



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

TUESDAY, JULY 22, 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 8:32AM.

II. ROLL CALL

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

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

*Visitors: Reece Keener, City of Elko
Jan Baum, City of Elko*

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

No public comment.

V. APPROVAL OF MINUTES

A. Approval of June 24, 2025 Minutes

FOR POSSIBLE ACTION

Vice Chair Anderson noted that she had contacted Mrs. Morales regarding a date error in the minutes, which required correction. Executive Director Kerr confirmed that the minutes had been revised to reflect the correct date. Board Member Zornes moved to approve the June 24, 2025 Minutes. Board Member Andreozzi seconded. 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 reports made. No public comment was received.

VII. NEW BUSINESS

A. Discussion and Consideration to assist Flight Alliance of Northeastern Nevada (FANN), with creating and maintaining their website. FANN is an organization formed with the mission to maintain and expand accessible, sustainable commercial air service at the Elko Regional Airport.

FOR POSSIBLE ACTION

Board member Burrows arrived at 8:35am

Mayor Keener and Jan Baum from the City of Elko gave a presentation as representatives of the Flight Alliance of Northeastern Nevada (FANN). They shared the history of the organization and provided an overview of its mission and purpose. Mrs. Baum stated that FANN is requesting an in-kind contribution from the ECVA to assist with creating a professional online presence which includes developing a website, setting up email addresses with a dedicated domain, and providing ongoing website maintenance.

Chairman Stone stated that Mrs. Cromwell is a valuable asset to the ECVA, highlighting her expertise in website development and related projects. Board members and Mrs. Cromwell discuss the matter.

Board Member Andreozzi moved to approve to assist FANN with creating and maintaining website. Vice Chair Anderson seconded. Motion carried (5-0).

No public comment was received.

B. Discussion and consideration to enter into an agreement for new event diagramming software. Bids were received from two companies ranging from \$13,800 to \$14,540. This software allows the client to view the room setup virtually, make changes, and re-arrange designs.

FOR POSSIBLE ACTION

Executive Director Kerr presented photos and a brief video demonstrating both event diagramming software. Mrs. Longley noted that the ECVA has been seeking an event diagramming program since the COVID pandemic but had been unable to secure one and the idea is now being revisited.

Mrs. Longley provided an overview of two programs, Cvent and EventDraw outlining the key differences between the platforms, emphasizing that one offers an immersive experience, while the other provides a 3D experience. Mrs. Longley also detailed the annual costs associated with each option. Board members discuss the matter. Vice Chair Anderson moved to approve, entering into a (3) three-year agreement with Cvent, with a starting cost of \$13,800 for the first year, a 3% increase in the second year, and a 5% increase in the third year with the agreement not automatically renewing until review of the software's return on investment (ROI). Board Member Burrows seconded. Motion carried (5-0)

- C. Discussion and consideration of approval of the revision to the augmentation for resolutions 2025-01 and 2025-02.

FOR POSSIBLE ACTION

Executive Director Kerr stated that this was approved in April with all deadlines met, the numbers and resolution in order, and that the only item now requiring reapproval is the presented revision, reflecting the State's request to show the difference, with the augmentation and final budget remaining the same. Vice Chair Anderson moved to approve the revision to the augmentation for resolutions 2025-01 and 2025-02 as presented. Board Member Zornes seconded. Motion carried (5-0)

- D. Discussion and consideration of approval of the Fiscal Year 2025-2026 Debt Management Plan, Indebtedness Report, and Capital Improvement Plan for the Elko Convention and Visitors Authority.

FOR POSSIBLE ACTION

Executive Director Kerr presented the Debt Management Plan, Indebtedness Report, and Capital Improvement Plan explaining that due to the complexity of the bonds, JNA Consulting prepared this report. Board Member Andreozzi moved to approve the Debt Management Plan, Indebtedness Report, and Capital Improvement Plan for Fiscal Year 2025-2026. Board Member Burrows seconded. Motion carried (5-0).

VIII. REPORTS

- A. Financial Reports

FOR POSSIBLE ACTION

Executive Director Kerr presented the financial reports. Vice Chair Anderson moved to approve the payables as listed. Board Member Burrows seconded. Motion carried (5-0)

- B. Marketing Report

NON-ACTION ITEM

Mrs. Cromwell presented the marketing report emphasizing that according to the SEO (Search Engine Optimization) and the ECVA is #1 in things to do in Elko. Mrs. Cromwell presented videos filmed by Road Trippin'.

- C. Events and Catering

NON-ACTION ITEM

Mrs. Longley presented events and catering reports. Mrs. Longley shared that this years Festival of Trees theme is 12 days of Christmas.

- 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 the drive through flu shot and food drive is coming up on October 11, 2025. Board Member Andreozzi stated that trees in lamoille grove are dying and funds are being raised to replace these trees. Board Member Zornes shared that a new sportsbook is coming to Stockmen's Casino. Vice Chair Anderson thanked the ECVA office staff for their hard work. Mrs. Cromwell shared that Travel Nevada has just launched a new program called Battle Born Insiders which is to provide educational content focused on Nevada to those interested.

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 August 26, 2025, at 8:30am.

FOR POSSIBLE ACTION

No action was taken. No public comment was received.

XII. ADJOURNMENT

FOR POSSIBLE ACTION

Meeting was adjourned at 9:55am. No action was taken. No public comment was received.

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.