



Elko Convention & Visitors Authority
MARKETING/LODGING COMMITTEE MEETING
Elko Conference Center, Ruby Mountain 1B Room
724 Moren Way, Elko, NV 89801
WEDNESDAY, FEBRUARY 11, 2026 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, JJ Roemmich, Jim Foster, Jan Petersen, Billie Crapo, Carrie Massie, D'ette Mawson.

ECVA Staff Present:

Annette Kerr – Executive Director, Michelle Cromwell – Marketing & Advertising Manager, Selina Morales – Sales & Events Coordinator

Visitors:

Kassidy Arbilla – Elko Basque Club, Tyler Seal – Elko County Fair, John Wright and Susan Wright – Cowboy Arts & Gear Museum, Marianne Mckown – Elko Rotary Club, Lizz Todd – Elko Rotary Club, Daniel Smith – Ruby Mountain Hot Air, Wendy Kohl – Ruby Mountain Hot Air, Stormy Remington – Rides & Rods.

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

E.1 Approval of the November 12, 2025, Marketing/Lodging Committee Minutes

FOR POSSIBLE ACTION

Committee member Crapo moved to approve the November 12, 2025, Marketing/Lodging Committee Minutes. Committee member Massie seconded. Motion carried (5-0).

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, 2022. The new format allows for a fair and balanced opportunity for all to request funds. This is the second of the two (2) cycles of funding for FY 2026/2027. Each applicant will go before the Marketing/Lodging Committee to present their requests. The Marketing/Lodging Committee will then rank each application and make recommendations to the ECVA Board of Governors.

F.1 ORDER OF PRESENTATIONS

Committee member Mawson arrived at 8:38am.

- A. 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 Basque Club for the National Basque Festival.

FOR POSSIBLE ACTION

Kassidy Arbillaga with the Elko Basque Club gave a presentation highlighting the event's growth and success and explained how funds would be utilized if awarded.

- B. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$7,500 from the ECVA Marketing Funds to Rides & Rods Inc. for the Rides & Rods Elko Classic Car Show.

FOR POSSIBLE ACTION

Stormy Remington with Rides & Rods Inc. gave a presentation highlighting the event's growth and success and explained how funds would be utilized if awarded.

- C. 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 Elko County Agricultural Assoc District #4 aka Elko County Fair Board for the Elko County Fair.

FOR POSSIBLE ACTION

Tyler Seal with the Elko County Fair gave a presentation highlighting the event's growth and success and explained how funds would be utilized if awarded.

- D. Review, discussion and possible recommendation to the ECVA Board of Governors to award funds up to \$4000 from the ECVA Marketing Funds to the Cowboy Arts & Gear Museum for the CAGM Master Craftmen Workshop Series.

FOR POSSIBLE ACTION

Susan Wright and John Wright with the Cowboy Arts & Gear Museum gave a presentation on behalf of Madelaine Gaskey highlighting the event's growth and success 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 \$6000 from the ECVA Marketing Funds to Ruby Mountain Balloon Inc. for the Ruby Mountain Balloon Festival.

FOR POSSIBLE ACTION

Daniel Smith and Wendy Kohl with Ruby Mountain Balloon Inc. gave a presentation highlighting the event's growth and success and explained how funds would be utilized if awarded.

- F. Review, discussion and possible recommendations to the ECVA Board of Governors to award funds up to \$4100 to Gold Rush Challenge for the 2026 Gold Rush Challenge.

FOR POSSIBLE ACTION

*Mrs. Cromwell shared a text message from Efren Benavides with the Gold Rush Challenge stating that he was unable to attend the meeting due to work obligations but expressed his appreciation to the Committee and staff for their continued support.
Executive Director Kerr arrived at 9:25am.*

- G. Review, discussion and possible recommendations to the ECVA Board of Governors to award funds up to \$3000 to Rotary Club of Elko/Elko Rotary Community Fund for the Robin Hood Renaissance Faire.

FOR POSSIBLE ACTION

Lizz Todd and Marianne McKown with the Rotary Club of Elko/Elko Rotary Community Fund gave a presentation highlighting the event's growth and success and explained how funds would be utilized if awarded.

Committee members continued to score each application and submitted them to Mrs. Cromwell. Executive Director Kerr reminded the Committee members that they must provide a voting ranking from 1–7, with no ties permitted, allowing only one entry to receive first place, one entry second place, one third place, and so on, as this ranking will assist in determining tiebreakers.

Executive Director Kerr also clarified that ranking is conducted solely by the Committee members, and that ECVA staff do not participate in scoring or ranking but are responsible only for tallying the results.

*Mrs. Cromwell and Executive Director Kerr left at 9:35 a.m. to tally the scores.
Marketing Chair Anderson called for a recess at 9:35 a.m., and the meeting resumed at 9:44 a.m.*

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

- 1. Elko County Fair*
- 2. National Basque Festival*
- 3. Rides & Rods Elko Classic Car Show*
- 4. Robin Hood Renaissance Faire*
- 5. Ruby Mountain Balloon Festival*
- 6. Cowboy Arts & Gear Museum Master Craftsmen Workshop Series*
- 7. 2026 Gold Rush Challenge*

Committee member Crapo noted that the total amount requested was \$39,600, while only \$30,000 was available. Committee Member Crapo acknowledged that the Committee's role is to make a recommendation to the Board of Governors rather than a final decision and stated that, due to the available funding, reductions would need to be made to the requested amounts. Committee member Crapo shared her recommendations as follows:

- 1. Elko County Fair - \$8,000*
- 2. National Basque Festival - \$4,000*
- 3. Rides & Rods Elko Classic Car Show - \$6,000*
- 4. Robin Hood Renaissance Faire - \$1,500*
- 5. Ruby Mountain Balloon Festival - \$4,000*
- 6. Cowboy Arts & Gear Museum Master Craftsmen Workshop Series - \$3,500*
- 7. 2026 Gold Rush Challenge - \$3,000*

Committee members discussed the matter.

Committee member Crapo moved to recommend all of the amounts that were previously stated, except for the Elko County Fair to go before the Board of Governors for approval. Committee Member Roemmich seconded. Motion carried 6-0.

Committee member Crapo moved to recommend \$8,000 for the Elko County Fair to go before the Board of Governors for approval. Committee member Massie seconded. Motion carried 5-1, Committee member Roemmich abstained.
No public comment was received.

G. REPORTS

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

NON-ACTION ITEM

No reports were made.

H. COMMENTS BY THE ECVA MARKETING COMMITTEE

This time is devoted to comments by the Elko Convention and Visitors Authority Marketing Committee, regarding impacts to their respect stakeholder areas as a result of the latest events. 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

Marketing Committee member Roemmich gave an update on the Elko County Fairgrounds.
Marketing Committee member Mawson gave an update on the Northeastern Nevada Museum.
Marketing Committee member Foster gave an update on the Elko Airport.
Marketing Committee member gave up update on the kids programs during Cowboy Poetry Gathering.
Marketing Committee member Crapo gave an update on the Elko Area Chamber.
Marketing Committee member Massie gave an update on Home2 Suites.

I. STAFF COMMENTS

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

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NON-ACTION ITEM

Mrs. Cromwell reminded the Committee members that Travel Nevada's Rural Roundup event will take place April 21–23, 2026.

Executive Director Kerr thanked the Committee members for their time and participation in the meetings, expressed appreciation for their commitment, and asked them to help spread the word about the open seat on the Committee.

Committee Chair Anderson thanked the Committee members for their time and efforts.

J. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

No public comment was received.

K. MEETING SCHEDULE

The next Marketing/Lodging Committee meeting is scheduled for May 13, 2026 at 8:30am.

FOR POSSIBLE ACTION

No action was taken. No public comment was received.

L. ADJOURNMENT

FOR POSSIBLE ACTION

Meeting was adjourned at 10:36am.

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.