



Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801

Phone: 775.738.4091

www.ExploreElko.com

Regular Board Meeting

PUBLIC MEETING NOTICE

The Elko Convention and Visitors Authority, Board of Governors, will meet on Monday, November 18, 2024, in the Elko Conference Center, Ruby Mountain 1B Room, located 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: 931 2897 4258** and **Passcode: 519172** on November 18, 2024, at 8:30 am or clicking on the link below: <https://zoom.us/j/93128974258?pwd=2006XknabhK2IAy7TYNT1IU5AtgoJ9.1>

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

Nevada Public Notice Website: <https://notice.nv.gov>

REQUEST FOR AGENDA INFORMATION

The Public may contact Selina Morales, Board Secretary at (775) 738-4091, or email at selina@elkocva.com to request supporting material for the meeting described herein. The agenda is 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 at least five (5) days prior to the meeting in order to try and make arrangements for reasonable accommodations that would enable participation in the hearing.

Annette Kerr

ECVA Executive Director

November 12, 2024



Elko Convention & Visitors Authority
BOARD OF GOVERNORS REGULAR MEETING
Elko Conference Center, Ruby Mtn 1B Room
724 Moren Way, Elko, NV 89801.

MONDAY, NOVEMBER 18, 2024 8:30AM P.S.T

AGENDA

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.

JOIN OUR ZOOM MEETING

Link In: <https://zoom.us/j/93128974258?pwd=2006XknabhK2lAy7TYNT1IU5AtgoJ9.1>

Meeting ID: 931 2897 4258

Passcode: 519172

Dial In: +1 (669) 900-9128

Meeting ID: 931 2897 4258

Passcode: 519172

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

II. ROLL CALL

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

V. APPROVAL OF MINUTES

A. Approval of October 22, 2024 Minutes

FOR POSSIBLE ACTION

VI. OLD BUSINESS

- A. Discussion and possible action regarding the selection and appointment of Selina Morales as ECVA Board Secretary and Annette Kerr, as ECVA Board Treasurer per the requirements of Chapter 227, Section 9, Paragraph 3, Statutes of Nevada 1975, Elko Convention and Visitors Authority Act.

FOR POSSIBLE ACTION

- B. Discussion and possible action, to approve ECVA Resolution No. 2024-03, also designated as the “2024A Medium-Term Bond Resolution” providing for the sale and issuance by the Elko Convention and Visitors Authority, Nevada of its general obligation (limited tax) medium-term bond, series 2024A in the maximum principal amount of \$3,000,000 and matters related there to.

FOR POSSIBLE ACTION

- C. Discussion and possible action, to approve ECVA Resolution No. 2024-04 and enter into an Interlocal Agreement between Elko Convention and Visitors Authority and Elko County. This resolution approves the execution and delivery by the Elko Convention and Visitors Authority of a Cooperative Interlocal Agreement with Elko County to finance Convention Center Facilities through an intergovernmental loan in a principal amount not to exceed \$3,000,000 for a term of 10 years and an interest rate of 1% per annum.

FOR POSSIBLE ACTION

- D. Discussion and possible action, to approve ECVA Resolution No. 2024-05, also designated as the “2024B Medium-Term Bond Resolution”; providing for the sale and issuance by the Elko Convention and Visitors Authority, Nevada of its general obligation (limited tax) medium-term bond, series 2024B in the maximum principal amount of \$3,000,000 and matters related there to.

FOR POSSIBLE ACTION

VII. NEW BUSINESS

- A. Discussion and possible action regarding approval of the ECVA Marketing/Lodging Committee’s recommendations for funding the this cycle’s applications. Requests for funding support were heard on November 13, 2024. Funds would be disbursed from the ECVA Marketing Fund for the first of the two (2) cycles of funding for FY 2024/2025. The total amount requested is \$24,920.

FOR POSSIBLE ACTION

- B. Discussion and possible action regarding the approval of an ECVA sponsorship for a saddle in the amount of \$800 for the Jake Eary Memorial Rodeo. These funds would be awarded from the General Fund, sponsorship account. The ECVA awarded \$750 for a saddle in 2023.

FOR POSSIBLE ACTION

- C. Discussion and possible action to approve the transfer \$300,000 out of the Capital Fund and into the General Fund. This transfer was budgeted for in the 2024/2025 final budget.

FOR POSSIBLE ACTION

- D. Discussion, consideration, and approval to award the contract for the Request for Proposal (RFP) for Rebranding and Marketing the ECVA. The Issue Date for the RFP was September 23, 2024; with the RFP submission due date of November 01, 2024. Four companies have submitted proposals.

The ECVA is poised for a transformation after 49 years. A strategic proactive rebranding initiative aims to breath new life into rural tourism for Northeaster Nevada, by propelling Elko, Nevada to the forefront of the rural dynamic tourism landscape, while maintainng and sharing authentic history and stories. The last rebranding was 25 year ago.

FOR POSSIBLE ACTION

- E. Discussion, consideration, and approval to award the bid to replace the exterior signage, on the convention center building, with the new rebranding name and design. Bids not to exceed \$50,000. Funds will come from the Marketing Fund for rebranding.

FOR POSSIBLE ACTION

VIII. REPORTS

- A. Financial Reports **FOR POSSIBLE ACTION**
- B. Convention & Tourism **NON-ACTION ITEM**
- C. Sales & Marketing Reports **NON-ACTION ITEM**
- D. Facilities: Update on facility projects and work. **NON-ACTION ITEM**

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

X. 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

XI. 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.