



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, August 14, 2024, in the Elko Convention Center, Cedar Room 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: 999 1093 2423** and **Password: 238247** on August 14, 2024, at 8:30 am.
<https://zoom.us/j/99910932423?pwd=bx9TLis2btjJRO5kBP9rwA2rdHrGY4.1>

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 – Convention Center

ELKO CONVENTION AND VISITORS AUTHORITY - Conference Center

ELKO CONVENTION AND VISITORS AUTHORITY WEBSITE:

www.ExploreElko.com

REQUEST FOR AGENDA INFORMATION

The Public may contact Michelle Cromwell, Marketing & Advertising Manager 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 Convention Center, Cedar Room
700 Moren Way, Elko, NV 89801
WEDNESDAY, August 14, 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/99910932423?pwd=bx9TLis2btjJRQ5kBp9rwA2rdHrGY4.1>

Meeting ID: 999 1093 2423
Passcode: 238247

Dial In: +1 669 900 9128

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 May 08, 2024, Marketing Committee Minutes.

FOR POSSIBLE ACTION

- F. NEW EVENT CALANDER – ITI DIGITAL**

F.1 Presentation of new events calander page on the ExploreElko.com Website.

NON-ACTION

G. REVISIT OF THE NOFO AWARDS SCALE

G.1 Discussion, consideration, and possible approval regarding the Marketing Notice of Funding Opportunity (NOFO) requests in which the scale is based on projected overnight visitors.

FOR POSSIBLE ACTION

H. COWBOY COUNTRY TERRITORY

H.1 Discussion and update of Cowboy Country Territory and upcoming meetings.

NON-ACTION

H.2 Nevada Hotel/Motel Occupancy Survey, Travel Nevada.

NON-ACTION

I. FLIGHT ALLIANCE OF NORTHEASTERN NEVADA (FANN)

I.1 Presentation by members of Flight Alliance of Northeastern Nevada (FANN), an organization formed with the mission to maintain and expand accessible, sustainable commercial air service at the Elko Regional Airport.

NON-ACTION

J. REPORTS

J.1 Event Updates

FOR POSSIBLE ACTION

J.2 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/Lodging Committee, regarding impacts to their respect stakeholder areas as a result of the latest events. i.e Occupancy, increased visitation, other matters. 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.

NON-ACTION ITEM

N. MEETING SCHEDULE

The next Marketing/Lodging Committee meeting is scheduled for November 13, 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.