

ELKO CONVENTION & VISITORS AUTHORITY  
**REGULAR BOARD MEETING**  
TUESDAY, NOVEMBER 17, 2009  
ELKO CONVENTION CENTER  
CEDAR ROOM  
8:00 A.M.

**1. Roll call**

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

ECVA Staff Present: Don Newman, Executive Director  
Cathie Horn, Marketing & Events Manager  
Delynn Jones, Comptroller  
Mike Benzie, Facility Manager  
Juli Nelson, Administrative Assistant/Graphic Design

Visitors: Bob Cavender, Elko County High School Rodeo Club  
Charlie Ekburg, Sweetlight Photography  
Adella Harding, Elko Daily Free Press  
Aron Mean, Elko County High School Rodeo Club

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

The meeting was called to order at 8:08 a.m. by Board Chair, Gary Morfin. Board Vice-Chair, Charlie Myers was not present.

Introductions were made around the table.

**3. Public Comments**

No public comment was made at this time.

**4. Approval of minutes from the Rescheduled Board meeting of October 20, 2009**

Connie Campbell stated that under agenda item #6B-1020-09 of the October 20, 2009 Board Minutes she asked the staff to recommend four or five charity partners for the 2009 Festival of Trees.

Ms. Campbell pointed out that she did not second the motion under item #6B-1020-09 but rather Ruben Abeyta seconded the motion and she abstained from the vote.

*Ruben Abeyta made a motion to approve minutes from the October 20, 2009 Board meeting with revisions. Connie Campbell seconded the motion. The motion passed with Jay Elquist abstaining from the vote.*

## 5. OLD BUSINESS:

There was no old business to be taken care of at this time.

## 6. NEW BUSINESS:

**6A-1117-09**

**Discussion and possible approval of a request for \$2,500 Marketing Fund support for the 2009 Nevada State High School Rodeo Finals as approved by the ECVA Marketing Committee**

Don Newman introduced Bob Cavender and Aron Means from the Elko County High School Rodeo Club.

Bob Cavender made a presentation to the Board explaining that the Elko High School Rodeo Club would be hosting the 2010 Nevada State High School Rodeo Finals scheduled for June 17-20, 2010 at the Elko County Fairgrounds. Mr. Cavender pointed out that the Finals would be held the same weekend as the 2010 Elko Motorcycle Jamboree.

Connie Campbell stated that she was involved with the planning for the Elko Motorcycle Jamboree when the last Nevada State High School Rodeo Finals were held in Elko in 2002. She pointed out that there was not a conflict with holding the two events at the same time.

Don Newman pointed out that participants of the Rodeo Finals are assigned a number to wear throughout the event and when they are in the community. He stated that Rodeo participants are on their best behavior when they out in public.

Cathie Horn stated that the Rodeo Finals would help to keep young kids off the Motorcycle Jamboree venue and will enhance economic impact on the local community.

A discussion of the impact of the Rodeo Finals on the Elko community took place at this time.

Don Newman explained that \$10,000 in support funds is being requested by the Elko High School Rodeo Club for the 2010 Nevada State High School Rodeo Finals. He pointed out \$5,000 of this support funding will be taken from the ECVA general fund new events budget, \$2,500 will be in kind donations and \$2,500 will be taken from ECVA marketing funds.

Connie Campbell inquired if there was a possibility that the State High School Rodeo Finals would return on an annual basis.

Bob Cavender explained that the state is looking for a home for the State Finals and that Elko offers very qualified people and facilities for the event. He pointed out that it all comes back to the involvement of the community. He added that the community has been very receptive to this event in the past.

***Jay Elquist made a motion to approve a request of \$2,500 marketing fund support for the 2010 Nevada State High School Rodeo Finals hosted by the Elko High School Rodeo Club. Connie Campbell seconded the motion. The motion passed unanimously.***

**6B-1117-09**

**Discussion and possible approval of a revision to the Marketing Committee policy language as recommended by Bob Wines**

Don Newman explained that the ECVA marketing committee member list was in the process of being revised and approved by the Marketing Committee. He further explained that he has consulted with Bob Wines, ECVA legal representative, pertaining to the language of the Marketing Committee Policy regarding the number of members needed to be in attendance at Marketing meetings to vote on action items.

Mr. Newman reviewed a letter from Bob Wines regarding recommendations to the language of the ECVA Marketing Committee bylaws. He stated that Mr. Wines suggested that the ECVA Marketing Committee continue to act as an advisory committee to the ECVA Board of Directors.

Cathie Horn stated that the Marketing Committee now meets every other month and with poor attendance at the meetings that ECVA progress has slowed.

Gary Morfin inquired if attendance at ECVA Marketing meetings has always been poor.

A discussion on possible ways to improve attendance at ECVA Marketing Committee meetings took place at this time.

Don Newman explained that membership changes are being made to the ECVA Marketing Committee and that these proposed changes will be taken back to the Marketing Committee for approval. He stated that these changes should help with the attendance at the meetings.

Ruben Abeyta suggested involving the Marketing members in the ECVA budgeting process as far as budgeting annual marketing funds.

Jay Elquist agreed and suggested holding one meeting per year where a majority vote is needed to established which local area events will be supported through marketing funds.

Gary Morfin stated that at this time he would like to move forward. He further stated that this agenda item could be brought back to the Board at the next meeting as an old business item.

***Ruben Abeyta made a motion to approve a revision to the ECVA Marketing Committee Policy language as recommended by Bob Wines. Jay Elquist seconded the motion. The motion passed unanimously.***

**7. STAFF REPORTS:**

**7A-1117-09**

**Comptroller's Report/Approval of October Expenditures and all matters related to**

Delynn Jones reviewed the Comptroller's report for October 2009 included in the Board packet.

Ms. Jones stated that August and September General Fund Room Tax were received in October from the City of Elko. She stated that the amount received in August 2009 was \$54,868 versus \$54,928 received in August 2008 which is a decrease of \$60 or -.11%. She further stated that the amount received in September 2009 was \$41,270 versus \$47,361 received in September 2008 which is a decrease of \$6,191 or -13%.

Ms. Jones reported that August and September Marketing Fund Room Tax was received in October from the City of Elko. She stated that the amount received in August 2009 was \$40,422 versus \$40,473 received in August 2008 which is a decrease of \$51 or -.11%. She further stated that the amount received in September 2009 was \$30,331 versus \$34,892 received in September 2008 which is a decrease of \$4,560 or -13%.

Ms. Jones pointed out that room tax payments included delinquent taxes from hotel properties in the amount of \$7,501 from April and May 2009.

Ms. Jones reported that Ad Valorem Taxes received for September 2009 from Elko County were \$50,519 versus \$2,334 for September 2008. She pointed out that YTD Ad Valorem for 2009 was \$113,998 versus \$72,741 reflecting an increase of \$41,257 or 57%.

Ms. Jones stated that total claims for October 2009 were \$236,838.83 which included a transfer of \$100,000 to Edward Jones for investment. She further stated that total claims for October 2008 were \$366,048 of which \$3,346 was eligible for grant reimbursement and included a \$200,000 transfer to Wells Fargo Savings.

Connie Campbell pointed out that in the October Board meeting Charlie Myers had asked about outstanding balances on the aging report. She inquired how collecting those balances was going.

Don Newman stated that collection of those balances was being done and reviewed a handout of what has been collected since October 2009 with the Board.

Delynn Jones added that Sally Meyer had accepted the responsibility for contacting ECVA clients to collect past due funds. She further added that Ms. Meyer's efforts were effective and very much appreciated.

***Jay Elquist made a motion to approve the October 2009 claims in the amount of \$236,838.83. Ruben Abeyta seconded the motion. The motion passed unanimously.***

## **7B-1117-09**

### **Convention & Tourism Report**

Don Newman reported for Tom Lester who was attending the National Tour Association Conference.

Mr. Newman reviewed Mr. Lester's October 2009 Convention & Tourism Report included in the Board packet.

Mr. Newman gave an update on Mr. Lester's upcoming travel schedule through January 2010.

Mr. Newman stated that the website for the Cowboy Country Territory is up and running at [www.cowboycountry.com](http://www.cowboycountry.com).

Mr. Newman stated that production of the 2010 Visitor Guide is on schedule and will be available by the middle of December.

Mr. Newman stated that Mr. Lester was working with Karrie Schoppe-Pine to add meeting planners and tour operators buttons on the ECVA website which will offer more information to meeting and tour planners.

Mr. Newman reviewed the lead report included in the Convention & Tourism report.

Mr. Newman reviewed convention and meetings that Mr. Lester is working on bringing to Elko and stated that the Summit of Mining Communities Conference has been scheduled in Elko during October 2010.

Connie Campbell inquired if any promotion within Elko was being done to help bring physicians to the area.

Don Newman stated that a gentleman by the name of Carl Brinkman is working with NNRH as a consultant to put together a presentation package of Elko to attract physicians to the area.

#### **7C-1117-09**

#### **Marketing & Events Report**

Cathie Horn made a presentation to the Board on the November Marketing & Events report.

Ms. Horn stated that the ECVA has been focusing and has been proactive during the last six month in promoting the ECVA through online advertising. She reviewed a handout from Tripinfo.com analyzing the shift in travel planning advertising from print media to web media. She explained that there is an increase of people going online to plan their travel.

Ms. Horn pointed out Visitor Guide leads from advertising in Reader's Digest in October and explained that this publication is the ECVA's largest resource of Visitor Guide requests. She further explained that ECVA web links with GoNevada.com and GoUtah.com are the next largest in leads.

Ms. Horn stated that Don Newman and herself along with the Convention Center are listed in the Nevada Mining Association Directory as convention services for the mining industry. She further stated that the ECVA advertises in the Northwest Mining Association Directory.

Ms. Horn stated that she will attending the Northwest Mining Association Conference in December in Reno.

Ms. Horn passed around printouts of the ECVA's new pull-up boards to be used at tradeshow.

Ms. Horn stated that on November 9, 2009 the ECVA received a press release from the Nevada Commission on Tourism which just launched their winter ad campaign. She pointed out that in this press release it stated that the NCOT advertises heavily online. She further pointed out that the ECVA has a web link on NCOT's website.

Ms. Horn stated that Don Newman was contacted by GCI which is a marketing program that will take advertising from a CVB and create at no cost 3D images. She further stated that they will create podcasts at no cost.

Ms. Horn stated that the ECVA received a grant to launch the California Trails Center's website but pointed out that the site needs to be updated. She further stated that she has contacted Karrie Schoppe-Pine concerning the matter and that for \$10 per year the website can be listed under the ECVA's domain which will save a tremendous amount of money.

Ms. Horn reported that she attended the Western Association of Convention & Visitors Bureaus Conference and was able to network with a lot of people. She further reported that she was able to mobi the ECVA's website for mobile phone use.

Ms. Horn stated that the ECVA is working on the 2009 Festival of Trees. She stated that the ECVA is working with the 2010 Census during this event and that a grant application has been submitted to the Census to make magnets to hand out at the Festival of Trees to remind people to get involved in the 2010 Census process. She explained that the ECVA will also be reaching out to the Hispanic community in its advertising for the Census.

Ms. Horn stated that the ECVA will host the Summit of Mining Communities Conference in October 2010. She further stated that since the ECVA has room for booths at the conference that the Mining Expo Committee will reach out to vendors that do not have a booth at the Mining Expo and give them the opportunity to exhibit during this conference.

Ms. Horn stated that preparations for the 2010 Elko Mining Expo have begun and that the Mining Expo Committee has reached out to additional vendors to generate interest in being part of the committee.

Connie Campbell inquired of those in attendance at the meeting how many use Facebook and Twitter.

A discussion of the effectiveness of Facebook and Twitter took place at this time.

## **7D-1117-09**

### **Administrative Report**

Don Newman reviewed his November Administrative Report included in the Board packet.

Mr. Newman reported that the Summit of Mining Communities Conference was officially awarded to Elko and is scheduled for October 4-7, 2010. He expressed appreciation to the Northern Nevada Partnership-Elko, Mary Korpi, Katie Neddenriep and Sheri Eklund Brown for their support. He pointed out that the ECVA will reach out to mining vendors which were not able to exhibit during the 2010 Mining Expo due to lack of booths to offer them an opportunity to exhibit during this conference.

Mr. Newman stated that a meeting took place with KRJC to resolve their outstanding balance owed to the ECVA. He reported that it was agreed that the ECVA would receive a portion of the balance in print and radio trade and a payment for the remaining balance would be made to the ECVA.

Mr. Newman reported that the Elko Convention and Visitors Authority received a 100% in their recent Health Department inspection.

Mr. Newman stated that new phones have been installed at the Convention Center and that Frontier Communications is working to correct a few programming glitches.

Mr. Newman reported that the ceiling fan conversion is complete and that the old lighting has been donated to F.I.S.H.

Mr. Newman reviewed September 2009 room tax comparison. He pointed out that room tax collected for September lacked reports from 3 motels.

Ruben Abeyta pointed out that if we knew how many rooms were missing from the 3 motels that did not report then that number could be deducted from the total to give an exact number.

Mr. Newman reported that there were 14 events over 19 days scheduled at the Convention Center during November with 9 events over 15 days being scheduled in December. He further reported that Holiday parties scheduled at the Convention Center have begun.

Don Newman stated that the economy of Elko continues to be strong and that events are staying at anticipated levels.

Mr. Newman reported that he attended the 2009 Gold Diggers Motorcycle Club Snobowl XC European Scrambles Motorcycle Race in November and stated that the Gold Diggers Motorcycle Club is looking at scheduling that event again in Elko during August 2010.

## **8. Board Comments**

Connie Campbell stated that in a conversation with someone from out of town that the comment was made about how beautiful the Ruby Mountains were in a photo they saw.

## **9. Adjournment**

The meeting was adjourned at 9:22 a.m.