



Elko Convention & Visitors Authority
MARKETING/LODGING COMMITTEE MEETING
Elko Conference Center, Lamoille 3 & 4 Room
724 Moren Way, Elko, NV 89801
WEDNESDAY, MAY 13, 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 8:35AM.

B. ROLL CALL

Marketing Committee Members Present:

ECVA Marketing Committee Chair Pat Anderson, JJ Roemmich, Carrie Massie, Billie Crapo, Jan Petersen, Jim Foster, D'ette Mawson

ECVA Staff Present:

Annette Kerr – Executive Director, Michelle Cromwell – Marketing & Advertising Manager, 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

E.1 Approval of the February 11, 2026, Marketing/Lodging Committee Minutes.

FOR POSSIBLE ACTION

*Committee member Crapo moved to approve February 11, 2026 Marketing/Lodging Committee Minutes. Committee member Massie seconded. Motion carried (5-0).
No public comment was received.*

F. ELKO CONVENTION & VISITORS AUTHORITY

- F.1 Update regarding Elko Convention & Visitors Authority rebranding with Madden Media and matters related thereto.

NON-ACTION ITEM

Committee member Mawson arrived at 8:39am.

Mrs. Cromwell provided an update on the rebranding efforts, sharing that, for the time being, her work with Madden Media has concluded. She reported that new signage is being updated to reflect the new branding and also reminded everyone about the ongoing contest available on ExploreElko.com.

G. KUTV/KJAZ/TMYU FRESH LIVING AND ROAD TRIPPIN' SEGMENTS

- G.1 Discussion and possible action regarding the content of the six segments for filming in June 8-9, 2026 to air June 19, 2026 in the Salt Lake City, UT and Boise, ID markets.

FOR POSSIBLE ACTION

Mrs. Cromwell shared that the ECVA has been participating in Road Trippin' television segments since 2022 and provided an overview of the locations and events featured in previous years. She then asked the committee for feedback and recommendations on the six segments to be filmed for 2026 to air on June 19, 2026, in the Salt Lake City, Utah, and Boise, Idaho markets. Following discussion, the committee recommended featuring the California Trail Center, Elko Sky Fair incorporating the Ruby Mountain Balloon Festival and the Elko Area Chamber's Balloons & Bubbly event, Camp Lamoille, Rides & Rods, the Elko County Fair, and Elko Trail Fest.

No action was taken. No public comment was received.

H. 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 public comment was received.

I. 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 respective 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 Foster gave an update on the Elko Airport.

Marketing Committee member Mawson gave an update on the Northeastern Nevada Museum.

Marketing Committee Member Petersen gave an update on her volunteer work at the California Trail Center, highlighting school visits and sharing that Rural Roundup was a successful event.

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.

Committee member Mawson left meeting at 9:30am.

J. STAFF COMMENTS

This time is devoted to comments by the Elko Convention and Visitors Authority Staff.
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NON-ACTION ITEM

Chair Anderson shared information about the Nevada Northern Railway's Labor Day weekend "Planes, Trains, and Automobiles" event and encouraged participation.

Mrs. Cromwell provided an update on Rural Roundup, noting the event had nearly 250 attendees, received positive feedback from Travel Nevada, and showcased Elko as a great destination. She also shared the Board of Governors voted to change the vacant Marketing Committee position from a lodging/gaming member to a lodging-only member position.

Executive Director Kerr thanked the committee members for their continued participation and support, noting their involvement and collaboration with the ECVA.

K. COMMENTS BY THE GENERAL PUBLIC

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NON-ACTION ITEM

No public comment was received.

L. MEETING SCHEDULE

The next Marketing/Lodging Committee meeting is scheduled for August 12, 2026 at 8:30am.

FOR POSSIBLE ACTION

No action was taken. No public comment was received.

M. ADJOURMENT

FOR POSSIBLE ACTION

Committee member Crapo moved to adjourn the meeting at 9:41am. Committee member Roemmich 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.