



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

TUESDAY, APRIL 23, 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: Doris Toothman  
Catherine Wines, Elko Arts Foundation  
Susan Wright, Cowboys Arts & Gear Museum  
John Wright, Cowboys Arts & Gear Museum  
Meghan Micheli, Elko Area Chamber*

**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**

*No public comment was received.*

**V. APPROVAL OF MINUTES**

- A. Approval of March 26, 2024 Minutes
- B. Approval of April 8, 2024 Special Meeting Minutes

**FOR POSSIBLE ACTION**

*Board Member Anderson moved to approve the March 26, 2024 Minutes & April 08, 2024 Special Meeting Minutes. Board Member Lostra seconded. Motion carried (5-0)*

*No public comment was received.*

**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.

**FOR POSSIBLE ACTION**

*Susan and John Wright with the Cowboy Arts & Gear Museum gave a presentation regarding the Bit/Spur & Romal Rein Contest.*

*No public comment was received.*

- 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**

*Catherine Wines with the Elko Arts Foundation explained that they are looking for sponsorship donation from the General Fund and explains how funds would be utilized if awarded. Board Members discussed the matter.*

*No action was taken.*

*No public comment was received.*

**VII. NEW BUSINESS**

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

**FOR POSSIBLE ACTION**

*Vice Chair Andreozzi stated that Chairman Stone would be abstaining from voting on this, and he will be excusing himself from the room due to having an interest in this project. Chairman Stone left the room at 9:22AM.*

*Meghan Micheli with the Elko Area Chamber explains that she is seeking a possible sponsorship of \$500 for the Elko Chamber of Commerce's 14th Annual Beer Festival and explains how funds would be utilized if awarded. Board Members discussed the matter.*

*Board Member Anderson moved to approve the sponsorship request of \$500 for the Elko Chamber of Commerce's 14th Annual Beer Festival. Board Member Zornes seconded. Motion carried (4-1). Chairman Stone returned at 9:32AM.*

*No public comment was received.*

- 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**

*Executive Director Kerr presented a quote from Superior Services, a sole bidder, for the cleaning, sealing, surface remediation and restriping of all parking spaces. Board Members discussed the matter. Vice Chair Andreozzi moved to approve this bid for the parking lot from Superior Services in the amount not to exceed \$74,946.30. Board Member Anderson seconded. Motion carried (5-0)*

*No public comment was received.*

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

**FOR POSSIBLE ACTION**

*Executive Director Kerr presented the 2024/2025 Marketing Budget which was also submitted in the tentative budget and explains the marketing plan. Board Member Zornes moved to ammend the motion to approve the budget as submitted for the 2024/2025 budget year. Board Member Lostra seconded. Motion carried (5-0)*

*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 and Balance Sheet. Board Member Anderson seconded. Motion carried (5-0).*

*No public comment was received.*

- B. Marketing Report

**NON-ACTION ITEM**

*Executive Director Kerr presented the Marketing 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 Lostra stated that the Elko Realtors are inviting any local city officials and local candidates to a meet and greet with the realtors of Elko on May 30<sup>th</sup> starting at 5:30pm. Vice Chair Andreozzi stated that he's been visiting about asking the County for a loan for the balloon payment and it has been moved to the Budget Committee and feels optimistic that they can do it, providing they can afford it. Vice Chair Andreozzi also asked Executive Director Kerr to see if the budget can be scrubbed anywhere so that we can target \$20,000 for Sponsorships in the next budget. Executive Director Kerr stated that she will be presenting in front of the Budget Committee during the budget meeting tomorrow, April 24<sup>th</sup>. Executive Director Kerr presented a sample chair to the Board and shared that the beige material chairs at the Conference Center are broken and very dirty so she will be bringing this back to the Board, and it will be in the Capital Improvement Plan for next year with cost being about \$83,000 to replace the chairs.*

*No public comment was received.*

**X. COMMENTS BY THE GENERAL PUBLIC**

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**NON-ACTION ITEM**

*No public comment was received.*

**XI. MEETING SCHEDULE**

The next Board of Governors meeting is scheduled for May 28, 2024 at 8:30am.

**FOR POSSIBLE ACTION**

*No public comment was received.*

**XII. ADJOURNMENT**

**FOR POSSIBLE ACTION**

*Chairman Stone adjourned the meeting at 10:09 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.