



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

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

MINUTES

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.

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

Board of Governors Vice Chair Andreozzi called the meeting to order at 8:35AM.

II. ROLL CALL

*ECVA Board Members Present: Delmo Andreozzi, Vice Chair
Pat Anderson
Dave Zornes
Marissa Lostra*

ECVA Board Members Absent: Chip Stone, Chairman

*ECVA Staff Present: Annette Kerr, Executive Director
Selina Morales, Sales & Events Coordinator
Michelle Cromwell, Marketing & Advertising Manager*

*Visitors: Martin Johnson, JNA Consulting Group, LLC~Zoom
Kendra Collette, Sherman and Howard~Zoom*

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

No public comment was received.

V. APPROVAL OF MINUTES

- A. Approval of October 22, 2024 Minutes

Board Member Losta moved to approve October 22, 2024 Minutes. Board Member Anderson seconded. Motion carried (4-0).

No public comment was received.

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

Board Member Anderson moved to approve 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. Board Member Lostra seconded. Motion carried (4-0).

No public comment was received.

- 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

Vice Chair Andreozzi asked if the sale and issuance was common for this type of interlocal agreement and loan from another public agency. Mrs. Collette responded that the Cooperative Agreement act, NRS 277, relates to the cooperative financing of a public facility, the cooperation between the county and the ECVA, this loan is evidenced by a bond and therefore the two items, the first item being the authorization of the bond and the second item being the authorization of the cooperative interlocal agreement for the joint financing, which is with the loan from the county and the agreement to repay the loan by the ECVA. Vice Chair Andreozzi stated for the record, 2024A Medium-Term Bond Resolution is also known as the Elko County loan. Board Member Anderson moved to accept Resolution No. 2024-03 also designated as the 2024A Medium-Term Bond Resolution, known as the Elko County loan. Board Member Lostra seconded. Motion carried (4-0).

No public comment was received.

- 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

Board Member Lostra moved to accept 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. Board Member Anderson seconded. Motion carried (4-0).

Vice Chair Andreozzi disclosed that he is an active member of the Elko County Commission who took action to loan this money to the ECVA and has no pecuniary interest in this and feels he can make a fair and impartial decision as it relates to both Elko County and ECVA.

No public comment was received.

- 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

Mr. Johnson with JNA Consulting LLC stated that this is the second piece of the financing to pay off the balloon payment, explaining that requests for proposals were sent out to multiple banks in which (4) formal proposals were received. Mr. Johnson continued to explain each proposal that was received. Board Members discussed the matter. Board Member Anderson moved to accept Resolution No. 2024-05, also designated as the 2024B Medium-Term Bond Resolution and accept JP Morgan Chase Alternate (2) with the ECVA cash option (1) finding this to be in the best interest of the ECVA and as previously discussed making the priority of the Elko County loan be paid off first. Board Member Lostra seconded. Motion carried (4-0).

No public comment was received.

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

Executive Director Kerr presented the scoring matrix sheet that was used by the Marketing/Lodging Committee showing their recommended amounts to be disbursed to each organization. Board Member Lostra moved to approve ECVA Marketing/Lodging Committee’s recommendations for funding 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 was \$24,920 and the

approved amount is \$19,420 as recommended by the Marketing/Lodging Committee. Board Member Anderson seconded. Motion carried (4-0).

No public comment was received.

- 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

Board Member Lostra moved to approve the ECVA sponsorship for a saddle in the amount of \$800 for the Jake Eary Memorial Rodeo. Board Member Anderson seconded. Motion carried (4-0).

No public comment was received.

- 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

Executive Director Kerr stated that the loan note was originally set up to be paid from the General Fund and in order to keep the general fund solvent, these funds need to be moved from the Capital Fund, explaining that this transfer is in the budget and has already been approved. Board Member Anderson moved to approve the transfer \$300,000 out of the Capital Fund and into the General Fund. Board Member Lostra seconded. Motion carried (4-0).

No public comment was received.

- 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

Item VII. D. was tabled at this time.

- 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

Executive Director Kerr presented some photographs showing suggestions from (2) agencies that have the ability to handle this. Board Member Lostra moved to approve to award the bid to replace the exterior signage, on the convention center building, with the new rebranding name and design

to Nevada Advertising for the bid amount of \$49,846 as it came in under the anticipated budget and was the only official bid received. Board Member Anderson seconded. Motion carried (4-0).

No public comment was received.

VIII. REPORTS

A. Financial Reports

FOR POSSIBLE ACTION

Board Member Anderson moved to approve the Elko Convention & Visitors Authority monthly payables for October 2024 in the amount of \$153,551.53. Board Member Losta seconded. Motion carried (4-0).

No public comment was received.

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

Vice Chair Andreozzi congratulated Board Member Lostra for being the newly elected city council person and thanked her for her service to the ECVA Board. Vice Chair Andreozzi mentioned that Board Member Lostra could still end up on this Board as it is an appointment by the City of Elko Council but the ECVA will now need to recruit another member.

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

Vice Chair Andreozzi adjourned the meeting at 9:29am.

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.