



Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801

Phone: 775.738.4091

www.ExploreElko.com

PUBLIC MEETING NOTICE

The Elko Convention and Visitors Authority, Marketing/Lodging Committee, will meet on Wednesday, May 08, 2024, in the Elko Conference Center, Ruby Mtn2A at 724 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: 963 1620 6559** and **Password: 950657** on May 08, 2024, at 8:30 am.

Attached with this Notice is the Agenda for said meeting of the Committee. 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

ELKO CONVENTION AND VISITORS AUTHORITY WEBSITE:

www.ExploreElko.com

REQUEST FOR AGENDA INFORMATION

The Public may contact Michelle Cromwell, Events/Marketing Coordinator at (775) 738-4091, or email at michelle@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.

Annette Kerr

Executive Director-ECVA



Elko Convention & Visitors Authority
MARKETING/LODGING COMMITTEE MEETING
Elko Conference Center, Ruby Mtn 2A
724 Moren Way, Elko, NV 89801
WEDNESDAY, May 08, 2024 8:30AM P.S.T

AGENDA

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.

JOIN OUR ZOOM MEETING

Link In: <https://zoom.us/j/96316206559?pwd=Q3Q2c3Bjelo1QkV3ZVZoTDJoSXBuZz09>

Meeting ID: 963 1620 6559

Passcode: 950657

Dial In: +1 669 900 9128

Meeting ID: 963 1620 6559

Password: 950657

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.

- A. CALL TO ORDER**
- B. ROLL CALL**
- 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

- E. APPROVAL OF MINUTES**

E.1 Approval of the February 14, 2024, Marketing Committee Minutes.

FOR POSSIBLE ACTION

F. KUTV/KJAZ/TMYU FRESH LIVING AND ROAD TRIPPIN’ SEGMENTS

F.1 Discussion and possible action regarding the content of the six segments for filming in June 2024, to air July 2024 in the Salt Lake City, UT markets. Current considerations include Elko Pop Con, Commerical Fun Center.

FOR POSSIBLE ACTION

G. NEW VISITOR’S GUIDE

G.1 Presentation and discussion regarding the 2024 Elko Visitor’s Guide, including planning and possible action for the 2025 Visitor’s Guide.

FOR POSSIBLE ACTION

H. REBRANDING PROJECT – E CENTER

H.1 Discussion and possible action regarding the rebranding project as outlined in the ECVA strategic plan and matters related thereto.

FOR POSSIBLE ACTION

I. NEW ECVA AD CAMPAIGNS 2024

I.1 Viewing of new commerical ads.

NON-ACTION

J. REPORTS

J.1 Rural Round-up

FOR POSSIBLE ACTION

J.2 Instagram and Facebook - #exploreeelko

FOR POSSIBLE ACTION

J.3 Crowdriff – Photo Gallery

FOR POSSIBLE ACTION

J.4 Event Updates: Mining Expo, Fourth of July, Pop Con

FOR POSSIBLE ACTION

J.5 Round Table

NON-ACTION

K. COMMENTS BY THE ECVA MARKETING COMMITTEE

This time is devoted to comments by the Elko Convention and Visitors Authority Marketing Committee, regarding impacts to their respect stakeholder areas as a result of the latest events. 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

L. 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

M. 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.

N. MEETING SCHEDULE

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

FOR POSSIBLE ACTION

O. ADJOURNMENT

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.