



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

TUESDAY, APRIL 28, 2026 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 8:30AM.

II. ROLL CALL

ECVA Board Members Present: *Pat Anderson, Vice Chair – Via Zoom
Chip Stone, Chairman
Steve Burrows
Delmo Andreozzi – Via Zoom
Dave Zornes*

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

Visitors: *Monica Milldrum, Elko County Art Club
Michael – 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

Chairman Stone thanked the ECVA team for their outstanding work during the Travel Nevada Rural Roundup, noting that the public was very impressed and expressing appreciation for the team's extra hours and hard work. Executive Director Kerr also thanked the entire team and specifically acknowledged Mrs. Morales, Mrs. Longley, and Mrs. Cromwell for their behind-the-scenes efforts while continuing to manage daily operations.

V. APPROVAL OF MINUTES

A. Approval of March 24, 2026 Minutes

FOR POSSIBLE ACTION

Vice Chair Anderson moved to approve March 24, 2026 Minutes. Board member Burrows seconded. Motion carried (4-0-1) Board Member Zornes abstained. No public comment was received.

VI. OLD BUSINESS

- A. 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 public comment was received.

VII. NEW BUSINESS

- A. Discussion and possible action regarding the approval of an ECVA sponsorship request from the Elko County Art Club (ECAC), in the amount of \$7,485 for the 2026 Art in the Park event. Funds would be used for stage, entertainers, bands, indigenous dancers and drummers, high school drama and theatre departments, and local theatre groups. The event is scheduled for July 11th and 12th, 2026.

FOR POSSIBLE ACTION

Chairman Stone abstained from discussion and action on this item. This agenda item was turned over to Vice Chair Anderson.

Monica Milldrum gave a presentation outlining the event and how the requested funds would be utilized if awarded. Board members discussed the sponsorship request with Mrs. Milldrum, including event attendance, marketing efforts, entertainment expenses, and the potential impact on tourism and overnight stays. Discussion was also held regarding available sponsorship funding and possible adjustments to the requested amount. Board Member Andreozzi moved to approve an ECVA sponsorship for the 2026 Art in the Park event in the amount of \$5,385, reducing the original request by \$2,100 for performer stipends, with recognition of ECVA sponsorship included in event materials and signage. Board Member Zornes seconded. Motion carried (4-0-1) Chairman Stone abstained. No public comment was received.

- B. Discussion and possible action regarding the purchase of a new accounting software, Momenive Software, Inc. with an initial estimated cost of \$68,000 and an annual estimated cost of \$7,300.

FOR POSSIBLE ACTION

Executive Director Kerr stated that she researched governmental accounting software and found Momenive Software, Inc. to be the best fit for ECVA's needs, with an initial estimated cost of \$68,000 and an annual cost of \$7,300. Board members discussed the limitations of the current accounting system, the implementation timeline, ongoing support costs, and the benefits of transitioning to a fund accounting system designed for government and nonprofit operations. Vice

Chair Anderson moved to approve the purchase of new accounting software from Momenive Software, Inc, with an estimated cost of \$68,000 and an annual estimate of \$7,300. Board member Andreozzi seconded. Motion carried (5-0). No public comment was received.

C. Update on rebranding, vote for your favorite!

FOR POSSIBLE ACTION

Mrs. Cromwell presented an update on the ECVA rebranding, including the launch of a new interactive webpage highlighting “Old Elko, New Elko” which will be used in upcoming marketing and media campaigns. No action was taken. No public comment was received.

VIII. REPORTS

A. Financial Reports

FOR POSSIBLE ACTION

Executive Director Kerr presented the financial reports. Chairman Stone noted that the Star and Machis payments will be reimbursed by Travel Nevada for the 2026 Rural Roundup. Board member Zornes moved to approve the financial reports. Board member Burrows seconded. Motion carried (5-0).

B. Marketing Report

NON-ACTION ITEM

Mrs. Cromwell presented the Marketing Report in VII. New Business, Item C.

C. Events & Catering Report

NON-ACTION ITEM

No report made.

D. Facilities

NON-ACTION ITEM

Executive Director Kerr presented the facilities report. She stated that additional bids are still being sought, including for ceiling repairs, as only one bid has been received. She also reported plans to install a handicap-accessible door on the side entrance, as identified during the Travel Nevada Rural Roundup, with a bid being requested from Montrose Glass. Executive Director Kerr also shared that there are solicitation of bids for sidewalk repairs due to spalling, cracking, and deterioration with the estimated cost for full sidewalk replacement being approximately \$128,000, with plans to bring options back to the Board for consideration.

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

No public comment was received.

X. 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.

XI. MEETING SCHEDULE

A. The next Board of Governors meeting is scheduled for May 26, 2026, at 8:30am.

FOR POSSIBLE ACTION

No action was taken. No public comment was received.

VIII. XII. ADJOURNMENT

FOR POSSIBLE ACTION

Chairman Stone adjourned the meeting at 9:53am.

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.