



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 Tuesday, December 10, 2024, in the Elko Convention Center, Cedar Room, located 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: 918 7165 4502** and **Password: 505617** on December 10, 2024, at 8:30 am. or <https://zoom.us/j/91871654502?pwd=phFoeX1800sDhRIxOIzmykB9OgNf40.1>

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, Administrative Assistant at (775) 738-4091, or email at selina@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 at least five (5) days prior to the meeting in order to try and make arrangements for reasonable accommodations that would enable participation.


Annette Kerr
ECVA Executive Director
December 3, 2024



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

TUESDAY, DECEMBER 10, 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/91871654502?pwd=phFoeX1800sDhRIxOIzmykB9OgNf40.1>
Meeting ID: 918 7165 4502
Passcode: 505617

Dial In: +1 669 900 9128
Meeting ID: 918 7165 4502
Passcode: 505617

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 November 18, 2024 Minutes

FOR POSSIBLE ACTION

VI. NEW BUSINESS

A. Presentation by Eide Bailly, LLP and possible approval of the Financial Statements and Audit for the Elko Convention & Visitors Authority for the Fiscal Year ending June 30, 2024.

FOR POSSIBLE ACTION

- B. Discussion, consideration, and approval of a recommendation for one (1) new ECVA Board member to be appointed to the ECVA Board of Directors by the Elko County Commission. This recommendation will fill the vacant seat for the “At Large Seat – within City Limits, effective January 2025.

FOR POSSIBLE ACTION

VII. OLD BUSINESS

- A. 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

- B. Discussion, and possible action regarding receipt of the ECVA Bonding and refinancing update and matters related there to.

FOR POSSIBLE ACTION

VIII. REPORTS

- A. Financial Reports

FOR POSSIBLE ACTION

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

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. MEETING SCHEDULE

- A. The next Board of Governor’s meeting is scheduled for January 21, 2025, at 8:30am.

FOR POSSIBLE ACTION

- B. Discussion, consideration, and possible action to approve the ECVA 2025 Board of Governors meeting schedule and the 2025 ECVA Marketing/Lodging Committee Schedule.

FOR POSSIBLE ACTION

XII. 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.