Elko Convention & Visitors Authority
MARKETING/LODGING COMMITTEE MEETING
The E Center, Cedar Room
700 Moren Way, Elko, NV 89801
WEDNESDAY, AUGUST 12, 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 8:30AM.

B. ROLL CALL

Marketing Committee Members Present:
ECVA Marketing Committee Chair Pat Anderson, JJ Roemmich, Carrie Massie, Jim Foster, Jan Petersen

Marketing Committee Members Absent: D'ette Mawson, Billie Crapo

ECVA Staff Present:
Annette Kerr – Executive Director, Michelle Cromwell – Markting & 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 May 13, 2026, Marketing/Lodging Committee Minutes.

FOR POSSIBLE ACTION

Committee member Roemmich moved to approve May 13, 2026 Marketing/Lodging Committee Minutes. Committee member Massie seconded. Motion carried (4-0).
No public comment was received.

F. ELKO CONVENTION & VISITORS AUTHORITY

F.1 Update of marketing statiscial data and matters related thereto.

NON-ACTION ITEM

Mrs. Cromwell presented performance reports for the City of Elko and Elko County, highlighting visitor overviews, daytime populations, and key trends in monthly and yearly visitations.

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

G.1 Review of the six segments filmed on June 8-9, 2026 which aired June 19, 2026 and July 24, 2026 in the Salt Lake City, UT and Boise, ID markets.

FOR POSSIBLE ACTION

Mrs. Cromwell shared the video segments which aired in the Salt Lake City, UT, and Boise, ID, markets. 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 reports were made.

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 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

Committee member Roemmich gave an update on the Elko County Fair & Elko County Fairgrounds. Committee member Massie gave an update on Home2 Suites and shared the success of the Wrecked & Rescued event.
Committee member Foster gave an update on the Elko Airport and shared that, during the Elko City Council meeting, it was voted to waive all fees for individuals seeking to become Uber drivers. Committee Member Petersen gave an update on the great programs being held at the California Trail, sharing that the Western Folklife Center is in full swing planning for the 2027 Cowboy Poetry Gathering.

J. STAFF COMMENTS

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

Mrs. Cromwell shared that the Elko Area Photo Contest is now open for submissions on ExploreElko.com as well as the NOFO, which opens September 1 for events being held from January

through June 2027. Chair Anderson invited all members to the celebration of the Nevada Northern Railway's 120th Anniversary in Ely, Nv on September 24-25, 2026.

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 Tuesday, November 10, 2026 at 8:30am.

FOR POSSIBLE ACTION

Chair Anderson reminded members that the next meeting will be a NOFO meeting. The meeting will need to be held on Tuesday, November 10, as Wednesday is a holiday and the ECVA office will be closed. Committee members discussed changing the date to accommodate their availability and decided to move the Marketing Committee meeting to Thursday, November 12, 2026. No action was taken. No public comment was received.

M. ADJOURMENT

FOR POSSIBLE ACTION

Chair Anderson adjourned the meeting at 9:44am. 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 & Visitors Authority is a public asset and destination marketing organization, providing first-class facilities, marketing our communities and the region, and supporiting 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.