County Twin+Day. Committee Member French seconded. Motion carried (5-1) Committee Member Burrows abstained. Committee Members continue discussion.

Committee Members made funding recommendations as follows;

- *\$5,000 for the National Basque Festival*
- *\$3,000 for the Ruby Mountain Race Series*
- *\$5,000 for the Stampede Country Kickoff Concert*
- *\$3,000 for the Haunted Commercial Hotel*
- *\$8,000 for the Elko County Fair*
- *\$4,500 for the Rides & Rods Elko Classic Car Show*
- *\$500 for the Feral Production Barrel Racing*
- *\$4,000 for the Gold Rush Challenge*
- *\$5,000 for the Ruby Mountain Balloon Festival*

Committee Member Burrows moved to approve recommended amounts as discussed to go before the Board of Governors for approval. Committee Member Petersen seconded. Motion carried (6-0)

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

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. 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

Mrs. Cromwell stated that the ECVA is gearing up for the Mine Expo and the 2nd Annual Pop Con which will be August 9th & 10th. Mrs. Cromwell said she has pitched an idea to the DBA about possibly doing a wine walk related to the Pop Con. Committee Chair Anderson reminded everyone in attendance to reach out to ECVA staff to get help with marketing and promoting their events.

J. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

Lori Gilbert with Elko Broadcasting Co. & KNCC Elko asked if the funds that were being discussed during this meeting were strictly for outside marketing. Mrs. Cromwell said yes, it is only for marketing 50 miles or more outside of the area. Mrs. Gilbert spoke about being a representative of seven (7) radio stations, including a station in Winnemucca and KNCC Elko being an affiliate of KUNR Reno, which are 2nd in the market, reaching a very targeted audience. Mrs. Gilbert stated that they also have access to digital platforms, digital billboards and they also network with other media outlets throughout the entire region. Mrs. Cromwell asked Mrs. Gilbert to provide her with this information on where they can expand to, and she can get it to the NOFO applicants.

K. MEETING SCHEDULE

ECVA Marketing Committee
Meeting Minutes, February 14, 2024

The next Marketing Committee meeting is scheduled for May 08, 2024 at 8:30am.

FOR POSSIBLE ACTION

No public comments were received.

L. ADJOURNMENT

FOR POSSIBLE ACTION

*Committee Member Crapo moved to adjourn the meeting. Committee Member Burrows seconded.
Motion carried (6-0)*

Meeting adjourned at 11:19 AM.

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.