

V. APPROVAL OF MINUTES

A. Approval of January 21, 2025 Minutes

FOR POSSIBLE ACTION

Executive Director Kerr stated that Vice Chair Anderson indicated that there were a few things that needed to be corrected, and those changes have been made. Vice Chair Anderson moved to approve the January 21, 2025, minutes as corrected. Board Member Andreozzi seconded. Chairman Stone abstained. Motion carried (4-0).

No public comment was received.

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

Chairman Stone read the Marketing/Lodging Committee’s funding recommendations in order. With the withdrawal of item 3, Commercial Fun Center/Haunted Elko, LLC, the new requested total is \$39,580. Vice Chair Anderson acknowledged the Marketing Committee for their efforts, noting they had to eliminate over \$25,000 in requests to fit the budget and did a great job. Vice Chair Anderson then explained the recommended amounts for each organization and how they were ranked. Vice Chair Anderson recommended that the \$1,000 from the withdrawal be redirected to the Rides & Rods Elko Classic Car Show, bringing their new total to \$6,580. Board Members discussed the matter. Vice Chair Anderson moved to approve the recommendations for funding with the \$1,000 that the Commercial Fun Center withdrew be reassigned to the Rides & Rods Elko Classic Car Show bringing their new total to \$6,580 making the new overall total \$40,580. Board Member Andreozzi seconded. Motion carried (5-0)

No public comment was received.

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

FOR POSSIBLE ACTION

Fred Steinmann, Director of the University Center for Economic Development, presented the Five-Year Strategic Plan for 2023 through 2028 for the ECVA. Mr. Steinmann stated that the purpose of this plan is to provide direction and include annual updates, as each year will be used to evaluate progress and determine if any course corrections are necessary. Mr. Steinmann and the Board Members engaged in a discussion, working through the plan and highlighting the changes and updates that need to be implemented moving forward. Mr. Steinmann stated he will work with staff to develop more specifics during the staff meeting and will cover any specific goal areas that are not covered and should be focused on for the next year or the remainder of the strategic planning period. No action was taken.

No public comment was received.

IX. REPORTS

- A. Financial Reports

FOR POSSIBLE ACTION

Board Member Zornes moved to approve the financial reports, Board Member Andreozzi seconded. Motion carried (5-0)

No public comment was received.

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

Board Member Burrows encouraged everyone to get lab work done during the Health Fair on March 22nd. Executive Director Kerr shared that the ECVA received the \$242,000+ from JMF-ELKO 2015, LLC, and are now completely done with them, though they deducted attorney fees. Western Alliance Bank is earning a 4% return, while Nevada State Bank has lowered their rates, and we're only receiving 0.33% on those funds. Executive Director Kerr continued with her updates sharing that the stakeholder meeting had 19 attendees, with good feedback for branding and community immersion. The house lights in the theater are now complete, along with new stage lights and a screen. The next step in our 5-year capital improvement plan is new theater seating, with a focus on increasing the utilization of the updated space. Lastly, Executive Director Kerr shared that she has officially been appointed to the Governor's Commission on Tourism.

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

No public comment was received.

XII. MEETING SCHEDULE

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

FOR POSSIBLE ACTION

No action was taken.

XIII. ADJOURNMENT

FOR POSSIBLE ACTION

Chairman Stone adjourned the meeting at 10:28am.

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.