



f Elko Convention & Visitors Authority
700 Moren Way, Elko, NV 89801
Phone: 775.738.4091
www.ExploreElko.com

PUBLIC MEETING NOTICE

The Elko Convention and Visitors Authority, Marketing/Lodging Committee, will meet on Wednesday, August 13, 2025, in the Elko Convention Center, Cedar Room. at 700 Moren Way, Elko, NV 89801 at 8:30 am Pacific Time Zone.

The public can listen to and participate in the meeting on a computer, tablet, or smartphone by logging on to <https://zoom.us/join> or calling **+1(669) 900-9128** and utilizing the **Meeting ID: 986 0510 9358** and **Password: 766694** on August 13, 2025, at 8:30 am.

Attached with this Notice is the Agenda for said meeting of the Committee. This Notice is posted pursuant to NRS 241 as amended by the 2021 Legislature and is to be posted at the following locations no later than three full working days before the meeting:

ELKO CITY HALL
ELKO CONVENTION AND VISITORS AUTHORITY
ELKO CONVENTION AND VISITORS AUTHORITY WEBSITE:
www.ExploreElko.com

REQUEST FOR AGENDA INFORMATION

The Public may contact Michelle Cromwell, Marketing & Advertising Manager at (775) 738-4091, or email at michelle@elkocva.com to request supporting material for the meeting described herein. The agenda and supporting material are available on the Elko Convention and Visitors Authority website at www.ExploreElko.com.

NOTICE TO PERSONS WITH DISABILITIES

Members of the public who are disabled and require special accommodations or assistance at the meeting are requested to notify the Elko Convention and Visitors Authority, Executive Director's Office, 700 Moren Way, Elko, Nevada, 89801, or by calling (775) 738-4091.



Annette Kerr
Executive Director-ECVA



Elko Convention & Visitors Authority
MARKETING/LODGING COMMITTEE MEETING
Elko Convention Center, Cedar Room
700 Moren Way, Elko, NV 89801
WEDNESDAY, August 13, 2025 8:30AM P.S.T

AGENDA

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.

JOIN OUR ZOOM MEETING

Link In: <https://zoom.us/j/98605109358?pwd=UCMcaCjQr0NBnRCYf5TwdHbwR1FCG0.1>
Meeting ID: 986 0510 9358
Passcode: 766694

Dial In: +1 669 900 9128
Meeting ID: 986 0510 9358
Password: 766694

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.

- A. CALL TO ORDER**
- B. ROLL CALL**
- 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**

Approval of the May 14, 2025, Marketing/Lodging Committee Minutes.

FOR POSSIBLE ACTION

F. ELKO CONVENTION & VISITORS AUTHORITY REBRANDING

Discussion of the current update regarding Elko Convention & Visitors Authority rebranding with Madded Media and matters related thereto.

NON-ACTION ITEM

G. KUTV/KJAZ/TMYU FRESH LIVING AND ROAD TRIPPIN' SEGMENTS

Review of the six (6) segments filmed in June 2025 and aired July 4, 2025 in the Salt Lake City, UT markets and other matters related thereto.

NON-ACTION ITEM

H. NOTICE OF FUNDING OPPORTUNITY UPDATES TO THE APPLICATION

Review and possible approval to update item 'd' under "Performance Reporting".

FOR POSSIBLE ACTION

I. STAKEHOLDERS LUNCHEON

Discussion regarding the Stakeholders luncheon with a presentation from Travel Nevada's CEO Rafael Villanueva on September 23, 2025 at 12:00 PM

NON-ACTION ITEM

J. BATTLE BORN INSIDERS, an EDUCATIONAL PROGRAM

Discussion regarding joining Travel Nevada's Battle Born Insiders, an Educational Program for the State's and Elko's Hospitality Industry.

NON-ACTION ACTION

K. COMMENTS BY THE ECVA MARKETING/LODGING COMMITTEE

This time is devoted to comments by the Elko Convention and Visitors Authority Marketing/Lodging Committee, regarding impacts to their respect stakeholder areas as a result of the latest events.

NON-ACTION ITEM

L. STAFF COMMENTS

This time is devoted to comments by the Elko Convention and Visitors Authority Staff.

NON-ACTION ITEM

M. PUBLIC CONCERNS DURING ELKO EVENTS

Information and discussion regarding complaints received referencing hotel rates during major events.

NON-ACTION ITEM

N. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

O. MEETING SCHEDULE

The next Marketing/Lodging Committee meeting is scheduled for November 12, 2025 at 8:30am.
FOR POSSIBLE ACTION

P. ADJOURMENT

FOR POSSIBLE ACTION

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.