



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

TUESDAY, SEPTEMBER 23, 2025 8:30AM P.S.T

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**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 Vice-Chair Anderson called the meeting to order at 8:32AM.*

**II. ROLL CALL**

*ECVA Board Members Present: Pat Anderson, Vice Chair  
Chip Stone, Chairman arrived 9:08am  
Dave Zornes Departed at 10:00am  
Steve Burrows*

*ECVA Board Members Absent: Delmo Andreozzi*

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

*Visitors: Saffron Marin, ECVA  
Cathy Laughlin, Silver State Stampede  
Casey Bennett, Elko Performing Arts Building  
Stormy Remington, Rides & Rods  
Rafael Villanueva, Travel Nevada  
J.J. Roemmich – via Zoom  
Briana Sherwood – via Zoom*

**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**

*Executive Director Kerr presented Saffron Marin as the new ECVA team member.*

#### **V. APPROVAL OF MINUTES**

A. Approval of August 26, 2025 Minutes

**FOR POSSIBLE ACTION**

*Board member Zornes moved to approve the August 26, 2025 Minutes. Board member Burrows seconded. Motion carried (3-0)*

#### **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**

*Cathy Laughlin, representing the Silver State Stampede, delivered a presentation highlighting the success and outcomes of the 2025 event.*

*Stormy Remington representing the Rides & Rods Elko Classic Car Show, delivered a presentation highlighting the success and outcomes of the 2025 event.*

*Chairman Stone arrived at 9:08am.*

*Michelle Cromwell explained that Summit Raceway had submitted a written presentation, and she shared the details on their behalf, highlighting the success and outcomes of the 2025 event.*

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

#### **VII. NEW BUSINESS**

##### **A. SPONSORSHIP REQUEST: The Reno Dance Company**

Discussion and consideration to waive the rental fee of \$3,000 for usage of the Theater and areas associated for the performance of the Nutcracker Ballet. The Reno Dance Company encourages local children to participate in the performance.

**FOR POSSIBLE ACTION**

*Briana Sherwood, representing the Reno Dance Company, shared that in previous visits to Elko, they have included approximately 300 local children in their performances as the company holds auditions for local students, regardless of experience, and ensures every participant has a role in the show. The Reno Dance Company provide costumes, shoes, and tights to those who may need assistance, allowing all students to perform alongside the professional company. Board members discussed the matter.*

*Vice Chair Anderson moved to approve the request by the Reno Dance Company for a rental fee waiver of \$3,000 for the performance and rehearsal times.*

*Chairman Stone asked Mrs. Sherwood if she would be open to keeping ticket prices between \$15 and \$20. Mrs. Sherwood agreed. Vice Chair Anderson amended the motion to add that tickets would be priced between \$15 and \$20. Board member Burrows seconded. Motion carried (4-0). No public comment was received.*

- B. SPONSORSHIP REQUEST: Casey Bennett, Elko High School/Performing Arts**  
Elko High School is requesting support for the purchase of a 30-35 ft. electric scissor lift (Skyjack SJIII4632) in the amount of \$6,344.92.

**FOR POSSIBLE ACTION**

*Executive Director Kerr informed the board that Mr. Bennett had emailed requesting the withdrawal of this item and asked that no action be taken at this time. No public comment was received. No action was taken.*

- C. SPECIAL GUEST SPEAKER – MR. RAFAEL VILLANUEVA, CEO OF TRAVEL NEVADA**

Presentation from Mr. Rafael Villanueava, CEO of Travel Nevada, regarding what Travel Nevada is doing to promote our state and how it affects our communities and matters related there to.

**NON-ACTION ITEM**

*Rafael Villanueva, CEO of Travel Nevada, gave a presentation on the efforts of Travel Nevada to promote the state, highlighting the importance of tourism and the opportunities it offers to Nevada. No public comment was received.*

- D. REQUIRED AUDITOR’S COMMUNICATION LETTER**

Receipt of Eide Bailly’s communication letter identify the possible risks during planning to those charged with governance.

**NON-ACTION ITEM**

*Executive Director Kerr stated that the letter explains the risks as required by statute and GASB, ensuring that all Board Members are aware of the work Eide Bailly is doing and the risks they are assessing.*

*No public comment was received.*

- E. CHANGE ORDER FOR CONVENTION CENTER CARPET INSTALLATION**

Discussion and consideration to approve the change order with Desert Design for purchase of additional carpet for the convention center in the amount of \$59,859.05.

**FOR POSSIBLE ACTION**

*Executive Director Kerr explained that due to incorrect measurements, there was a shortage of carpet, resulting in additional costs to complete the installation, and approval for the change order is now being requested. Board member Zornes move to approve the change order in the amount of \$59,859.05. Vice Chair Anderson seconded. Motion carried (4-0).*

*No public comment was received.*

**VIII. REPORTS**

- A. Financial Reports**

**FOR POSSIBLE ACTION**

*Executive Director Kerr presented the financial reports. Board member Zornes move to approve the financial reports as presented. Vice Chair Anderson seconded. Motion carried (4-0).*

*No public comment was received.*

B. Marketing Report  
*Mrs. Cromwell presented the Marketing Report.*

NON-ACTION ITEM

*Board member Zornes left the meeting at 10am.*

C. Events and Catering  
*Mrs. Longley presented the Events and Catering Report.*

NON-ACTION ITEM

D. Facilities  
*Executive Director Kerr presented the Facilities Report.*

NON-ACTION ITEM

## 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 NNRH drive thru flu shot clinic is on Saturday October 11th. Vice Chair thanked the ECVA staff for keeping the facility running smoothly, getting it to this point, and doing an excellent job with bookings over the past year, especially given the overwhelming number of events. Chairman Stone highlighted the success of recent events, including the Balloon Festival, which was phenomenal, and the upcoming Sky Fair, which is set to be even bigger next year. With big plans ahead, the Sky Fair and the Balloon Festival's 25th anniversary are shaping up to be major events. The car show will also return, bigger and better. Looking at the calendar, every weekend in September is packed with family-friendly events. Executive Director Kerr shared that she and Michelle attended the dedication for the National Historical Monument in Wendover, honoring the 15,500 soldiers who died during World War II training. These soldiers, both men and women, had never been memorialized before. During the visit, Kerr met with Major General Kruger, who oversees training, and toured the site. She recommended visiting Wendover, noting that daily tours are available and could help promote tourism in the area. Executive Director Kerr also informed the Board that the audit would be delayed due to the transition to a new third-party accounting firm. While the audit is underway, it won't be completed on time, and an extension will likely be requested from the State.*

## X. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

*Casey Bennett with the Elko Performing Arts Building explained that the sponsorship request for the scissor-lift was withdrawn today as he initially thought it was a grant request but it actually falls under sponsorship and he plans to resubmit correctly for immediate consideration. Mr. Bennett clarified that they are not asking for the full amount, but rather asking anywhere from \$0 to whatever the cost of the equipment is and any contribution would be appreciated. Mr. Bennett explained that the lift will benefit the entire high school not just the Performing Arts Building due*

*to their current lift being very old, and noted that Elko High School representatives will attend at another time to discuss the request further.*

## **XI. MEETING SCHEDULE**

The next Board of Governors meeting is scheduled for October 28, 2025, at 8:30am.

**FOR POSSIBLE ACTION**

*Executive Director Kerr reminded everyone that it is important for all board members to attend the upcoming meeting, where the Festival of Trees Charity Partner recipients will be discussed. No public comment was received. No action was taken.*

## **XII. ADJOURNMENT**

**FOR POSSIBLE ACTION**

*Meeting was adjourned at 10:13am. 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.