

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, JANUARY 15, 2008
ELKO CONVENTION CENTER
TIMBERLINE ROOM
8:00 A.M.

1. Call to order and Pledge of Allegiance

The meeting was called to order at 8:00 a.m. by Board Vice-Chairman, Charlie Myers. Mr. Myers stated for the record that Board Chairman, Dave Huckaby, was out of town.

2. Roll call

ECVA Board Present: Charlie Myers
 Gary Morfin
 Ruben Abeyta
 Jay Elquist

ECVA Staff Present: Don Newman, Executive Director
 Tom Lester, Convention & Tourism Manager
 Matt Murray, Marketing & Events Manager
 Delynn Jones, Comptroller
 Mike Benzie, Facility Manager
 Juli Nelson, Graphics/Administrative Assistant

Visitors: Steve Dondero, BLM
 Larry Friedman, NCOT
 Nicole Purviance, NCOT

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.

Steve Dondero from the BLM stated that former ECVA Executive Director, Ralph McMullen was battling esophageal cancer and was scheduled for surgery on Thursday, January 17, 2008. He suggested that the ECVA acknowledge and send well wishes to Mr. McMullen.

4. Approval of minutes from Regular Board meeting of December 18, 2007

Jay Elquist made a motion to approve the minutes from the Regular Board meeting of December 18, 2007. Gary Morfin seconded the motion. The motion passed with Ruben Abeyta abstaining.

5. OLD BUSINESS:

5A-0115-08

Review of replacement carpet bid and Board recommendation of action to be taken

Mike Benzie stated that only one quote was submitted for the original bid for carpet replacement which was from Desert Design. He pointed out that the quote was twice as much than what the ECVA had budgeted. Mr. Benzie further stated that he needed approval from the Board to reject the quote.

Gary Morfin made a motion to reject the quote submitted by Desert Design and approved the ECVA to solicit further bids on carpet replacement. Ruben Abeyta seconded the motion. The motion passed unanimously.

Don Newman showed a sample of a secondary grade of carpet that would allow the ECVA to stay within budget. He further pointed out that funds were set aside for various other improvement projects in capital funds and that it might be necessary to adjust those funds to allow sufficient funding for carpet replacement.

5B-0115-08

Discussion of restricting excess ECVA Capital Fund balance for the building expansion as suggested during audit review by McMullen McPhee & Company, LLC

Delynn Jones explained that the ECVA has \$1,185,784.00 in excess capital funds. She stated that she and Mr. Newman had previously discussed restricting this amount for building expansion. She further stated that during the recent audit conducted by McMullen McPhee and Company, LLC they suggested going ahead and restricting these funds.

Charlie Myers made a suggestion to restrict \$1,000,000.00 of the capital funds leaving \$185,784 as excess funds.

Jay Elquist made a motion to restrict the \$1,000,000.00 in excess capital funds for building expansion as suggested by McMullen McPhee & Company, LLC during their audit review. Ruben seconded the motion. The motion passed unanimously.

Don Newman intervened at this time and introduced Larry Friedman and Nicole Purviance from the NCOT who were visiting and present at the meeting. He then turned the meeting over to Mr. Friedman and Ms. Purviance to explain the involvement of the NCOT in promoting Elko.

Mr. Newman congratulated Cathie Horn on her new position as ECVA Marketing and Events Manager.

6. NEW BUSINESS:

6A-0115-08

Review of 2007/2008 ECVA budget to date

Don Newman stated that a mid-year review of the 2007/2008 budget was included in the board packet as suggested by Board Vice-Chairman, Charlie Myers. Mr. Newman reviewed the budget with the Board.

Delynn Jones and Mr. Newman answered questions asked by the Board pertaining to the budget report at this time.

Charlie Myers recommended the continuation of breaking down the budget instead of lumping expenses into one sum as had been done in past years. He commended Ms. Jones on a job well done with the recent budget and audit.

7. STAFF REPORTS:

7A-0115-08 Administrative Report

Don Newman reviewed his administrative report included in the packet.

Mr. Newman pointed out that he has been invited to appear on the TV Show "Observations" with Bob Fisher of Nevada Broadcasters which will help in the promoting of upcoming events in Elko. He stated that he will be traveling to Reno in the upcoming week to film the show which will be aired on most Reno TV stations as a public service program.

Mr. Newman explained that the 2008/2009 ECVA budget timeline was included in his Board report.

Charlie Myers recommended to the Board that they keep in mind the date of March 18, 2008 for approval of the ECVA 2008/2009 budget.

Don Newman reported that the November 2007 room tax collected was lower than in November 2006 and explained that this was the first month in two years that it has shown a decrease. He stated that a review of the numbers would be conducted to determine the reason for the decline.

Ruben Abeyta stated that he has reviewed the occupancy of his establishment for November 2007 and compared to the same month in 2006 and noted that the numbers were down. He suggested a possible reason for the decline could be that both Newmont and Barrick held corporate meetings in the Elko area during November 2006.

Don Newman reported his two year anniversary with the ECVA was in January.

7B-0115-08 Convention & Tourism

Tom Lester reviewed his report included in the Board packet.

Mr. Lester showcased the Nevada guide section of *Courier Magazine* which highlighted Elko and the surrounding area.

Don Newman pointed out that with the ECVA and Mr. Lester are proactive with various organizations such as California Trails and Cowboy Country. He stated that by doing so then the ECVA is involved in promoting these organizations in lieu of handing them money.

Mr. Newman further stated that a lot of promoting of the Elko area is done by collecting data from the various trade shows and events that Mr. Lester attends. He explained that this data is collected and then promotional items are sent out to these contacts in various regions which helps to promote the Elko area.

7C-0115-08 Marketing & Events Report

Matt Murray reviewed his Marketing and Events report included in the packet.

Mr. Murray reported that the upcoming 2008 Great Basin Gear Trappings Show and Sale is sold out with approximately 28-30 jury items entered.

Mr. Murray reported that the new hotel cards should be delivered today and would soon be available to place in motel/hotel rooms.

Mr. Murray reported that he will be attending ISE conference in Sacramento this week to promote Elko and ECVA events along with outdoor experiences in the area.

Mr. Murray reported the Snowmobile Hill Climb scheduled for February 16 & 17, 2008 is progressing right on schedule. He further reported that posters for the event have been completed and distributed around the Elko area.

7D-0115-08 Comptroller's Report/Approval of December Expenditures

Delynn Jones reported that November Ad Valorem Taxes in the amount of \$2,999.72 were received from the County. She further reported that year to date Ad Valorem Taxes received have been \$107,851 reflecting a decrease of \$6,991.

Ms. Jones reported that total claims for December were \$151,294.50 of which \$7,323 was eligible for grant reimbursement.

Gary Morfin made a motion to approve December expenditures in the amount of \$151,294.50. Ruben Abeyta seconded the motion. The motion passed unanimously.

8. Board Comments

No comments were made at this time.

9. Adjournment

The meeting was adjourned at 9:02 a.m.