



Elko Convention & Visitors Authority  
MARKETING COMMITTEE MEETING MINUTES  
Elko Convention Center, Cedar Room  
700 Moren Way, Elko, NV 89801  
WEDNESDAY, August 14, 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 8:35AM.*

**B. ROLL CALL**

*Marketing Committee Members Present:*

*ECVA Marketing Committee Chair Pat Anderson, Carrie Massie, Jim Foster, Steve Burrows, Ben French, and Jan Petersen*

*Marketing Committee Members Absent: Billie Crapo and D'ette Mawson*

*ECVA Staff Present:*

*Annette Kerr – Executive Director, Michelle Cromwell – Marketing & Advertising Manager, and Selina Morales – Sales & Events Coordinator*

**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**

*Committee Member French moved to approve the May 08, 2024 Marketing Committee Meeting Minutes. Committee Member Foster seconded. Motion carried (5-0)*

**F. NEW EVENT CALENDER – ITI DIGITAL**

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

**NON-ACTION**

*Mrs. Cromwell gave a presentation of the new events calendar page on the ExploreElko.com website.*

**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**

*Executive Director Kerr stated that one (1) year ago this NOFO scale was presented to the Marketing/Lodging Committee as the Board of Governors wanted this scale implemented for one (1) year and brought back for review. Executive Director Kerr presented this scale to the Committee Members for open discussion, asking their opinions and thoughts on whether they liked it or if they would like to eliminate the scale. Committee Member Burrows stated that it definitely helped with the decision-making process, stating that having these guidelines has made this process more transparent. Committee Members continued to discuss the matter. Committee Member French moved to approve bringing this scale back to the Board of Governors. Committee Member Massie seconded. Motion carried (5-0)*

**H. COWBOY COUNTRY TERRITORY**

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

**NON-ACTION**

*Mrs. Cromwell shared that she has been appointed Chair of Cowboy Country Territory, with Executive Director Kerr serving as Vice Chair. She explained that they are trying to build this committee is to promote tourism, not only in Elko but also in surrounding areas such as Jackpot, Battle Mountain, Winnemucca, Wells, and other nearby towns. Mrs. Cromwell shared that the goal is to involve these communities in the Cowboy Country Territory and extended an invitation to the committee members to participate in the next meeting.*

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

**NON-ACTION**

*Mrs. Cromwell presented the Nevada Hotel/Motel Occupancy Survey on behalf of Travel Nevada as they are asking for feedback on how to get people to participate in this survey.*

**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**

*Jan Baum, Chair for Flight Alliance of Northeastern Nevada (FANN) gave a presentation regarding the organization. Mrs. Baum shared the FANN mission, which is to maintain and expand accessible,*

*sustainable commercial air service at the Elko Regional Airport as well as educate the public about the importance of commercial air service in our area.*

**J. REPORTS**

**J.1 Event Updates**

**FOR POSSIBLE ACTION**

*Mrs. Cromwell provided updates on several recent events. She shared that the Elko Basque Festival had a successful outcome, as presented at the Board of Governors meeting. Ruby Roubaix will give a presentation at the next Board of Governors meeting. Mrs. Cromwell also attended the Jr. Rodeo Series awards presentation, organized by Carrie Eary. Mrs. Cromwell shared the success of the Elko Pop Con, noting that the ECVA saw approximately 4,400 visitors, including 700 from out of town.*

**J.2 Round Table**

**NON-ACTION**

*No other updates made.*

**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 Massie shared that the Elko Taxi service closing has affected the Home2 Suites. Committee Member Foster shared that GET My Ride have a grant funded portion of the day from 6:30am-5:30pm and cannot do rides during those hours and in those outside hours they have a deal with the train station to pick people up at two (2) or three (3) in the morning. Mrs. Cromwell shared that she had seen on Facebook a new taxi service called, Elko Cab, is coming to Elko in the winter 2024.*

**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**

*Executive Director Kerr shared that there will be a new event on October 18<sup>th</sup>, the ECVA is doing an outreach for alzheimer's and dementia bringing in a small piano & violin trio and encouraging people to bring anyone with alzheimer's as music seems to soothe them, this will be benefiting Alzheimer's Awareness and Suicide Prevention.*

**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 November 13, 2024 at 8:30am.

**FOR POSSIBLE ACTION**

*No action was taken.*

**O. ADJOURNMENT**

**FOR POSSIBLE ACTION**

*Committee Member French moved to adjourn the meeting at 9:58am. Committee Member Burrows seconded. Motion carried (5-0)*

**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.