



Elko Convention & Visitors Authority
MARKETING/LODGING COMMITTEE MEETING
Elko Convention Center, Cedar Room
700 Moren Way, Elko, NV 89801
WEDNESDAY, NOVEMBER 13, 2024 8:30AM P.S.T

MINUTES

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.

A. CALL TO ORDER

Marketing Committee Chair, Pat Anderson called the meeting to order at 8:33AM.

B. ROLL CALL

Marketing Committee Members Present:

ECVA Marketing Committee Chair Pat Anderson, Billie Crapo Carrie Massie, D'ette Mawson, Jim Foster, Steve Burrows, and Jan Petersen

Marketing Committee Members Absent: Ben French

ECVA Staff Present:

Annette Kerr – Executive Director, Michelle Cromwell – Marketing & Advertising Manager, and Eli Vasquez – Administrative Assistant

Visitors:

Justin Hardy – Elko Archery Club, Tim Bottari – Elko Archery Club, Carrie Eary – Jake Eary Memorial Rodeo & Ruby Mountain Jr. Rodeo, George Jones – Overland Stage.

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 August 14, 2024 Marketing/Lodging Committee Minutes.

FOR POSSIBLE ACTION

Committee Member Burrows moved to approve the August 14, 2024 Marketing/Lodging Committee Meeting Minutes. Committee Member Massie seconded. Motion carried (5-0)

F. NOTICE OF FUNDING OPPORTUNITY PRESENTATIONS AND RANKINGS

The Notice of Funding Opportunity (NOFO) for the 2025 Events and Activities was launched the 1st of September, 2024. This is the first of the two (2) cycles of funding for FY 2024/2025. Each applicant will go before the Marketing Committee to present their requests. The Marketing Committee will then rank each application and make recommendations to the ECVA Board of Governors.

F.1 ORDER OF PRESENTATIONS

Executive Director Kerr clarified that neither she nor Committee Chair Pat Anderson have a vote on how the funds will be allocated. The committee received information indicating that, on May 28, the Board of Governors approved a budget of \$30,000 for each of the two (2) funding cycles for the NOFO requests. Additionally, the Marketing/Lodging committee has a scale with recommended guidelines based on projected overnight visitors and available funds. Executive Director Kerr explains the judging criteria that Marketing/Lodging Committee should consider.

- A. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$5,000 from the ECVA Marketing Funds to the Elko Archery Club Club for the Bowhunter Classic.

FOR POSSIBLE ACTION

Justin Hardy with the Elko Archery Club gave a presentation on the Bowhunter Classic event and explained how the funds would be utilized if awarded.

- B. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$5,000 from the ECVA Marketing Funds to the Elko Archery Club for the Indoor Safari v. 2.0.

FOR POSSIBLE ACTION

Justin Hardy with the Elko Archery Club gave a presentation on the Indoor Safari v. 2.0 event and explained how the funds would be utilized if awarded.

- C. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$1,000 from the ECVA Marketing Funds to the Ruby Mountain Jr Rodeo Series for the Ruby Mountain Rodeo Series.

FOR POSSIBLE ACTION

Carrie Eary with the Ruby Mountain Jr. Rodeo Series gave a presentation on the Ruby Mountain Jr Rodeo Series event and explained how the funds would be utilized if awarded.

- D. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$2,000 from the ECVA Marketing Funds to the Jake Eary Memorial Rodeo for the 15th Annual Jake Eary Memorial Rodeo.

FOR POSSIBLE ACTION

Carrie Eary with the Jake Eary Memorial Rodeo gave a presentation on the 15th Annual Jake Eary Memorial Rodeo event and explained how the funds would be utilized if awarded.

- E. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$5,920 from the ECVA Marketing Funds to the Rotary Club of Elko Desert Sunrise Community Fund for the Ruby Roubaix Fondo 2025.

FOR POSSIBLE ACTION

Matt McCarty with the Rotary Club of Elko Desert Sunrise Community Fund gave a presentation on the Ruby Roubaix Fondo 2025 event and explained how the funds would be utilized if awarded.

- F. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$1500 from the ECVA Marketing Funds to Summit Raceway for the 2025 ECAR races.

FOR POSSIBLE ACTION

Mrs. Cromwell explained that a representative from Summit Raceway was not present, as she had previously spoken with Matt, the president of ECAR Races, who was unable to attend the meeting.

- G. Review, discussion and possible recommendations to the ECVA Board of Governors to award funds up \$4,500 to Overland Stage Theater Company for the Broadway Musical Chicago.

FOR POSSIBLE ACTION

D'ette Mawson and George Jones with the Overland Stage Theater Company gave a presentation on the Broadway Musical Chicago event and explained how the funds would be utilized if awarded.

Committee Members proceeded to fill out their score sheets, once completed, they were given to Mrs. Cromwell. Mrs. Cromwell left with the score sheets at 9:44 AM to tally the scores and came back with them at 9:53 AM. Executive Director Kerr then explained the tally results and their ranking order, stating that the total amount for all requests was \$24,920, with \$30,000 budgeted for this cycle. Committee Members discussed how much funding to distribute to each event. Executive Director Kerr went through each event in ranked order, listing them as follows:

- 1st – 15th Annual Jake Eary Memorial Rodeo*
- 2nd – Ruby Roubaix Gravel Fondo 2025*
- 3rd – Bowhunter Classic*
- 4th – Indoor Safari v. 2.0*
- 5th – Ruby Mountain Jr Rodeo Series*
- 6th – Broadway Musical Chicago*
- 7th – ECAR - Elko County Auto Racing*

Committee Member Burrows moved to recommend \$2,000 for the 15th Annual Jake Eary Memorial Rodeo to go before the Board of Governors for approval. Committee Member Crapo seconded. Motion carried (6-0)

Committee Member Crapo moved to recommend \$5,920 for the Ruby Roubaix Fondo 2025 to go before ECVA Marketing Committee
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the Board of Governors for approval. Committee Member Burrows seconded. Motion carried (6-0)

Committee Member Crapo moved to recommend \$3,500 for the Bowhunter Classic to go before the Board of Governors for approval. Committee Member Burrows seconded. Motion carried (6-0)

Committee Member Crapo moved to recommend \$3,500 for the Indoor Safari v. 2.0 to go before the Board of Governors for approval. Committee Member Petersen seconded. Motion carried (6-0)

Committee Member Crapo moved to recommend increasing the funding request from \$1,000 to \$2,000 for the Ruby Mountain Jr Rodeo Series to go before the Board of Governors for approval. Committee Member Massie seconded. Motion carried (6-0)

Committee Member Crapo moved to recommend \$1,000 for the Broadway Musical Chicago to go before the Board of Governors for approval. Committee Member Petersen seconded. Motion carried (5-0), Committee Member Mawson abstained.

Committee Member Petersen moved to recommend \$1,500 for the 2025 ECAR races to go before the Board of Governors for approval. Committee Member Mawson seconded. Motion carried (6-0)

H. REPORTS

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

NON-ACTION ITEM

No reports made.

I. 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

Committee Member Crapo gave an update on Elko Area Chamber of Commerce.

Committee Member Massie gave an update on Home2 Suites.

Committee Member Foster gave an update on Elko Regional Airport.

Committee Member Petersen gave an update on how well the Ghost Tour Wine Walks went.

Committee Member Burrows gave an update on the Northeastern Nevada Regional Hospital.

Committee Member Mawson gave an update on the Northeastern Nevada Museum.

J. 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

Executive Director Kerr mentioned she had a housekeeping item to address. She reminded the group that it had previously been decided that half of the committee members would serve a two (2)-year term and she wanted to confirm if the remaining members were interested in being renominated for the upcoming year. The members who had agreed to stay on were Billie Crapo from the Local Business Association, Steve Burrows from the Public at Large, and Carrie Massie from Lodging Non-Gaming. Executive Director Kerr then asked Committee Member Crapo, Committee Member Burrows, and Committee Member Massie if they were still willing to serve a second year, to which all responded, “yes”. Executive Director Kerr continued to ask Committee Member Foster, Committee Member Petersen and Committee Member Mawson if they were still willing to continue to serve for the next two (2) years, to which all responded, “yes”. Committee Member Crapo moved to approve the outlined structure as presented for the new Marketing/Lodging Committee for 2025/2026. Committee Member Mawson seconded. Motion carried (6-0).

Motion made under this non-action item is void. The Board of Governors voted on and passed this matter at the January 21, 2025 board meeting.

Executive Director Kerr shared that the ECVA went out for RFP’s on the rebranding and received four (4) proposals which will be discussed with the Board of Governors on Monday, November 18th. Additionally, she encouraged the Marketing/Lodging Committee Members to join the Cowboy Country Territory.

K. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

Mrs. Eary asked when the next NOFO cycle will be sent out and when it will be due. Mrs. Cromwell responded that it will be sent out in January and will be due end of January. Mrs. Eary stated that she would like to be given the new logo with the new ECVA rebranding as she custom orders items with the ECVA logo engraved on it well in advance. Committee Member Crapo commended Executive Director Kerr and her team for their excellent work in bringing new events to town and trying new things. Committee Member Petersen agreed with Committee Member Crapo and encouraged them to keep up the great work.

L. MEETING SCHEDULE

The next Marketing/Lodging Committee meeting is scheduled for February 12, 2025 at 8:30am.

FOR POSSIBLE ACTION

No action was taken.

M. ADJOURNMENT

FOR POSSIBLE ACTION

Committee Member Crapo moved to adjourn the meeting at 10:29am. Committee Member Mawson seconded. Motion carried (6-0)

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.