



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

TUESDAY, OCTOBER 22, 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 Chairman Stone called the meeting to order at 8:30AM.

II. ROLL CALL

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

ECVA Staff Present:
Annette Kerr, Executive Director ~ Via Zoom
Selina Morales, Sales & Events Coordinator
Eli Vasquez, Administrative Assistant
Kimberlee Longley, Sales & Events Manager
Michelle Cromwell, Marketing & Advertising Manager

Visitors:
Martin Johnson, JNA Consulting Group, LLC~Zoom
Ally, Shafer, Ruby Mountain Resource Center
Shanelle Beasley, Ruby Mountain Resource Center
Andy Boyer, National Pony Express Association
Jan Boyer, National Pony Express Association
Haley Brown, Northeastern Nevada CASA
Michelle Black, Northeastern Nevada CASA

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 8, 2024 Minutes

FOR POSSIBLE ACTION

Board Member Lostra moved to approve October 8, 2024 Minutes. Board Member Anderson seconded. Motion carried (5-0).

No public comment was received.

VI. OLD BUSINESS

A. Presentation by various organizations in regard to the success of their events or sponsorships. These organizations received marketing funds and/or sponsorship funding from the ECVA. Presentations are required as outlined in the Notice of Funding Opportunity, and by the ECVA Board of Governors.

FOR POSSIBLE ACTION

No presentations were made.

No action was taken.

B. Discussion, consideration, and possible action regarding the amount of cash the ECVA will contribute to the new loan and costs associated with the refinancing and matters related thereto.

FOR POSSIBLE ACTION

Martin Johnson with JNA Consulting Group, LLC stated that they are getting ready to send out requests for bank bids. Mr. Johnson presented two (2) borrowing schedules as possible options for the ECVA financing payment. Board Members discuss the matter.

Vice Chair Andreozzi moved to approve authorizing Mr. Johnson to solicit bids for a loan up to 3 million dollars, with a preference of keeping the debt service as close to the current debt service. Board Member Anderson seconded. Motion carried (5-0).

VII. NEW BUSINESS

A. **Sponsorship Request:** Discussion, consideration, and possible action regarding a sponsorship in the amount of \$1,500 for the National Pony Express Association – Nevada Division. The Nevada Division is hosting the annual National Pony Express Convention at the Ramada at Stockmen’s Casino on September 5th & 6th, 2025. They expect 100-125 delegates and members to attend.

FOR POSSIBLE ACTION

Andy Boyer, Chairman with the National Pony Express Association gave a presentation explaining some history and mission of this organization. Mr. Boyer shared how the funds would be utilized if awarded.

Board Member Anderson moved to approve the sponsorship in the amount of \$1,500 for the National Pony Express Association. Board Member Lostra seconded. Motion carried (4-1) Board Member Zornes abstained.

- B. Sponsorship Request:** Discussion and consideration for possible action regarding **venue fee waiver** sponsorship for Amplified digital and the Elko Daily Free Press' "Women in Business" event in the amount of \$2,600 for the date of April 24, 2025. ECVA will receive advertising in return.

FOR POSSIBLE ACTION

Kimberlee Longley, Sales & Events Manager stated that the sponsorship request form submitted by Amplified digital and the Elko Daily Free Press reads that they are requesting \$1,804 in venue fee waiver instead of \$2,600 for the 2025 Women in Business event.

Board Member Lostra moved to approve the venue fee waiver sponsorship for Amplified digital and the Elko Daily Free Press' "Women in Business" event in the amount of \$1,804 for the date of April 24, 2025. Board Member Anderson seconded. Motion carried (5-0).

- C.** Discussion, consideration, and possible action regarding the selection of the 2024 Festival of Tree Charity Partners and all matters related to.

FOR POSSIBLE ACTION

Mrs. Longley shared that last year about \$44,000 was raised and there were (5) charity partners chosen. Board Members reviewed the charity partner applications and discussed their selections. Board Member Lostra moved to approve the selection of the following (5) charity partners:

- 1.The Children's Cabinet*
- 2.Battle Born Youth ChalleNGe Academy*
- 3.Nevada Institute of Forensic Nursing*
- 4.Elko Veteran Corps*
- 5.Endless Pawsibilities*

Board Member Anderson seconded. Motion carried (5-0).

- D.** Review of ECVA Board of Governors regular meeting schedule through the remainder of the year.

FOR POSSIBLE ACTION

Executive Director Kerr presented the meeting schedule for the remainder of the year and expained that last year due to the holidays the Board Members decided to combine the meetings into one (1) meeting.

Board Member Anderson moved to approve combining the 2024 November and December regular board meetings to November 18, 2024. Board Member Lostra seconded. Motion carried (5-0)

VIII. 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

Board Member Lostra shared that the Elko DBA is having the Cozy Cocktail Walk on Saturday November 9th which will be their last cocktail walk for the year and the Snowflake Festival will be on December 14th.

Vice Chair Andreozzi shared that Elko County is hosting the Veterans Day parade on November 11th and invites everyone to participate, celebrate and honor our Veterans.

IX. 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

Alley Shafer with the Ruby Mountain Resource Center invited everyone to the Bunco Night taking place on November 15th and shared that all of the proceeds will go to the severely underserved population of individuals with intellectual disabilities.

X. ADJOURNMENT

FOR POSSIBLE ACTION

Chairman Stone adjourned the meeting at 9:31am.

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.