



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

TUESDAY, JUNE 25, 2024 8:30AM P.S.T

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~ Zoom*

ECVA Board Members Absent: Dave Zornes

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

*Visitors: Catherine Wines, Elko Arts Foundation
Dain Uriarte, LP Insurance*

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 May 28, 2024 Minutes

FOR POSSIBLE ACTION

Board Member Anderson moved to approve May 28, 2024 Minutes. Vice Chair Andreozzi seconded. Motion carried (4-0)

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

No public comment was received.

- B. Discussion and consideration 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 against sponsoring this festival at the February 27, 2024 regular scheduled Board meeting. Elko Art Foundation - Catherine Wines, requested the Board to reconsider the sponsorship at the April 23, 2024 meeting. The Board took no action at the April 23, 2024 meeting and requested the 2024/2025 Budget be increased by \$20,000 for sponsorships and to bring back the request for possible approval for the 2024/2025 Fiscal Year Budget.

FOR POSSIBLE ACTION

Executive Director Kerr stated that this sponsorship request will be from next fiscal years budget. Catherine Wines with the Elko Arts Foundation gave a recap on her sponsorship request explaining that this will be to add more murals in downtown Elko. Vice Chair Andreozzi moved to approve the sponsorship of \$5,000 to facilitate this years mural festival from the next fiscal years budget and asks for a recap after the event and recommends that the City of Elko Arts & Culture Advisory Board be involved in this. Board Member Anderson seconded. Motion carried (4-0). Chairman Stone shared that the ECVA does have a written agreement to utilize and market the murals and the agreement does not have an expiration date so the murals can be used for marketing to help the project as well.

No public comment was received.

VII. NEW BUSINESS

- A. Discussion, consideration, and possible action regarding the renewal for the 2024-2025 Insurance POOL Quotation from LP Insurance Services. The annual premium is

increasing from \$88,133.49 to \$89,022.35. This is a 1.01% increase, with a \$5k maintenance deductible.

FOR POSSIBLE ACTION

Dan Uriarte with LP Insurance presented the 2024-2025 Insurance POOL Quotation from LP Insurance Services. Vice Chair Andreozzi moved to approve the 2024-2025 Insurance POOL Quotation from LP Insurance increasing the annual premium to \$89,022.35. Board Member Anderson seconded. Motion carried (4-0).

No public comment was received.

- B. Discussion and possible action to transfer \$300,000 from Nevada State Bank, General Fund Checking to Western Alliance Bank, General Fund Checking.

FOR POSSIBLE ACTION

Executive Director Kerr explained that this is just some housekeeping that is needed for the end of year that is on June 30th. Executive Director Kerr stated that the transfer is still in the general fund it is just going from Nevada State Bank to Western Alliance Bank. Vice Chair Andreozzi moved to approve the transfer of \$300,000 from Nevada State Bank, General Fund Checking to Western Alliance Bank, General Fund Checking. Board Member Anderson seconded. Motion carried (4-0)

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 June 2024 payables. Board Member Anderson seconded. Motion carried (4-0)

- B. Marketing Report

NON-ACTION ITEM

Michelle Cromwell shared that KUTV will be filming six (6) segments today starting with the Lotspeich Farm promoting the Pumpkin Patch following will be the Gallagher Fish Hatchery in Ruby Valley and tomorrow they will do The Commercial Fun Center, Stockmen's Casino, Summit Raceway, Elko County Fair Grounds and the ECVA to do a fresh living segment which will all air on three (3) different stations on July 6th as well as be put on their social media platforms.

- C. Events and Catering

NON-ACTION ITEM

Executive Director Kerr presented the Events & Catering Report.

- D. Facilities

NON-ACTION ITEM

Executive Director Kerr presented the Facilities Report.

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

Executive Director Kerr shared that her and Mrs. Cromwell met with the Fair Board two (2) weeks ago offering to help with marketing the Elko County Fair and any other events they have. Executive Director Kerr stated that she just finished up with grants and she was able to secure \$30,000, also received \$10,000 from the Elko County Rec Board for Elko Pop Con, & the Lieutenant Governor gave the ECVA \$5,000 for the Elko Mining Expo.

Board Member Anderson asked Executive Director Kerr, regarding the LP Insurance grants, if these grants can be used to get snow removal equipment. Executive Director Kerr answered “We can ask for equipment but its mostly for risk mitigation, we can definitely ask for that”. Executive Director Kerr shared that the new ballards are doing great and were very helpful with keeping public safe. Delmo Andreozzi shared that regarding the agreement with the Boys and Girls Club, one of the things he has been absolutely adamant about is that this facility doesn’t compete with the Convention Center or the Fair Grounds and this is something that they have been working towards.

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 Governor’s meeting is scheduled for July 23, 2024 at 8:30am.

FOR POSSIBLE ACTION

XII. ADJOURNMENT

FOR POSSIBLE ACTION

Chairman Stone adjourned the meeting at 9:28 A.M.

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.