

ELKO CONVENTION & VISITORS AUTHORITY  
**REGULAR BOARD MEETING**  
TUESDAY, AUGUST 26, 2008  
ELKO CONVENTION CENTER  
CEDAR ROOM  
8:00 A.M.

**1. Call to order and Pledge of Allegiance**

The meeting was called to order at 8:02 a.m. by Board Vice-Chairman, Charlie Myers. Board Chairman, Dave Huckaby and Board Member, Ruben Abeyta were not present at the meeting.

**2. Roll call**

ECVA Board Present: Charlie Myers  
Jay Elquist  
Gary Morfin

ECVA Staff Present: Don Newman, Executive Director  
Tom Lester, Convention & Tourism Manager  
Cathie Horn, Marketing & Events Manager  
Mike Benzie, Facility Manager  
Juli Nelson, Graphics/Administrative Assistant

Visitors: Connie Campbell, 2009 ECVA Board Member  
Jerome Nowosatko, Elko Motorcycle  
Jamboree  
Donna Engdahl, Ruby Mountain Balloon  
Festival  
Tyler Gunter, Elko Broadcasting Co.  
Rhonda Zuraff, Elko Daily Free Press  
Jared Debak, Elko Daily Free Press

**3. Public Comments- Non- Action Item**

**Pursuant to N.R.S 241.020, 2(c) (3), 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.**

No public comments were made at this time.

**4. Approval of minutes from Regular Board meeting of July 15, 2008**

*Gary Morfin made a motion to approve the Regular Board minutes from July 15,*

***2008. Jay Elquist seconded the motion. The motion passed unanimously.***

**5. OLD BUSINESS:**

5A-0826-08

Discussion and approval for Comptroller to move funds as needed between the ECVA checking and the ECVA savings accounts with activity report by Comptroller when action taken.

Don Newman explained that this item has been brought before the Board in the past but upon consulting with Bob Wines there was a need to present to the Board again for approval with a change in the wording from general checking and general savings accounts to checking and savings accounts.

***Gary Morfin made a motion to approve ECVA Comptroller to move funds as needed between the ECVA checking and the ECVA savings accounts with activity report by Comptroller when action taken. Jay Elquist seconded the motion. The motion passed unanimously.***

**6. NEW BUSINESS:**

6A-0826-08

Presentation by Rhonda Zuraff, Elko Daily Free Press, for approval and production of the 2009 Elko Visitors Guide

Rhonda Zuraff from the Elko Daily Free Press made a presentation explaining the specifications of a proposal by the Elko Daily Free Press to produce the 2009 Elko Visitors Guide. She reviewed an outline of the specifications included in the packet with the Board members and explained that they were similar to past year's guides with the exception of the reduction in quantity due to the accessibility of the Guide on the Elko Daily Free Press' website and a downloadable form of the Guide on the Elko Convention & Visitors Authority's website. She further explained that the total cost of production would be \$8,500 for 27,000 copies of which 20,000 copies would be provided to the Elko Convention and Visitors Authority.

Ms. Zuraff stated that designing of the 2009 Elko Visitors Guide has begun and would continue contingent on approval from the ECVA Board to grant production of the Guide to the Elko Daily Free Press.

Don Newman stated that Tom Lester has begun working with the Elko Daily Free Press on the design.

Tom Lester pointed out that the ECVA would be guaranteed advertising on the center spread and back cover of the Guide.

Jay Elquist asked if the CD of a pdf version of the Guide would be used for marketing purposes.

Cathie Horn explained that only one pdf version of the Guide on a CD would be provided by the Elko Daily Free Press for the purpose of the ECVA in copying that version to other CDs to be sent out via mail. She further pointed out that the inside back cover of the Guide will have a pocket for promotional CD to be inserted.

***Jay Elquist made a motion to approval production by the Elko Daily Free Press of the 2009 Elko Visitors Guide. Gary Morfin seconded the motion. The motion passed unanimously.***

6B-0826-08

Presentation and request for marketing funds by Donna Engdahl, Ruby Mountain Balloon Festival

Donna Engdahl from Ruby Mountain Hot Air, Inc. made a presentation to the Board requesting marketing funds for the Ruby Mountain Balloon Festival. She explained that the funds would be used for advertising the event in areas outside of Elko such as California, Oregon, Utah and Idaho. She further explained that areas within the state of Nevada such as Winnemucca, Lovelock and Wendover would also be targeted for advertising.

Don Newman stated that the Balloon Festival has opportunity to grow with the Ruby Mountain Hot Air club taking over the event. He further stated that the ECVA listed this event as one of the events to receive ECVA support in their budget.

Rhonda Zuraff stated that the Ruby Mountain Hot Air Club has a strong focus on building the event in the future to have a greater impact financially on the community.

Gary Morfin asked if Ruby Mountain Hot Air, Inc was non-profit.

Donna Engdahl replied that the club was non-profit.

Don Newman explained that in past years the Ruby Balloon Festival has requested \$5,000 in marketing funds for advertising but this year the request is for only \$1,500.

***Gary Morfin made a motion to approve request for \$1,500 marketing funds by Donna Engdahl for advertising of the Ruby Mountain Balloon Festival. Jay Elquist seconded the motion. The motion passed unanimously.***

6C-0826-08

Presentation by Jerry Nowosatko regarding the EMJ survey information and conclusions

Rhonda Zuraff stated that the Board of the Elko Motorcycle Jamboree put together a survey with the help of Jerry Nowosatko compiling data from the 2008 Elko Motorcycle Jamboree.

Jerry Nowosatko made a power point presentation to the Board explaining how the event is working in the Elko community and the impact of the event on the community. He pointed out that the Elko Motorcycle Jamboree is at a point where it can move forward in its growth and efforts to increase interest and attendance in the future.

Don Newman stated that in putting together numbers that lodging revenue for the event would add an additional \$300,000 to the total \$3.3 million revenue of the 2008 Jamboree.

Further discussion on the results of the survey took place at this time.

Charlie Myers asked how big the Jamboree could grow and still have a positive impact on the community.

Rhonda Zuraff stated that this was a question that the EMJ Board needed to address.

Charlie Myers stated that there was a need for the event to grow enough to attract interest but not grow too much to lose the quality of event that it has become. He pointed out that the Jamboree currently allows for a huge amount of community involvement but that it can become too big to involve the community.

Rhonda Zuraff stated that community involvement is what makes the event unique.

Tom Lester stated that lack of lodging would become a huge factor as the event grows.

Charlie Myers pointed out that the EMJ Board needs to look at neighboring communities to see what they would have to offer to the event as far as law enforcement, lodging, etc.

Don Newman stated that the event should not grow to the point that it is a burden to the community.

Further discussion on the impact of a larger Jamboree on the Elko community took place at this time.

Charlie Myers asked what would be the next level for the Elko Motorcycle Jamboree.

Rhonda Zuraff replied that the EMJ Board is pursuing getting RFPs from event promoters in order to possibly secure national sponsors.

Ms. Zuraff pointed out that 2009 EMJ revenues looked at supporting an event director.

Jay Elquist stated that it would be more beneficial to keep the event smaller and keep the quality of event that it has become rather than allow the event to grow and lose that quality.

Further discussion on what direction future Jamborees could pursue took place at this time.

establishment of a separate facility fund to account for all collections and expenditures of excess transient lodging tax allocated to the airport debt service to be paid to the ECVA as required by the city resolution 4-6-10(H)

Don Newman reviewed the city resolution 4-6-10(H) included in the packet and stated that a fourth ECVA account has been created where these funds will be held. He pointed out that the purpose of doing this was to keep track of collections and expenditures of the airport debt that the ECVA receives.

*Jay Elquist made a motion to approve the establishment of a separate facility fund to account for all collections and expenditures of excess transient lodging tax allocated to the airport debt service to be paid to the ECVA as required by the city resolution 4-6-10(H). Gary Morfin seconded the motion. The motion passed unanimously.*

## **7. STAFF REPORTS:**

7A-0826-08

Administrative Report

Don Newman reviewed his Administrative Report included in the packet.

Mr. Newman pointed out the months of July/August have been busy. He attended the WACVB CEO Forum in Santa Rosa, CA on August 6-9, 2009.

Mr. Newman stated that the ECVA was the host for the Chamber of Commerce “Business After Hours” program for the month of August.

Mr. Newman stated that he and Cathie Horn would be attending the Nevada Mining Association Annual meeting on September 4-6, 2008 in Lake Tahoe at which time he will meet with Mark Amodei to discuss Nevada Mining Association’s support and participation in the Elko Mining Expo.

Mr. Newman further stated that he will be attending the National Summit of Mining Communities on September 7-11, 2008 in Butte, Montana to introduce Elko as a meeting destination every other year for their convention. He explained that the convention would rotate every other year between Butte and Elko.

Mr. Newman pointed out that he and Cathie Horn would also be attending the National Mining Association Convention in Las Vegas on September 21-24, 2008 to promote the Elko Mining Expo.

Mr. Newman explained that auditors from Kafoury, Armstrong have been working at the ECVA since August 4, 2008 doing audit work and that they will be wrapping things up shortly.

Mr. Newman stated that he and Tom Lester made a presentation to the League of Cities in Fallon on August 23, 2008 to bid on their 2010 convention. He stated that the presentation went very well however he has not heard whether Elko has be awarded their 2010 convention.

Mr. Newman pointed out the room tax collected for June 2008 and explained that it was up compared to room tax collected in June 2007. He further pointed out that rev par for June 2008 was 4.31 and stated that this is the highest rev par up to date for 2008.

Mr. Newman stated that the Convention Center continues to be busy with events that are booked at the center.

Mr. Newman stated that the ECVA is working with the Nevada Library Association in bringing their convention to Elko in June 2009.

7B-0826-08

#### Convention & Tourism Report

Tom Lester reviewed his Convention & Tourism Report included in the packet.

Mr. Lester reported that he will be conducting a media fam in conjunction with Darcy Minter from the Western Folklife Center for the 25<sup>th</sup> Annual Cowboy Poetry Gathering on September 17-20, 2008. He stated that there are 10 national media and 2 international media attending the fam.

Mr. Lester stated that America 4 you will be attending the media fam and will be looking at bringing tour groups to Elko and area Dude Ranches.

Mr. Lester stated that the next Cowboy Country Territory meeting will be on October 16, 2008 at the Elko Convention Center.

Mr. Lester pointed out the "Where To Retire" article included in his report which named Elko as a top retirement town and stated that the publication has a national circulation of 220,000.

Mr. Lester stated that he will be conducting an association/meeting planner fam tour in May or June of 2009 to promote Elko as a meetings and convention destination.

Mr. Lester reviewed upcoming scheduled conventions and new conventions that he is working on bringing to Elko.

7C-0826-08

#### Marketing & Events Report

Cathie Horn reviewed her Marketing & Events report included in the packet. She stated that print and radio ads are currently running to promote the Elko area. She further pointed out that radio ads are running with Locally Owned Radio in Twin Falls promoting the Elko County Fair.

Ms. Horn stated that radio ads are running locally to promote the Patsy Cline Tribute Concert being held in conjunction with the Elko County Fair. She further pointed out that in September ads will start running to promote Oktoberfest.

Ms. Horn stated that a television spot will air on Charter Media on ESPN and the Discovery Channel in the Winnemucca market advertising the Morrodders Gamblers Run scheduled for September 12-14, 2008.

Ms. Horn reported that banner ads are currently running on [www.elkodaily.com](http://www.elkodaily.com), [www.magicvalley.com](http://www.magicvalley.com), [www.kutv.com](http://www.kutv.com), [www.atvillustrated.com](http://www.atvillustrated.com), [www.go-utah.com](http://www.go-utah.com) and [www.go-nevada.com](http://www.go-nevada.com). She stated that screen shots of the banner ads were included in her packet and that she has added the ECVA Events Video to the Go-Nevada website.

Ms. Horn stated that an ad promoting the Ruby Mountain Balloon Festival and the 2008 Sky Fair was placed in the Reno Balloon Festival program along with a web ad on [www.reno.com](http://www.reno.com).

Ms. Horn reported that she attended the POW\*MIA Awareness Rally in Pocatello, Idaho on July 25-27, 2008 to market the EMJ as well as the Elko area. She further reported that contact with a number of people that were looking for a different type of rally to attend was made.

Ms. Horn stated that she will attending the Las Vegas Bike Rally on October 5, 2008 to help market the EMJ in the Las Vegas area.

Ms. Horn further stated that she also be attending the Nevada Mining Association Annual Conference on September 2-4, 2008 at Lake Tahoe.

Ms. Horn reported that she will be attending the Las Vegas MineExpo in Las Vegas on September 22-24, 2008 to help promote the Elko Mining Expo.

7D-0826-08

Comptroller's Report/Approval of July Expenditures

Don Newman reported in behalf of Delynn Jones who was not present at the meeting and reviewed the Comptroller's report included in the packet.

Mr. Newman stated that there was a \$3,272 increase in the May and June 2008 general room tax received over May and June 2007.

Mr. Newman stated that there was a \$2,388 increase in the May and June 2008 special marketing fund room tax over the same period in 2007.

Mr. Newman stated that the facility expansion room tax was received. He further explained that these funds were overage tax from the airport debt service and stated that the amount was \$88,203.69 which will be held in a separate fund.

Mr. Newman reported that June 2008 Ad Valorem tax was received in August 2008 and the amount was \$21,310.39. He further reported that YTD Ad Valorem Tax for 2008 was \$237,620.

Mr. Newman stated that total claims for July 2008 were \$226,880.33 with an increase over July 2007 due to Mine Expo costs, final carpet payment and purchase of earthquake insurance.

***Gary Morfin made a motion to approve July 2008 expenditures in the amount of \$226,880.33. Jay Elquist seconded the motion. The motion passed unanimously.***

## **8. Board Comments**

Gary Morfin stated that he was been monitoring the Jerritt Canyon Mine shut down and determining the impact that is has had on the lodging community. He further stated that approximately 4 to 8 contractors have moved out of the area. He stated that he expected the August 2008 room tax revenue to decrease as a result.

Charlie Myers pointed out that contractors had to be hired to make sure the closing of the Jerritt Canyon mine was done properly and stated that he felt the room tax revenue would not be affected.

Further discussion of the impact of the Jerritt Canyon Mine closure on the Elko community took place at this time.

Charlie Myers congratulated the ECVA staff on their hard work in helping to promote the Elko area.

Don Newman recognized his staff and the efforts their efforts.

## **9. Adjournment**

***Gary Morfin made a motion to adjourn the August 26, 2008 Board meeting. Jay Elquist seconded the motion. The motion passed unanimously.***

The meeting was adjourned at 9:14 a.m.