



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

TUESDAY, JULY 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
Chip Stone, Chairman
Steve Burrows
Dave Zornes*

ECVA Board Members Absent: Delmo Andreozzi

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

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 invited everyone to watch the Facebook video and pictures of Board Member Burrows participating in the chocolate cake-eating competition for the Elko Relay for Life and

shared that Board Member Burrows is the reigning champion for the fifth year in a row now. Chairman Stone also shared that NNRH stepped up to support the event and helped raise nearly \$16,000.

V. APPROVAL OF MINUTES

A. Approval of June 23, 2026 Minutes

FOR POSSIBLE ACTION

Vice Chair Anderson moved to approve the June 23, 2026 minutes. Board Member Burrows seconded. Motion carried (4-0). No public comment was received.

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, Secretary & Treasurer of the Silver State Stampede, presented two videos highlighting the Silver State Stampede. She shared that moving the event to June had the greatest economic impact on the community. Mrs. Laughlin thanked the Board of Governors for their support through the NOFO marketing funds.

Rudy Herndon with the Humboldt Hideaway Music Festival provided an overview of the 2026 music festival held at Wells City Park. He also shared that he has decided to move the 2027 event to Elko, adding that he believes the move is a necessary and financially sound decision and thanked the Board of Governors for their support.

Tamera Gowans with Mountain View Elementary provided an update and presentation on the 2025–2026 children’s choir concerts and thanked the Board of Governors for their support of Mountain View Elementary.

No action was taken. No public comment was received.

VII. NEW BUSINESS

A. Discussion and consideration to allow Mountain View Elementary music department use of the theater, including sound, microphones, risers, lights, and sound/light technician at no cost for their musical programs. Mountain View Elementary has two performances scheduled in the new Performing Arts Building at Elko High School for their performances. They have been informed they can only use the Performing Arts Building two (2) times this year. Mountain View Elementary Music Department would like to host four (4) music programs. This cost to waive the fees would be \$3,320.00

FOR POSSIBLE ACTION

Executive Director Kerr presented a cost breakdown for the requested dates and supporting correspondence regarding the use of the Performing Arts Center and the Laurena Moren Theater for the children’s choir concerts. She noted that, of the dates requested, only two could be accommodated at the Performing Arts Center due to staffing and scheduling limitations. Mrs. Gowans requested that the remaining four concerts be held at the Laurena Moren Theater.

Mrs. Gowans explained that staffing and other scheduled activities contributed to the Performing Arts Center's limited availability, as well as concerns regarding the use of the facility's risers. She shared that discussions had taken place with both principals regarding the issue and that purchasing risers through fundraising had been suggested to her. Mrs. Gowans expressed concern about the difficulty of fundraising for risers given the other needs of the elementary school.

Executive Director Kerr emphasized that the Performing Arts Center was built to accommodate school functions and events. She expressed concern that school programs could be turned away due to other events that generate revenue. She stated that while supporting community events is important, school programs should remain a priority when scheduling the facility.

Chairman Stone noted that the request was being approved as an emergency, one-time exception, with all future requests to be considered on a case-by-case basis.

Board Member Zornes moved to approve the use of the Laurena Moren Theater by the Mountain View Elementary music department for (4) musical programs during the 2026–2027 school year, including use of the sound system, microphones, risers, lighting, and sound/light technician at no cost. Vice Chair Anderson seconded. Motion carried (4-0). No public comment was received.

- B. Discussion and consideration of approval of the Fiscal Year 2026-2027 Debt Management Plan, Indebtedness Report, and Capital Improvement Plan for the Elko Convention and Visitors Authority.

FOR POSSIBLE ACTION

Executive Director Kerr explained that the Debt Management Policy is presented annually to the State Department of Taxation and the Elko County Committee on Debt Management and noted there were no changes to the policy other than reflecting the current outstanding debt after a year of payments and is not obligated for any additional debt noting that the ECVA is about \$5 million in outstanding medium-term debt for fiscal year 2026–2027. Executive Director Kerr also reviewed the required Indebtedness Report, confirming that no additional debt was incurred and that the ECVA can meet its current debt obligations, and noted that the previously approved Capital Improvement Plan was included in the required reporting for the Department of Taxation.

Board Member Burrows moved to approve the Fiscal Year 2026-2027 Debt Management Plan, Indebtedness Report, and Capital Improvement Plan for the Elko Convention and Visitors Authority as written. Board Member Zornes 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 moved to approve the financial reports in the amount of \$304, 303.38. Board Member Burrows seconded. Motion carried (4-0). No public comment was received.

- B. Marketing Report

NON-ACTION ITEM

Mrs. Cromwell presented marketing reports highlighting the Spectrum campaigns and explained the impressions generated in each area. She also presented the Domestic Travel and Tourism Reports for both Elko County and the City of Elko.

- C. Events and Catering

NON-ACTION ITEM

Mrs. Longley presented the Events and Catering Report, noting that the June Mining Expo was successful and planning for the 2027 event has begun. She reported that the Elko High Desert Trail

Fest was successful for its first year and that preparations are underway for the Festival of Trees. She also shared that Elko Cosmic Con is fully booked for vendors, with a waitlist, and the event app is now live.

D. Facilities

NON-ACTION ITEM

Executive Director Kerr presented the Facilities Report and noted that there were some challenges with the RTU1 at the Conference Center, which has since been repaired.

X. 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

Executive Director Kerr reported that the final 2026–2027 budget was approved with a minor correction to one page. The correction removed a June payment that was not required to be included, resulting in a decrease to the budget amount. The Department of Taxation was notified, and no resolution was required.

Board Member Burrows thanked Michelle for her support in promoting community events at the hospital, including Relay for Life, the Robotics event, and the upcoming anniversary celebration on August 22, inviting everyone to attend the open house, which will include technology demonstrations and a 6:30 p.m. and recognition of employees who have been with the hospital since its opening.

XI. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

No public comment was received.

XII. MEETING SCHEDULE

The next Board of Governors meeting is scheduled for August 25, 2026 at 8:30 a.m.

FOR POSSIBLE ACTION

No action was taken. No public comment was received.

XIII. ADJOURNMENT

FOR POSSIBLE ACTION

Chairman Stone adjourned the meeting at 9:53am. 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.