



Elko Convention & Visitors Authority
BOARD OF GOVERNORS REGULAR MEETING
Elko Convention & Visitors Authority
700 Moren Way, Elko, NV 89801.

TUESDAY, AUGUST 26, 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: Andy Boyer, National Pony Express Association
Jan Boyer, National Pony Express Association*

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

Andy Boyer, Chairman of the National Pony Express Association, thanked the Board of Governors on behalf of the committee for their generous donation and support. He also provided the Board members with historical information and extended an invitation to the upcoming event. Board

member Andreozzi stated that he is glad to see this memory is kept alive, as it is an important piece of our Americana history.

V. APPROVAL OF MINUTES

A. Approval of July 22, 2025 Minutes

FOR POSSIBLE ACTION

Vice Chair Anderson moved to approve the July 22, 2025 Minutes as written. Board Member Burrows seconded. Motion carried (5-0)

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. UPDATE TO THE NOTICE OF FUNDING OPPORTUNITY (NOFO) APPLICATION

Review and discussion for possible action, as recommended by the Marketing/Lodging Committee, regarding the requirements for event performance reporting.

FOR POSSIBLE ACTION

Executive Director Kerr mentioned that presentations have consistently not been made to the Board of Governors by those receiving NOFO funds. Mrs. Cromwell noted that this was discussed during the Marketing Committee meeting, and as a result, the committee members suggested changes to the 'performance reporting' section of the NOFO applications. The proposed changes include extending all deadlines to 90 days instead of 60 and requiring a presentation before funds are given, as well as changing 'may' to 'will' in Performance Reporting: Item C. Vice Chair Anderson explained that this was unanimously approved by the committee, stating that if recipients cannot comply with these basic requirements, they should not be eligible for the next round of NOFO funds.

Board member Andreozzi noted that many of these organizations are run largely by volunteers, and this represents a significant change. Vice Chair Anderson responded that there are various ways to report back, such as via Zoom or email, so being physically present at the meetings is not required. Board member Burrows suggested that we provide clear metrics, such as the number of attendees and approximate overnight stays, to make reporting easier and ensure recipients aren't guessing about what needs to be included. Board members discussed the matter.

Board member Burrows moved to approve the suggested changes on the NOFO application, with the exception of item C. striking "will" and revert to "may" and to provide recipients with a form offering both in-person and non-in-person reporting options. Board member Andreozzi seconded. Motion carried (4-1) Board member Zornes opposed.

B. Discussion and consideration to enter into an agreement for new electronic interactive signage located within the E Center and the Conference Center.

FOR POSSIBLE ACTION

Mrs. Longley explained that one of our strategic goals is to improve our technology, and a specific goal assigned to her for this year is to explore ways to enhance our technology with one option being digital signage to replace the often-overlooked paper signage at the front doors and outside the banquet rooms, including the installation of interactive kiosks in each building. Board member Andreozzi suggested exploring a mobile app that would be compatible with all phones. Board members discussed the matter. Board member Andreozzi moved to take no action at this time and to further explore additional options.

VIII. REPORTS

A. Financial Reports

FOR POSSIBLE ACTION

Executive Director Kerr presented the financial reports. Board member Andreozzi moved to approve the payables in the amount of \$188,428.60. Board member Zornes seconded. Motion carried (5-0)

B. Marketing Report

NON-ACTION ITEM

Mrs. Cromwell presented the Marketing Report.

C. Events and Catering

NON-ACTION ITEM

Mrs. Longley presented Events and Catering Report

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 hospital will be opening its third floor this week. Board Member Andreozzi congratulated the LDS community on the new temple, noting that tours are currently being offered. Board Member Zornes announced that Steve Wilson will be the new marketing point of contact for Stockmen's. Chairman Stone invited members to attend the city council meeting this evening. Executive Director Kerr mentioned the upcoming launch of a new national training memorial in Wendover on September 16th, dedicated to the 15,500 Army Air Force personnel who lost their lives in training accidents.

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 September 23, 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 10:10am.

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.