



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

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**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, Jim Foster, Steve Burrows, and Ben French.*

*D'ette Mawson arrived at 8:41AM*

*Marketing Committee Members Absent: Jan Petterson*

*ECVA Staff Present:*

*Annette Kerr – Executive Director, Michelle Cromwell - Events/Marketing Coordinator, and Selina Morales - Administrative Assistant*

**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**

*Executive Director Kerr stated that Mr. Lester has resigned from his position as of April 30<sup>th</sup> and his position will be opened up in-house first as policy states to see if any current employees are interested in this position and if it is not filled, it will go out to the public, stating that this is per policy.*

*Marketing Committee Chair Anderson thanked Executive Director Kerr, Mrs. Cromwell and Mrs. Morales for stepping up, taking care of things and keeping things up to speed.*

## **E. APPROVAL OF MINUTES**

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

### **FOR POSSIBLE ACTION**

*Committee Member French moved to approve the February 14, 2024 Marketing Committee Meeting Minutes. Committee Member Massie seconded the motion. Motion carried (4-1) Committee Member Foster abstained.*

## **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**

*Executive Director Kerr shared that every June KUTV comes to Elko and films a live segment which is aired for a whole week in Utah to promote Elko events and share what is going on in the area. Executive Director Kerr stated that there are (6) segments for this year and asked the committee members for suggestions on where the segments should be filmed. Committee members, Executive Director Kerr and Mrs. Crowmell discuss possible ideas and locations. Suggestions are: Elko Pop Con, Lotspeich Farm, Fish Hatchery, Stockmens Casino, Commercial Fun Center, Cowboys Rest Christian Camp, Sherman Station, South Fork, Ruby Marshes, and the Summit Raceway Racetrack. Committee Member French moved to approve direction to move forward to investigate and solidify suggestions listed for the content of the six segments for filming in June 2024, to air July 2024 in the Fresh Living and Road Trippin' segments. Committee Member Mawson seconded. Motion carried (6-0).*

## **G. 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**

*Executive Director Kerr congratulated Mrs. Cromwell for producing the new Visitors Guide in a short period of time. Mrs. Cromwell stated that she is starting to work on the 2025 Visitors Guides and is looking for input from the Committee Members hoping to collaborate with everyone. Committee Member Burrows moved to approve going forward with planning for the 2025 Visitors Guide. Committee Member Mawson seconded. Motion carried (6-0)*

## **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**

*Executive Director Kerr shared that the ECVA has had the Explore Elko brand for 25 years and has submitted a \$100,000 matching grant to the Nevada Commission on Tourism. Executive Director Kerr stated that this is a huge rebranding project and shared that the ECVA are more than just a Convention Center stating they are an events center, and we are looking for new colors, new logos, new marketing campaigns, and want to continue to be partners with the community. Executive Director Kerr also stated for the record that the ECVA is solvent, having a 4.1 million dollar budget, the ECVA just has a balloon payment due but they are fine and still operating. Committee Member Mawson moved to approve going forward with the ECVA rebranding project. Committee Member Crapo seconded. Motion carried (6-0)*

**I. NEW ECVA AD CAMPAIGNS 2024**

**I.1 Viewing of new commercial ads.**

**NON-ACTION**

*Mrs. Cromwell presented (2) new video commercial ads.*

**J. REPORTS**

**J.1 Rural Round-up**

**FOR POSSIBLE ACTION**

*Executive Director Kerr explained that the Rural Round-up is the Lieutenant Governors convention for rural communities and territories to get together and network. Mrs. Cromwell shared that it is put on by Travel Nevada and encouraged the committee members to go to this event as they have many breakout sessions and informational workshops.*

**J.2 Instagram and Facebook - #exploreeelko**

**FOR POSSIBLE ACTION**

*Mrs. Cromwell shared that Instagram and Facebook are tied in with item J.3 CrowdRiff – Photo Gallery.*

**J.3 Crowdriff – Photo Gallery**

**FOR POSSIBLE ACTION**

*Mrs. Cromwell explained that CrowdRiff is a program that pulls photos from social media and asks for the legal rights to be able to use these photos on our website and in our marketing as well.*

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

**FOR POSSIBLE ACTION**

*Mrs. Cromwell shared that we are gearing up for our 2<sup>nd</sup> annual Elko Pop Con and it is already almost 100% full. Mrs. Cromwell shared the different events and activities that will be taking place in both buildings. Executive Director Kerr shared that the ECVA has been working with the Lions Club for the 4<sup>th</sup> of July stating that the ECVA has offered to help behind the scenes with ticketing and seating arrangements. Executive Director Kerr shared that the 2024 Elko Mining Expo Opening Reception, Golf Tournaments, and vendor spaces are all sold out. Committee Member Burrows moved to accept the reports. Committee Member Massie seconded. Motion carried (6-0)*

**J.5 Round Table**

**NON-ACTION**

*Committee Member Massie with Home2 Suites shared that the hotel is sold out with a (2) page waiting list for the Elko Mining Expo and is already close to being sold out for the Cowboy Poetry Gathering. Committee Member Crapo with the Elko Area Chamber of Commerce shared that they are staying*

*busy, they have and upcoming Business Before Hours at Sierra Java following with a volunteers event at the Museum, the 45<sup>th</sup> annual Home Show will be this weekend, May 11<sup>th</sup>, a Lunch and Learn on May 21<sup>st</sup>, and a Candidate Forum on May 22<sup>nd</sup>. Committee Member also shared that they are working on a small group insurance program dealing with insurance for small businesses.*

*Committee Member French shared that the hotel is still undergoing some renovations and invited everyone to stop by the newly renovated restaurant.*

*Committee Member Foster shared that the Airport lost the IDK Deli restaurant but have people that are interested in opening the restaurant again. Committee Member Foster also shared that there is a new organization within our community called FANN.*

*Committee Member Mawson shared that as of last Friday she has had 1500 kids come through the Museum, ranging from grades K-12. Committee Member Mawson shared that they just finished with the Gold Fever program and they are still looking for sponsors for the upcoming Great Humbolt Duck Race.*

*Committee Member Burrows provided everyone with a community impact report for the NNRH and goes over the impact that NNRH has had in the community, sharing that the Cath Lab has all new monitoring and hardware. Committee Member Burrows also shared that during Relay for Life NNRH staff raised \$12,500 for the American Cancer Society, a lot of School Tours going on between now and end of school year, NNRH has student scholarships to graduating seniors who want to pursue a career in healthcare, the Health & Fitness Fair had 673 come through the day of the event to have lab work done and the event itself had about 2,000 people. Committee Chair Burrows also shared that as part of their Capital Improvement Plan they just got a new CT Scan system that is a 128 slice scanner being the highest definition CT Scanner between here, Salt Lake and Reno.*

#### **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**

*Committee Member Mawson shared that the Museum really struggles during the Elko Mining Expo with parking due to some of the vendors taking up the space and parking there all day and walk over to the event. Marketing Committee Chair Anderson recommended putting out some signs reading "No Mine Expo Parking". Committee Member Mawson shared that the California Trail Days is coming up during the first week of June.*

#### **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**

*No public comment was received.*

**M. COMMENTS BY THE GENERAL PUBLIC**

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**NON-ACTION ITEM**

*No public comment was received.*

**N. MEETING SCHEDULE**

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

**FOR POSSIBLE ACTION**

*No action was taken.*

**O. ADJOURNMENT**

**FOR POSSIBLE ACTION**

*Committee Member Crapo moved to approve to adjourn the meeting at 10:02AM. Committee Member French seconded. Motion carried (6-0)*

**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.