



Elko Convention & Visitors Authority  
MARKETING/LODGING COMMITTEE MEETING  
Elko Conference Center, Lamoille Rooms 3 & 4  
700 Moren Way, Elko, NV 89801  
WEDNESDAY, MAY 14, 2025 8:30AM P.S.T

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**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 8:32AM.*

**B. ROLL CALL**

*Marketing Committee Members Present:*

*ECVA Marketing Committee Chair Pat Anderson, Carrie Massie, JJ Roemich, Ben French, Jim Foster, D'ette Mawson, Jan Petersen*

*ECVA Staff Present:*

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

**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**

E.1 Approval of the February 12, 2025, Marketing/Lodging Committee Minutes.

**FOR POSSIBLE ACTION**

*Committee member French moved to approve the February 12, 2025, Marketing/Lodging Committee Minutes. Committee member Mawson seconded. Motion carried (6-0)*

**F. ELKO CONVENTION & VISITORS AUTHORITY REBRANDING**

- F.1 Discussion and possible action of the current update regarding Elko Convention & Visitors Authority rebranding with Madden Media and matters related thereto.

**FOR POSSIBLE ACTION**

*Mrs. Cromwell presented a slideshow on the rebranding with Madden Media to gather feedback and input. Committee members discuss the matter.*

*No action was taken. No public comment was received.*

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

- G.1 Discussion and possible action regarding the content of the six segments for filming in June 2025, to air July 2025 in the Salt Lake City, UT markets.

**FOR POSSIBLE ACTION**

*Mrs. Cromwell explained that six segments will be filmed in June and aired in Salt Lake City in July. She asked the committee to share their suggestions on which locations should be featured. Committee members discuss the matter.*

*No action was taken. No public comment was made.*

**H. TRAVEL NEVADA'S RURAL ROUNDUP 2026**

- H.1 Discussion and possible action for the 2026 Rural Roundup.

**FOR POSSIBLE ACTION**

*Mrs. Cromwell shared that Elko has been awarded the 2026 Rural Roundup, which will be held in April or May at the ECVA.*

*No action was taken. No public comment was made.*

**I. STAKEHOLDERS LUNCHEON**

- I.1 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**

*Mrs. Cromwell shared that Travel Nevada's CEO, Rafael Villanueva, will be in Elko on September 23, 2025, to give a tourism presentation at the ECVA Board Meeting, followed by the Stakeholders Luncheon at 12:00 PM in the Turquoise Room, and will later speak at the City Council Meeting.*

**J. BANDWANGO**

- J.1 Presentation and discussion regarding Bandwango.

**NON ACTION ITEM**

*Mrs. Cromwell shared that she is working on Bandwango, a platform that creates mobile-friendly passports and passes to highlight local experiences, activities and boost tourism, with hopes of getting local businesses involved.*

**K. REPORTS**

Grant recipients, awarded marketing grants for event; are to report back to the Marketing Committee and the ECVA Board of Governors.

*Committee member Mawson gave an update on the Broadway Musical Chicago and shared information on upcoming events at the Northeastern Nevada Museum. Committee member Mawson left meeting at 9:35am.*

**NON-ACTION ITEM**

**L. 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 Foster gave an update on Elko Regional Airport.  
Committee Member Reomich gave an update on the upcoming Elko County Fair.  
Committee Member Massie gave an update on Home2 Suites.  
Committee Member French gave an update on the Stockmen's Hotel.  
Committee Member Petersen gave an update on the upcoming Trail Days.*

**M. 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**

*Mrs. Cromwell reminded the Committee that Elko Pop Con is coming up on August 8th and 9th, and that Cowboy Country Territory will hold its strategic planning meeting in July.*

**N. COMMENTS BY THE GENERAL PUBLIC**

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**NON-ACTION ITEM**

*No public comment was recieved.*

**O. MEETING SCHEDULE**

The next Marketing/Lodging Committee meeting is scheduled for August 13, 2025 at 8:30am.

**FOR POSSIBLE ACTION**

*No action was taken. No public comment was received.*

**P. ADJOURMENT**

**FOR POSSIBLE ACTION**

*Committee member Roemich moved to adjourn the meeting at 10:08am. Committee member French seconded. Motion carried (5-0).*

**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.  
serve.