



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

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 8:30AM.

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
 Michelle Romano, Accountant I
 Michelle Cromwell, Marketing & Advertising Manager

Visitors: *Victoria Hedens~Zoom*
 Whitney Coleman~Zoom
 Christy Hawkins~Zoom
 Susan Jesseman-Goddard~Zoom
 Steve Burrows, NNRH
 Teri Gage, Eide Bailly
 Casey Bennett

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

Executive Director Kerr shared that Board Member Lostra has recently been elected as the City Councilman, and today's meeting will be her final one as a Board Member for the ECVA. She expressed her gratitude to Board Member Lostra for her dedication, support, and valuable contributions to the ECVA team. As a token of appreciation, Executive Director Kerr presented Board Member Lostra with a plaque in recognition of her service. Board Member Lostra read her letter of resignation, expressing her gratitude for the opportunity to work alongside talented and dedicated individuals.

V. APPROVAL OF MINUTES

A. Approval of November 18, 2024 Minutes

FOR POSSIBLE ACTION

Board Member Lostra moved to approve November 18, 2024 Minutes. Board Member Anderson seconded. Motion carried (5-0). No public comment was received.

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

Teri Gage with Eide Bailly presented the financial Statements and Audit for the Elko Convention & Visitors Authority for the Fiscal Year ending June 30, 2024. Mrs. Gage stated she was happy to report that the ECVA has what we call a "clean audit opinion" proceeded to explain the audit report page by page. Chairman Stone moved to approve the financial Statements and Audit for the Elko Convention & Visitors Authority for the Fiscal Year ending June 30, 2024 as presented. Board Member Anderson seconded. Motion carried (5-0). No public comment was received.

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

Vice Chair Andreozzi stated that this item will be presented to the County Commissioners and although he is a County Commissioner, he clarified that there are no conflicts of interest, and he will fully participate in the discussion and recommendation to the County Commissioners. Executive Director Kerr stated that an advertisement was placed on both the County and ECVA websites seeking a new Board Member, with two applications received. Both applicants are present to provide a statement or address any questions from the Board Members. Executive Director Kerr noted that both applicants qualify for the position as they reside within the city limits, as required,

and have submitted their applications along with any supplemental materials; however, their personal information was redacted, except for their names.

Casey Bennett gave a presentation expressing his interest in joining the ECVA as a Board Member.

Steve Burrows gave a presentation expressing his interest in joining the ECVA as a Board Member.

Board Member Anderson moved to recommend Steve Burrows' name and application for the position Board Member Lostra is relinquishing to the Elko County Commission. Chairman Stone seconded. Motion carried (5-0).

Vice Chair Andreozzi told Mr. Bennett that if the appointment moves forward, a vacancy will open on the Marketing Committee and encouraged him to consider it for the experience.

No public comment was received.

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

Executive Director Kerr shared the matrix used for the rebranding process, along with the list of companies: Madden Media, Amplified Digital, Sparklight, and Town Square Media. The proposals were scored by Michelle and herself, and the actual RFP was included. It was designed to be fair, outlining the information provided and how they were expected to respond. While Sparklight and Town Square Media did not meet the RFP requirements, it came down to Amplified Digital and Madden Media. After scoring, Madden Media offered the best opportunity and met the criteria to move forward. A key factor was that Madden Media would engage with stakeholders, including hoteliers, restaurateurs, and other local entities, through in-person meetings. Based on this, we recommend moving forward with Madden Media. Vice Chair Andreozzi shared that Madden Media is no stranger to the ECVA as they have a lot of digital advertising and other things for us. Board Member Lostra moved to approve awarding the contract for the Request for Proposal (RFP) for rebranding and marketing the ECVA to Madden Media with the total not to exceed \$133,500. Board Member Zornes seconded. Motion carried (5-0). No public comment was received.

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

FOR POSSIBLE ACTION

Executive Director Kerr presented the closing memo and discussed the funds that would be utilized for the refinance, which are the \$3 million County Loan, \$2.77 million JP Morgan Chase Loan and \$1,059,000 ECVA funds. Executive Director Kerr stated that JMF-ECVA 2015, LLC has indicated they are not ready to close due to unresolved issues. She explained that while the funds are available and the ECVA is ready to make the payment, JMF-ECVA 2015, LLC has made it clear they will not release the deed until these issues are resolved. Executive Director Kerr stated that she needs direction from the Board Members on how to proceed.

The options are to either move forward and instruct our counsel to pay off the note, as the bank is ready to receive the payment, or wait until the issues with JMF-ECVA 2015, LLC are resolved, as they have made it clear they will not release the title to the building until these issues are resolved. Board Members discuss the matter. Board Member Anderson moved to approve authorizing Executive Director Kerr to execute whatever she needs to do if it is reasonable and hold on to it if it is not. Board Member Lostra seconded. Motion carried (5-0). No public comment was received.

VIII. REPORTS

A. Financial Reports

FOR POSSIBLE ACTION

Board Member Zornes moved to approve the financials. Board Member Anderson seconded. Motion carried (5-0). No public comment was received.

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

Executive Director Kerr thanked the ECVA staff for their hard work during the Festival of Trees and Christmas Bazaar, and shared that this year's event set two new records: the number of donated items increased from 152 to 159, and income record from just over \$50,000 last year to just over \$52,000 this year. She also expressed gratitude to all donors who participated, Santa and Mrs. Clause, and the charity partners who were present and interacted with the public, making it another great event. Board Member Zornes also thanked the ECVA staff for another excellent year, highlighting Executive Director Kerr's fantastic leadership.

X. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

No public comment was received.

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

*Board Member Zornes moved to approve the January 21, 2025, scheduled meeting and the ECVA 2025 Board of Governors meeting schedule and the 2025 ECVA Marketing/Lodging Committee Schedule. Board Member Lostra seconded. Motion carried (5-0).
No public comment was received.*

XII. ADJOURNMENT

FOR POSSIBLE ACTION

Vice Chair Andreozzi adjourned the meeting at 9:47am.

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.