



Elko Convention & Visitors Authority
MARKETING/LODGING COMMITTEE MEETING
Elko Convention Center, Cedar Room
700 Moren Way, Elko, NV 89801
WEDNESDAY, November 12, 2025 8:30AM P.S.T

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 8:38AM.

B. ROLL CALL

Marketing Committee Members Present:

ECVA Marketing Committee Chair Pat Anderson, Billie Crapo, Carrie Massie, D'ette Mawson, JJ Roemmich.

ECVA Staff Present:

Annette Kerr – Executive Director, Michelle Cromwell – Marketing & Advertising Manager, Selina Morales – Sales & Events Coordinator, and Saffron Marin – Marketing Assistant & Admin Assistant II.

Visitors:

Carrie Eary – Jake Eary Memorial, Matt Rucker – Summit Raceway, Chip Stone – Elko City, Cathy Laughlin – Silver State Stampede, Justin Hardy – Elko Archery Club.

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 August 13, 2025, Marketing/Lodging Committee Minutes.

FOR POSSIBLE ACTION

Marketing Committee member Mawson moved to approve the August 13, 2025, Marketing/Lodging Committee Minutes as amended, removing the top section and keeping the committee member reports on page 3, item K. Marketing Committee member Roemmich seconded. Motion carried (4-0).

F. NOTICE OF FUNDING OPPORTUNITY PRESENTATIONS AND RANKINGS

The Notice of Funding Opportunity (NOFO) for the 2026 Events and Activities was launched the 1st of September, 2025. This is the first of the two (2) cycles of funding for FY 2025/2026. Each applicant will go before the Marketing Committee to present their requests. The Marketing Committee will then rank each application and make recommendations to the ECVA Board of Governors.

F.1 ORDER OF PRESENTATIONS

- A. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$1,500 from the ECVA Marketing Funds to Summit Raceway for the 2026 ECAR races.

FOR POSSIBLE ACTION

Matt Rucker, President of Summit Raceway, gave a presentation highlighting the event's growth and success and explained how funds would be used if awarded.

- B. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$2,500 from the ECVA Marketing Funds to the Jake Eary Memorial Rodeo for the 2026 Jake Eary Memorial Rodeo.

FOR POSSIBLE ACTION

Carrie Eary with the Jake Eary Memorial Rodeo gave a presentation on the 16th Annual Jake Eary Memorial Rodeo event and explained how the funds would be utilized if awarded.

- C. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$1,000 from the ECVA Marketing Funds to the Ruby Mountain Jr. Rodeo for the 2026 Ruby Mountain Rodeo Series.

FOR POSSIBLE ACTION

Carrie Eary with the Ruby Mountain Jr. Rodeo Series gave a presentation on the Ruby Mountain Jr Rodeo Series event and explained how the funds would be utilized if awarded.

- D. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$10,000 from the ECVA Marketing Funds to the Silver State Stampede Association for the 2026 Silver State Stampede.

FOR POSSIBLE ACTION

Cathy Laughlin with the Silver State Stampede gave a presentation and explained how funds would be utilized if awarded.

E. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$5,000 from the ECVA Marketing Funds to the to the Elko Archery Club for the Indoor Safari v. 2.0.

FOR POSSIBLE ACTION

No presentation made. Committee members reviewed application submitted.

F. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$5,000 from the ECVA Marketing Funds to the Elko Archery Club Club for the Bowhunter Classic.

FOR POSSIBLE ACTION

No presentation made. Committee members reviewed application submitted.

Justin Hardy of the Elko Archery Club arrived at 9:21 a.m.

Committee members completed their score sheets and submitted them to Mrs. Cromwell. Mrs. Cromwell and Executive Director Kerr left at 9:25 a.m. to tally the scores.

Marketing Chair Anderson called for a recess at 9:25 a.m., and the meeting resumed at 9:34 a.m.

Mrs. Cromwell and Executive Director Kerr returned at that time with the results. Executive Director Kerr reviewed the events in ranked order as follows:

- 1. Silver State Stampede*
- 2. Jake Eary Memorial Rodeo*
- 3. Summit Raceway – 2026 ECAR Races*
- 4. Ruby Mountain Jr. Rodeo*
- 5. Indoor Safari v. 2.0*
- 6. Bowhunter Classic*

Committee Members discussed how much funding to distribute to each event.

Committee Member Crapo moved to recommend \$10,000 for the 2026 Silver State Stampede to go before the Board of Governors for approval. Committee Member Massie seconded. Motion carried 4-0.

Committee Member Crapo moved to recommend \$2,500 for the 2026 Jake Eary Memorial Rodeo to go before the Board of Governors for approval. Committee Member Roemmich seconded. Motion carried 4-0.

Committee Member Crapo moved to recommend \$1,500 for the 2026 ECAR races to go before the Board of Governors for approval. Committee Member Massie seconded. Motion carried 4-0.

Committee Member Roemmich moved to recommend \$1,000 for the 2026 Ruby Mountain Jr. Rodeo Series go before the Board of Governors for approval. Committee Member Crapo seconded. Motion carried 4-0.

Committee Member Mawson moved to recommend \$5,000 for the Indoor Safari v. 2.0 to go before the Board of Governors for approval. Committee Member Crapo seconded. Motion carried 4-0.

Committee Member Crapo moved to recommend \$5,000 for the Bowhunter Classic to go before the Board of Governors for approval. Committee Member Mawson seconded. Motion carried 4-0.

G. REPORTS

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

NON-ACTION ITEM

Marketing Committee Chair Anderson reminded recipients that they are required to provide a post event report and submit receipts within 90 days of the event. Mrs. Cromwell also shared that she is developing a post-event report form for recipients who are unable to present in person, which will be submitted to the ECVA Board of Governors.

H. 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 Roemmich gave an update on the Elko County Fairgrounds.
Marketing Committee member Massie gave an update on Home2 Suites.
Marketing Committee member Crapo gave an update on the Elko Area Chamber.
Marketing Committee Member Mawson gave an update on the Northeastern Nevada Museum.***

I. STAFF COMMENTS

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

NON-ACTION ITEM

***Mrs. Cromwell presented sneak peek videos from Trespasser for social media campaigns and shared that the rebranding is expected to fully launch in the new year.
Executive Director Kerr shared that Mrs. Cromwell pulled attendance numbers for the U.S. Capitol Tree event and we had a great turnout with about 1,100 attendees.
Mrs. Cromwell presents Saffron Marin as Marketing Assistant & Admin Assistant II for the ECVA.***

J. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

No public comment was recieved.

K. MEETING SCHEDULE

The next Marketing/Lodging Committee meeting is scheduled for February 11, 2026 at 8:30am.

FOR POSSIBLE ACTION

Mrs. Cromwell reminded committee members that the next meeting will cover the second NOFO cycle, which will open January 2nd and close January 31st. She noted that this meeting will likely be longer, as it is typically the larger request cycle. No action was taken.

L. ADJOURNMENT

FOR POSSIBLE ACTION

Committee Member Crapo moved to adjourn the meeting at 10:04am. Committee Member Mawson seconded. Motion carried (4-0)

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.