



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

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 8:37AM.

B. ROLL CALL

Marketing Committee Members Present:

ECVA Marketing Committee Chair Pat Anderson, Billie Crapo, Carrie Massie, D'ette Mawson, Ben French, Jan Petersen, Jim Foster

ECVA Staff Present:

Annette Kerr – Executive Director, Michelle Cromwell – Marketing & Advertising Manager, and Selina Morales – Sales & Events Coordinator

Visitors:

Stormy Remington–Rides & Rods, Rusty Bahr & Franki Wood–Boys & Girls Club, JJ Roemmich–Elko County Fair, Efren Benavides–Gold Rush Challenge, Dale Lotspeich, Leslie Lotspeich & Dan Lotspeich–Lotspeich Family Farm, Erica Beck–Cowboy Arts & Gear Museum, Daniel Smith, Gayle McCoy & Sarah Ramirez–Ruby Mountain Balloon Festival, Chad Edwards & Khryslyn Moelling–Haunted Commercial, Kassidy Arbillaga–Elko Basque Club, Pat Laughlin & Julie Gabrielson–Silver State Stampede, Kellie Gonzales & Ashlyn Greener–Family Resource Center, Cathy Laughlin–Silver State Stampede~via Zoom.

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

No public comment was received.

E. APPROVAL OF MINUTES

ECVA Marketing/Lodging Committee
Meeting Minutes, February 12, 2025

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

FOR POSSIBLE ACTION

Committee member Crapo moved to approve the November 13, 2024, Marketing/Lodging Committee Minutes. Committee member Massie seconded. Committee member Petersen abstained. 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, 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.

Marketing Committee Chair Anderson announced that Steve Burrows, a member of the Marketing/Lodging Committee, has been appointed to the Board of Governors and as a result, the committee will be seeking a replacement for the public-at-large position.

Marketing Committee Chair Anderson also noted that this is the second of two funding cycles for FY 24/25. Each applicant will present their request to the Marketing and Lodging Committee, which will then rank the applications and make recommendations to the ECVA Board of Governors.

Marketing Committee Chair Anderson reminded everyone that presentations are limited to (3) three minutes, and presenters should focus on how they plan to use the funds if awarded. Marketing Committee Chair Anderson emphasized the importance of this decision, as the total amount requested by all applicants is \$76,600, while the budget for this NOFO cycle is \$40,580.

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

Ms. Gabrielson with the Silver State Stampede gave a presentation sharing that the date has changed for this years event to June 2025 and they will no longer be a July rodeo. Ms. Gabrielson explained how funds would be utilized if awarded.

- 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

Mr. Bahr from the Boys & Girls Club gave a presentation on this new event sharing that the event will be a (3) three-day festival, featuring (3) three concerts over (3) three nights, the Chamber of Commerce Beer Fest and Art in the Park will be joining the festival, along with a major carnival shaping up to be a big event with something for everyone. Mr. Bahr explained how funds would be utilized if awarded.

- 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

Mr. Edwards with the Commercial Fun Center gave a presentation sharing an overview of the Commercial Fun Center, outlining it's purpose to bring family friendly activities to Elko and the range of activities it offers. Mr. Edwards explained how the funds would be utilized if awarded. Executive Director Kerr entered the meeting at 8:44am.

- 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

Ms. Roemmich with the Elko County Fair Board gave a presentation sharing that this year will mark the 104th Elko County Fair, which will take place from August 22nd through September 1st. Ms. Roemmich 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 \$7,500 from the ECVA Marketing Funds to the Rides & Rods Inc. for the Rides & Rods Elko Classic Car Show.

FOR POSSIBLE ACTION

Mr. Bahr stated that the Boys & Girls Club will be pulling their application as they just received a large sponsorship from Elko Wire Rope.

Ms. Remington from the Rides & Rods Elko Classic Car Show gave a presentation, highlighting that this year marks the 15th anniversary of the event, and for 2025, they plan to give away a car, fulfilling Jeff Remington's goal. Ms. Remington also explained how the funds would be used if awarded.

- 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

Ms. Arbillaga from the Elko Basque Club gave a presentation, sharing that this year marks the 64th National Basque Festival. Ms. Arbillaga explained how the funds would be utilized if awarded.

Committee member Foster arrived at 9:24am.

- 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

Ms. Greener with the Family Resource Center gave a presentation explaining that this year is the 4th annual music festival, held over two days at the Elko County Fairgrounds with approximately 4,000 attendees each day, will this year include a tattoo convention at the Elko Convention Center, creating one large umbrella event with the Summer Daze concert. Ms. Greener explained how the funds would be utilized if awarded.

- 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

Mr. Lotspeich from the Lotspeich Family Farm gave a presentation, explaining that this year they aim to build on last year's family-friendly, relaxed event by adding a corn maze and potentially a mini golf course to increase the level of attraction. Mr. Lotspeich explained how the funds would be utilized if awarded.

- 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

Mr. Smith from the Ruby Mountain Balloon Festival gave a presentation, noting that this year marks the 23rd anniversary since they took over the event from the Chamber of Commerce, with pilots from California, Idaho, Utah, Arizona, and Nevada participating in the multi-day festival. Mr. Smith explained how the funds would be utilized if awarded.

- 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

Ms. Beck from the Cowboy Arts & Gear Museum gave a presentation, outlining that this year they are introducing a new mini contest in the fall, aimed at attracting a different set of makers and buyers. Ms. Beck explained how the funds would be utilized if awarded.

- 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

Mr. Benavides with the Gold Rush Challenge gave a presentation sharing that this year marks the 6th year anniversary of the event. Mr. Benavides explained how the funds would be utilized if awarded.

Committee Members proceeded to fill out their score sheets.

During the time committee members completed their score sheets, Ms. Cromwell shared that Travel Nevada's rural marketing grants are currently open and available to anyone in the region explaining that Abby Ortiz from Travel Nevada will be at the Convention Center on Tuesday, March 25th at 9:30 AM in the Ruby Room to provide an overview of the program and answer questions, this is an opportunity to learn more about Travel Nevada, the Cowboy Corridor, and how the grants can support local marketing efforts. More information, including recorded webinars, is available at travelnevada.biz, with the application deadline being on April 30th. Ms. Cromwell shared as an example of the program's impact, she mentioned that the ECVA recently received a \$10,000 grant for the Elko Pop Con event just one week after applying. Ms. Ortiz will be available for one-on-one guidance, and Ms. Cromwell encouraged everyone to attend, stressing that this is valuable funding the community shouldn't miss out on.

Ms. Cromwell and Executive Director Kerr left with the score sheets at 10:06 AM to tally the scores. Ms. Cromwell and Executive Director Kerr returned with the completed score sheets at 10:21 AM. Executive Director Kerr then explained the tally results and their ranking order, stating that the total amount for all requests was \$76,600, with \$40,580 budgeted for this cycle.

Committee Members discussed how much funding to distribute to each event.

Committee Member Crapo moved to recommend the following requests go before the Board of Governors for approval, with the total amount of all requests totaling \$40,580:

- 1. Silver State Stampede - \$7,000*
- 2. Elko County Fair - \$7,000*
- 3. Rides & Rods Elko Classic Car Show - \$5,580*
- 4. Summer Daze Concerts - \$7,000*
- 5. 2025 Gold Rush Challenge - \$4,000*
- 6. Ruby Mountain Balloon Festival - \$3,500*
- 7. Lotspeich Family Farm Pumpkin Patch - \$500*
- 8. National Basque Festival - \$3,000*
- 9. Haunted Commercial Hotel - \$1,000*
- 10. Cowboy Arts & Gear Museum - \$2,000*

Committee Member French seconded. Motion carried 6-0.

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

No reports made.

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

Committee Member Massie gave an update on Home2 Suites.

Committee Member French gave an update on the Stockmen's Hotel.

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

Committee Member Foster gave an update on Elko Regional Airport.

Committee Member Petersen gave an update on the kids program for Cowboy Poetry.

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

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

Executive Director Kerr shared that on February 14th, Madden Media will be coming to Elko with the goal to gather input from stakeholders as part of the ongoing efforts toward rebranding of the ECVA. Over 85 invites were sent to hotels and restaurants, but only (7) seven people have RSVP'd.

Ms. Cromwell shared that letters of interest are being accepted to fill Steve's position with details on the website, and letters can be emailed in. The deadline is March 12th, and everything will be reviewed before the March 25th meeting. Once all letters are received, Ms. Cromwell will send them to the committee members for recommendations and then pass them on to the Board of Governors.

J. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

Ms. Mawson shared that the America 250 will be happening July 4th, 2026, the U.S. will celebrate the 250th anniversary of the signing of the Declaration of Independence. Historical organizations and museums across the country are already planning events and celebrations leading up to this milestone.

K. MEETING SCHEDULE

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

FOR POSSIBLE ACTION

No action was taken.

L. ADJOURNMENT

FOR POSSIBLE ACTION

Committee member French moved to adjourn the meeting at 11:04am. Committee member Crapo seconded. Motion carried (6-0).

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.