



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, February 25, 2025, 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: 987 5639 2300** and **Passcode: 134887** on February 25, 2025, at 8:30 am.

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 in the hearing.


Annette Kerr
ECVA Executive Director
February 19, 2025



Elko Convention & Visitors Authority

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

TUESDAY, February 25, 2025 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/94421091631?pwd=aYqQHgf2hV0XUJKSTe7XjnaPlxdCsa.1>

Meeting ID: 987 5639 2300

Passcode: 134887

Dial In: +1 669 900 9128

Meeting ID: 944 2109 19631

Passcode: 134887

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 January 21, 2025 Minutes

FOR POSSIBLE ACTION

VI. NEW BUSINESS

A. Discussion and possible approval of the ECVA Marketing/Lodging Committee’s recommendations for funding the following applications. Requests for funding support were heard on February 12, 2025. Funds would be disbursed from the ECVA Marketing Fund for the second of the two (2) cycles of funding for FY 2024/2025. The total amount requested is \$40,580.00.

1. Silver State Stampede	\$7,000.00
2. Boys & Girls Club/High Desert Music Festival	WITHDREW
3. Commercial Fun Center/Haunted Elko, LLC	\$1,000.00
4. Elko County Fair 2025	\$7,000.00
5. Rides & Rods Elko Classic Car Show	\$5,580.00
6. Elko Basque Club/National Basque Festival	\$3,000.00
7. Family Resource Center/Summer Daze	\$7,000.00
8. Lotspeich Family Farm/Pumkin Patch	\$ 500.00
9. Ruby Mountain Balloon Festival	\$3,500.00
10. Cowboy Arts & Gear Museum/2025 Bosal, Belt/Buckel Contest	\$2,000.00
11. 2025 Gold Rush Challenge	<u>\$4,000.00</u>
TOTAL	\$40,580.00

B. Discussion, consideration, workshop and possible approval regarding the update of the ECVA Five-Year Strategic Plan, 2023 through 2028.

FOR POSSIBLE ACTION

IX. REPORTS

A. Financial Reports

FOR POSSIBLE ACTION

X. 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

XI. 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

XII. MEETING SCHEDULE

The next Board of Governors meeting is scheduled for March 25, 2025 at 8:30am.

FOR POSSIBLE ACTION

XIII. ADJOURNMENT

FOR POSSIBLE ACTION

**ELKO CONVENTION AND VISITORS AUTHORITY IS AN EQUAL OPPORTUNITY PROVIDER
AND EMPLOYER.**

Mission

The Elko Convention & 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.