



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

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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, JJ Roemmich, Carrie Massie, Jim Foster, Jan Petersen, D'ette Mawson.*

*ECVA Staff Present:*

*Kimberlee Longly – Sales & Events Manager, 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**

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

**FOR POSSIBLE ACTION**

*Marketing Committee member Foster moved to approve the May 14, 2025, Marketing/Lodging Committee Minutes. Marketing Committee member Mawson seconded. Motion carried (5-0).*

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

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

**NON-ACTION ITEM**

*Mrs. Cromwell shared the brand guidelines and ECVA's new logo, along with new advertising videos created by Madden Media.*

## **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**

*Mrs. Cromwell presented the 2025 segment videos filmed by Kutv/ Kjaz/Tmyu Fresh Living And Road Trippin'.*

## **H. NOTICE OF FUNDING OPPORTUNITY UPDATES TO THE APPLICATION**

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

**FOR POSSIBLE ACTION**

*Mrs. Cromwell presented the Marketing Committee members with an update on which recipients have reported back to the Board of Governors and/or the Marketing Committee, and which have not. She explained that the NOFO application requires recipients to provide post-event updates.*

*Mrs. Cromwell then read the "Performance Reporting" section and recommended a few changes that should be made to all items. Marketing Committee members discussed the matter.*

*Marketing Committee Chair Anderson recommended changing "60 days" to "90 days" to keep it consistent throughout the application.*

*Marketing Committee member Mawson moved to recommend rewording all items under Performance Reporting as follows:*

- *Item (b): No reimbursement payment will be issued until all receipts are received and an after-event update is given to the ECVA Board of Governors prior to the end of 90 days.*
- *Item (d): Recipients are required to give an after-event update to the ECVA Board of Governors within 90 days after event indicating the success of the event, including how it was measured or they WILL lose funding for the next grant request cycle.*
- *All references to "60 days" shall be changed to "90 days."*

*Marketing Committee member Massie seconded the motion. Motion carried (5-0).*

## **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**

*Mrs. Cromwell reminded the Marketing Committee members of the Stakeholders luncheon with a presentation from Travel Nevada's CEO Rafael Villanueva on September 23, 2025 at 12:00 PM and encouraged all the attend.*

**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**

*Mrs. Cromwell presented the Battle Born Insiders, a new program launched by Travel Nevada to provide educational content about Nevada for those interested.*

**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**

*Marketing Committee member Massie gave an update on Home2 Suites.*

*Marketing Committee member Reomich gave an update on the upcoming Elko County Fair.*

*Marketing Committee member Foster gave an update on Elko Regional Airport.*

*Marketing Committee Member Petersen gave an update on the presentation she gave to the Friends of the Rubies.*

**L. STAFF COMMENTS**

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

**NON-ACTION ITEM**

*Mrs. Cromwell announced a new partnership between Explore Elko and the Elko Area Chamber through the ITI Digital Calendar, this partnership enables community members to submit events on both platforms, increasing visibility and traffic to ExploreElko.com.*

**M. PUBLIC CONCERNS DURING ELKO EVENTS**

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

**NON-ACTION ITEM**

*Mrs. Cromwell shared feedback received during the Elko Mining Expo. Mrs. Longley read an email from one of the exhibitors who expressed concerns about local hotels taking advantage of out-of-town vendors. The exhibitor stated: "The Marriott TownePlace Suites charged me and my two colleagues each \$829/night, with another \$124.35/night for occupancy sales tax, for two nights, the total was*

*\$1,906.70, times three people was \$6,000. I have been coming to the Elko Mining Expo for the past 25 years. This price increase is/was unjustified. We received nothing special for this rate, no facials, no car washes, nothing. They are simply taking advantage of the out-of-town vendors like us who are supporting and attending the Elko Mining Expo. I called the Holiday Inn Express, and they were \$600+/night. These two properties are owned by the same company.” Mrs. Longley continued, saying that the individual stated he would try to contact the Chamber of Commerce to express his concerns, and that any efforts to reduce the price gouging would be appreciated. Mrs. Longley noted that other events, such as the Cowboy Poetry Gathering, have also experienced hotel rate increases. She added that a few attendees indicated they would not be attending this year’s show due to high hotel costs. Marketing Committee members discuss the matter. Marketing Committee member Mawson left the meeting at 9:43am.*

**N. COMMENTS BY THE GENERAL PUBLIC**

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*No public comment was received.*

**O. MEETING SCHEDULE**

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

*Marketing Committee Chair Anderson reminded members that this meeting will focus on discussing the NOFO applications. No action was taken.*

**P. ADJOURNMENT FOR POSSIBLE ACTION**

*Marketing Committee member Petersen moved to adjourn the meeting at 10:04am. Marketing Committee member Foster 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.