



Elko Convention & Visitors Authority
BOARD OF GOVERNORS REGULAR MEETING
Elko Conference Center, Lamoille 1 Room
724 Moren Way, Elko, NV 89801.

TUESDAY, JUNE 24, 2025 8:30AM P.S.T

MINUTES

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. 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

Board of Governors Chairman Stone called the meeting to order at 8:33AM.

II. ROLL CALL

*ECVA Board Members Present: Pat Anderson, Vice Chair
Chip Stone, Chairman
Delmo Andreozzi
Steve Burrows
Dave Zornes*

*ECVA Staff Present: Annette Kerr, Executive Director
Michelle Cromwell, Marketing & Advertising Manager
Selina Morales, Sales & Events Coordinator
Kimberlee Longley, Sales & Events Manager*

*Visitors: Jan Petersen
Tamera Gowans, Mountain View Elementary*

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

Jan Petersen shared that in April 2025, during Rural Roundup, she was nominated for the Excellence in Tourism award by Cowboy Country Territory and was presented with a hand-painted award.

V. APPROVAL OF MINUTES

A. Approval of May 27, 2025 Minutes

FOR POSSIBLE ACTION

Vice Chair Anderson moved to approve the May 27, 2025 as written. Board member Burrows seconded. Board member Zornes abstained. Motion carried (4-0).

No public comment was received.

VI. OLD BUSINESS

Presentation by various organizations in regard to the success of their events or sponsorships. These organizations received marketing funds and/or sponsorship funding from the ECVA. Presentations are required as outlined in the Notice of Funding Opportunity, and by the ECVA Board of Governors.

FOR POSSIBLE ACTION

No presentations were made. No action was taken.

No public comment was received.

VII. NEW BUSINESS

A. Discussion and consideration to allow Mountain View Elementary music department use of the theater, including sound, and lights, at no cost for their musical programs. Mountain View Elementary had been using the new Performing Arts Building at Elko High School for their performances. They have recently been informed they can only use the Performing Arts Building two (2) times per school year. Mountain View Elementary Music Department would like to host three (3) music programs. This would be a grant of \$1,875.00.

FOR POSSIBLE ACTION

Tamera Gowans, music teacher at Mountain View Elementary School, gave a presentation requesting sponsorship for the music department to use the theater including sound and lighting at a reduced or no cost for their musical programs. Mrs. Gowans explained that the choir holds (7) seven concerts each year and has historically used the Elko High School Performing Arts Building. However, they were recently informed that only (1) one concert can be scheduled there this year. As a result, she and the school principal have been scrambling to find alternative venues. Chairman Stone asked for the reason behind this change, Mrs. Gowans shared that while the high school appreciates hosting the concerts, they stated the events place too much of a strain on their resources. Board members and Mrs. Gowans discuss the days and times that the theater will be utilized.

Board Member Andreozzi moved to approve the use of the theater for the Mountain View Elementary Music Department, provided dates are available, without limiting the number of concerts, and accommodating their needs. The motion was amended to include the requirement that the ECVA logo be included on all flyers and handouts. Vice Chair Anderson seconded. Motion carried (5-0).

No public comment was received.

- B. Discussion and consideration for possible action regarding receipt of a discount of \$3,500 for the UNR, School of Medicine, 2025 Rural Nevada EMS Conference. This is a four-day annual event that significantly enhances the skills and knowledge of Nevada's EMS professionals. Drawing 200-250 attendees from across Nevada and neighboring states. Attendees include Nevada State EMS, local mines, vendors, and sponsors. The 2024 Rural Nevada EMS Conference was held at the ECVA. They received a \$3,500 discount towards their rental of the facilities.

FOR POSSIBLE ACTION

Mrs. Longley shared that the event continues to grow each year, bringing more out-of-town visitors and the conference has expanded by an additional day. Mrs. Cromwell added that the Ruby Mountain Balloon Festival took place at the same time as the event, and during a recent City Hall meeting, Annette shared room occupancy data showing high occupancy levels highlighting how this event helped boost hotel occupancy. Board member Andreozzi moved to approve a discount of \$3,500 for the UNR, School of Medicine, 2025 Rural Nevada EMS Conference. Board member Burrows seconded. Motion carried (5-0).

No public comment was received.

- C. Discussion and consideration to approve the ECVA's Five-Year Capital Improvement Plan (CIP) for July 01, 2025 thru June 30, 2030.

FOR POSSIBLE ACTION

Executive Director Kerr presented the Five-Year proposal, outlining two areas: the capital improvement fund ranging from \$5,000 to \$10,000, and a second category for expenses over \$10,000, with both broken down in detail. Board members discuss the matter. Vice Chair Anderson moved to approve the ECVA's Five-Year Capital Improvement Plan (CIP) for July 01, 2025 through June 30, 2030. Board member Burrows seconded. Motion carried (5-0)

No public comment was received.

- D. Discussion and consideration to revise the ECVA's Annual Leave Policy 6.1 and matters realter thereto.

FOR POSSIBLE ACTION

Executive Director Kerr presented a comparison of ECVA's annual leave accrual with the City and County, noting the similarities and differences, and explained the current maximum accrual for all entities. Board members discussed the matter. Board member Zornes moved to approve to adopt the County's policy, with the exception of those who will be grandfathered in at the current rate. The motion was amended to add that the policy will be amended to reflect this change, effective July 1, 2025. Board Member Andreozzi seconded. Motion carried (5-0).

No public comment was received.

VIII. REPORTS

- A. Financial Reports

FOR POSSIBLE ACTION

Executive Director Kerr presented the financial reports. Board member Zornes moved to approve the payables in the amount of \$364,172.08. Vice Chair Anderson seconded. Motion carried (5-0). No public comment was received.

- B. Marketing Report

NON-ACTION ITEM

Mrs. Cromwell presented the Marketing report. Mrs. Cromwell announced a great partnership with the Elko Area Chamber with our ITI Digital Calendar explaining that the community will

now be able to submit events in the Elko area on both websites bringing more traffic to exploreelko.com. Mrs. Cromwell shared that the ECVA was awarded \$43,185 from Travel Nevada for a grant highlighting that last years we received \$30,350.

C. Events and Catering

NON-ACTION ITEM

Mrs. Longley presented the Events and Catering report. Mrs. Longley raised a concern from a Mining Expo exhibitor about high hotel rates. The exhibitor was charged \$829 per night for (2) two nights at Marriott TownePlace Suites, plus a \$124.35 occupancy tax per night, totaling \$1,906.70 for (2) two nights for three people each. She also mentioned that the Holiday Inn Express, owned by the same company, had rates of \$600 per night. Mrs. Longley expressed concern that if these high rates continue, they may negatively impact attendance at the show.

D. Facilities

NON-ACTION ITEM

Executive Director Kerr presented the Facilities report.

IX. 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 shared that this years Elko Relay for Life event went great and they raised \$13,1375.00.

Board member Andreozzi expressed that he is proud to be a part of this organization.

Vice Chair Anderson recommended that we invited Mrs. Longley to the next marketing meeting on August 13, 2025.

Chairman Stone invited everyone to the Elko Jr. Football League 4th of July fundraiser.

X. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

No public comment was received.

XI. MEETING SCHEDULE

The next Board of Governors meeting is scheduled for June 24, 2025 at 8:30am.

FOR POSSIBLE ACTION

Executive Director Kerr noted that the date listed for the next meeting should be July 22, 2025, instead of June 24, 2025.

No action was taken.

No public comment was received.

XII. ADJOURNMENT

FOR POSSIBLE ACTION

Chairman Stone adjourned the meeting at 10:13AM.

IX. 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.