



## Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801

Phone: 775.738.4091

[www.ExploreElko.com](http://www.ExploreElko.com)

### **PUBLIC MEETING NOTICE**

**The Elko Convention and Visitors Authority, Marketing/Lodging Committee, will meet on Wednesday, February 12, 2025, in the Elko Convention Center, Cedar Room 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: 954 3126 0816** and **Password: 401709** on February 12, 2025, at 8:30 am.

Attached with this Notice is the Agenda for said meeting of the Committee. 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

ELKO CONVENTION AND VISITORS AUTHORITY WEBSITE:

[www.ExploreElko.com](http://www.ExploreElko.com)

### **REQUEST FOR AGENDA INFORMATION**

The Public may contact Michelle Cromwell, Marketing & Advertising Manager at (775) 738-4091, or email at [michelle@elkocva.com](mailto:michelle@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](http://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.

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Annette Kerr

Executive Director-ECVA



Elko Convention & Visitors Authority  
MARKETING/LODGING COMMITTEE MEETING  
Elko Convention Center, Cedar Room  
700 Moren Way, Elko, NV 89801  
**WEDNESDAY, FEBRUARY 12, 2025 8:30AM P.S.T**

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## AGENDA

NOTICE: In accordance with NRS 241, the Chair 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 Committee considers that agenda item.

### JOIN OUR ZOOM MEETING

Link In: <https://zoom.us/j/95431260816?pwd=CRIdp9totcPokEh3K5inzuXql1awKa.1>

Meeting ID: 954 3126 0816

Passcode: 401709

Dial In: +1 669 900 9128

Meeting ID: 954 3126 0816

Password: 401709

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.

- A. CALL TO ORDER**
- B. ROLL CALL**
- C. PLEDGE OF ALLEGIANCE**
- D. 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**

- E. APPROVAL OF MINUTES**

E.1 Approval of the November 13, 2024, Marketing/Lodging Committee Minutes.

**FOR POSSIBLE ACTION**

## **F. NOTICE OF FUNDING OPPORTUNITY PRESENTATIONS AND RANKINGS**

The Notice of Funding Opportunity (NOFO) for the 2025 Events and Activities was launched the 1<sup>st</sup> of September, 2022. The new format allows for a fair and balanced opportunity for all to request funds. This is the second of the two (2) cycles of funding for FY 2024/2025. Each applicant will go before the Marketing/Lodging Committee to present their requests. The Marketing/Lodging Committee will then rank each application and make recommendations to the ECVA Board of Governors.

### **F.1 ORDER OF PRESENTATIONS**

- A. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$10,000 from the ECVA Marketing Funds to the Silver State Stampede Association for the Silver State Stampede.

**FOR POSSIBLE ACTION**

- B. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$7,000 from the ECVA Marketing Funds to the Boys & Girls Club for the High Desert Music Festival.

**FOR POSSIBLE ACTION**

- C. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$10,000 from the ECVA Marketing Funds to the Commercial Fun Center/Haunted Elko, LLC for the Haunted Commercial Hotel.

**FOR POSSIBLE ACTION**

- D. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$10,000 from the ECVA Marketing Funds to the Elko County Fair Board aka Elko Co Agricultural Assc Dist 4 for the Elko County Fair.

**FOR POSSIBLE ACTION**

- E. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$7,500 from the ECVA Marketing Funds to the Rides & Rods Inc. for the Rides & Rods Elko Classic Car Show.

**FOR POSSIBLE ACTION**

- F. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$5,000 from the ECVA Marketing Funds to Elko Basque Club for the National Basque Festival.

**FOR POSSIBLE ACTION**

- G. Review, discussion and possible recommendations to the ECVA Board of Governors to award funds up \$15,000 to the Family Resource Center of Northeastern Nevada for the Summer Daze Concerts.

**FOR POSSIBLE ACTION**

- H.** Review, discussion and possible recommendations to the ECVA Board of Governors to award funds up to \$500 to Lotspeich Family Farm for the Lotspeich Family Farm Pumpkin Patch.

**FOR POSSIBLE ACTION**

- I.** Review, discussion and possible recommendations to the ECVA Board of Governors to award funds up to \$5,000 to Ruby Mountain Hot Air, Inc. for the Ruby Mountain Balloon Festival.

**FOR POSSIBLE ACTION**

- J.** Review, discussion and possible recommendations to the ECVA Board of Governors to award funds up to \$2,000 to Cowboy Arts & Gear Museum for the 2025 Bosal, Belt & Buckle Contest.

**FOR POSSIBLE ACTION**

- K.** Review, discussion and possible recommendations to the ECVA Board of Governors to award funds up to \$4,600 to Gold Rush Challenge for the 2025 Gold Rush Challenge.

**FOR POSSIBLE ACTION**

**G. REPORTS**

Grant recipients, awarded marketing grants for event; are to report back to the Marketing Committee and the ECVA Board of Governors.

**NON-ACTION ITEM**

**H. COMMENTS BY THE ECVA MARKETING COMMITTEE**

This time is devoted to comments by the Elko Convention and Visitors Authority Marketing Committee, regarding impacts to their respect stakeholder areas as a result of the latest events. 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**

**I. STAFF COMMENTS**

This time is devoted to comments by the Elko Convention and Visitors Authority Staff. 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**

**J. 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**

**K. MEETING SCHEDULE**

The next Marketing/Lodging Committee meeting is scheduled for May 14, 2025 at 8:30am.

**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.