

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, OCTOBER 20, 2009
ELKO CONVENTION CENTER
CEDAR ROOM
8:00 A.M.

1. Roll call

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

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

Visitors: Curtis Calder, Gold Diggers Off Road Motorcycle Club
Charlie Ekburg, Sweetlight Photography
Rebecca Erickson, Elko County Treasurer
Donnie Hansen, Gold Diggers Off Road Motorcycle Club
Adella Harding, Elko Daily Free Press
John Pfeifer, Elko Daily Free Press

2. Call to order and Pledge of Allegiance

The meeting was called to order at 8:09 a.m. by Board Chair, Gary Morfin. Board member, Jay Elquist was not present.

3. Public Comments

No public comment was made at this time.

4. Approval of minutes from the Rescheduled Board meeting of September 15, 2009

Charlie Myers made a motion to approve minutes from the September 15, 2009 Board meeting. Ruben Abeyta seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

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

6. NEW BUSINESS:

6A-1020-09

Presentation by Carol Mott, Elko Daily Free Press for approval and production of the 2010 Elko Visitors Guide

John Pfeifer from the Elko Daily Free Press made a presentation to the Board at this time requesting approval for the production of the ECVA 2010 Elko Visitors Guide. He stated that the Guide would be available after December 1, 2009.

Tom Lester pointed out that the 2010 Visitors Guide would be similar to the 2009 Guide with a few changes and a dining guide added.

Cathie Horn added that the Elko Convention and Visitors Authority would have the back cover and the centerspread of the 2010 Visitors Guide for advertising.

Ruben Abeyta made a motion to approve the production of the ECVA 2010 Elko Visitors Guide by the Elko Daily Free Press. Connie Campbell seconded the motion. The motion passed unanimously.

6B-1020-09

Discussion and possible approval of the 2009 Festival of Trees Charity Partners

Gary Morfin reviewed a list of potential charity partners recommended by the ECVA for the 2009 Festival of Trees.

Cathie Horn stated that the theme for the 2009 Festival of Trees was "Hand in hand every individual counts." She further explained that the ECVA Board approved to be a partner for the 2010 census and that this theme ties into the census theme, "It's in our hands."

Don Newman stated that with the status of the economy and corporate changes in the country which have taken place in the past few years the ECVA anticipates involvement in the 2009 Festival of Trees to be down. He suggested that only four or five charity partners be approved from the list provided.

Connie Campbell recommended approving only four charity partners.

Gary Morfin stated that he would like to approve five charity partners to be funded from the Festival of Trees.

Ruben Abeyta agreed with Mr. Morfin.

A discussion of charity partner choices for the 2009 Festival of Trees took place at this time.

Charlie Myers made a motion to approve Friends for Life, Family Respite, Communities In Schools, Boys & Girls Club and Horizon Hospice as the 2009 Festival of Trees Charity Partners. Connie Campbell seconded the motion. The motion passed unanimously.

Connie Campbell stated that chosen partners need to be informed that they will be needed to help set up the event.

6C-1020-09

Discussion and possible approval of a request for \$1,500 Marketing Fund support for the 2009 Gold Diggers Motorcycle Club Snobowl XC European Scrambles Motorcycle Race

Don Newman stated that this item was being presented directly to the Board due to the change of date of the ECVA Marketing Committee. He explained that it would be presented to the Marketing Committee the following day and that Board approval would be contingent on Marketing Committee approval.

Curtis Calder and Donnie Hansen from the Gold Diggers Off Road Motorcycle Club made a presentation to the Board requesting \$1,500 in Marketing funding for support of the 2009 Gold Diggers Motorcycle Club Snobowl XC European Scrambles Motorcycle Race on November 14 & 15, 2009. They showed a video from the 2008 event and explained that the race would be a 2 day event with approximately 300 participants with 80% of those participants being from outside of the Elko area.

Tom Lester inquired if there would be a spectator area and an admission charge to raise funding for the following year's event.

Curtis Calder stated that most spectators would be families of the racers and that most of the funding comes from outside sources such as the ECVA.

Connie Campbell inquired why the race was being held so late in the year.

Curtis Calder explained it was the only date available for the club.

Tom Lester inquired if there would be vendors at the race.

Curtis Calder stated that Skip's Snack Shack would be selling food and drink for the race.

Charlie Myers stated that the ECVA has an interest in keeping the race permanently in Elko.

Charlie Myers made a motion to approve \$1,500 in Marketing Funds support for the 2009 Gold Diggers Motorcycle Club Snobowl XC European Scrambles Motorcycle Race contingent on ECVA Marketing Committee approval. Connie Campbell seconded the motion. The motion passed unanimously.

Connie Campbell suggested that the Gold Diggers Off Road Motorcycle Club collaborate with the Elko Motorcycle Jamboree to do an event during the Jamboree.

Donnie Hansen explained that the race was moved from Winnemucca because of problems with the BLM and that the SnoBowl area opened up for the 2009 event. He further explained that this provides a viable opportunity to start holding the race permanently in the Elko area although there are still opposition from the BLM.

Mr. Hansen further explained that the Gold Diggers Off Road Motorcycle Club approached

the Elko Motorcycle Jamboree in 2007 but the Jamboree committee was not open to the idea of collaborating with the Gold Diggers Club at that time. He stated that the Gold Diggers Club was not opposed to approaching the Elko Motorcycle Jamboree again with the idea.

Charlie Myers recommended that the Gold Diggers Off Road Motorcycle Club meet with the Elko County Commissioners to request funding support along with help with BLM issues.

Cathie Horn inquired if there was prize money for the event.

Curtis Calder stated that there was not prize money but rather trophies for the winners.

Cathie Horn stated that changes have been made to the Elko Motorcycle Jamboree in recent years and suggested that the Gold Diggers Club approach them again with the idea of collaborating an event during the Jamboree.

6D-1020-09

Discussion and possible approval of a request for \$3,000 Marketing Fund support for the Western Folklife Center's NCOT grant for a Travel Writers FAM Trip

Darcy Minter from the Western Folklife Center joined the meeting per speaker phone at this time. She explained that the 2010 National Cowboy Poetry Gathering would feature a FAM tour that would bring journalists to the Gathering using \$3,000 in grant money from the NCOT and \$3,000 in matching funds from the ECVA. She further explained that these funds would be used for travel and accommodations along with a per diem for a four day tour.

Don Newman inquired if the Fam tour was contingent on NCOT funding.

Darcy Minter stated that it was and that hosting the FAM tour would not generated ticket sales and publicity for the 2010 show but rather for the 2011 show.

Don Newman explained that there was a FAM tour held prior to the 2009 Gathering which helped generate publicity for the 2010 Gathering.

Gary Morfin stated that this item was contingent on approval from the ECVA Marketing Committee.

Ruben Abeyta made a motion to approve a \$3,000 request of Marketing fund support for the Western Folklife Center's Travel Writers FAM Tour contingent on NCOT funding and ECVA Marketing Committee approval. Connie Campbell seconded the motion. The motion passed unanimously.

6E-1020-09

Discussion and possible approval of individuals authorized to invest funds in savings accounts and certificates of deposit on behalf of the Elko Convention and Visitors Authority

Delynn Jones, Comptroller for the Elko Convention & Visitors Authority, explained that a master signature list has been submitted to Nevada State Bank. In addition Nevada State Bank has requested board approval of those individuals authorized to contract investments on behalf of the ECVA

Ms. Jones presented a list of individuals to be approved by the Board as authorized individuals to establish investment accounts on behalf of the Elko Convention & Visitors Authority (ECVA). She explained that these individuals would be authorized to deposit, transfer, withdraw or otherwise renew and/or terminate investment funds as they deem necessary for the benefit of the ECVA. She further explained that at this time these investments would be limited to FDIC insured or collateralized savings accounts or certificates of deposit. This approval is in addition to any other authorization in effect for other financial matters of the ECVA.

The list is as follows:

Don Newman, Executive Director
Delynn Jones, Comptroller
Gary Morfin, Board member
Charlie Myers, Board member
Rebecca Erickson, Elko County Treasurer

Charlie Myers made a motion to approve the above list of individuals presented to the Board to be authorized to conduct financial affairs of the Elko Convention & Visitors Authority (ECVA) for the time period July 1, 2009 until such time that Nevada State Bank is notified of any additions or deletions by the ECVA. Connie Campbell seconded the motion. The motion passed unanimously.

7. STAFF REPORTS:

7A-1020-09

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

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

Ms. Jones stated that August General Fund Room Tax was not received until October from the City of Elko. She estimated that August 2009 General Fund Room Tax would be \$50,000 versus August 2008 of \$54,928 which is a decrease of \$4,928 or 8.9%.

Ms. Jones reported that August Marketing Fund Room Tax was not received until October from the City of Elko. She estimated that August 2009 was \$37,000 versus August 2008 of \$40,473 which is a decrease of \$3,473 or 8.6%.

Ms. Jones reported that Ad Valorem Taxes received for August 2009 from Elko County were \$58,610.53 versus \$69,828 for August 2008 which is a decrease of \$11,217 or 16%.

Ms. Jones stated that total claims for September 2009 were \$135,563.46 of which \$5,200 was eligible for grant reimbursement. She compared this to September 2008 amount of \$205,891.00 of which \$9,096 was eligible for grant reimbursement and \$88,204 was a transfer to savings for Facility Expansion.

Charlie Myers inquired about outstanding balances on the Aging Report included in the Comptroller's report and asked what needed to be done to collect past due funds.

A discussion took place at this time of outstanding balances on the Aging Report.

Charlie Myers made a motion to approve the September 2009 claims in the amount of \$135,563.46. Ruben Abeyta seconded the motion. The motion passed unanimously.

Ms. Jones reviewed Certificates of Deposit maturities with the Board at this time.

7B-1020-09

Convention & Tourism Report

Tom Lester reviewed his Convention & Tourism Report for October 2009 included in the Board packet.

Mr. Lester stated that he just returned from the Summit of Mining Communities and that Elko has been awarded the 2010 show for that event.

Mr. Lester reviewed his travel schedule with the Board.

Mr. Lester stated that the new Cowboy Country Territory web site is up and running.

Mr. Lester stated that an ad is running in the October issue of Courier Magazine featuring Reno, Nevada. He pointed out that this ad will come out just before the National Tour Association Convention on November 14-19, 2009 in Reno and will attract tour operators to the Elko area.

Mr. Lester reported that the 2nd Annual Chili Cook-Off was a success.

Mr. Lester reviewed the lead report included in his report.

Mr. Lester stated that the new Meet Me In Elko DVD is featured on www.meetingsfocus.com and will attract meeting and convention planners to Elko. He further stated that the DVD was also used to show case Elko as a meeting and convention destination at the Summit of Mining Communities in Butte, Montana on October 12-15, 2009 and the League of Cities on October 16, 2009 in Las Vegas.

Mr. Lester stated that he will be attending the Meetings Quest Show in December to meet with meeting and group planners and will be showcasing the Meet Me In Elko DVD.

Mr. Lester explained that he is working with Carolyn Blackburn who is a freelance writer/editor for Meetings West publication. He further explained that she will be publishing a Nevada story in the December issue.

Mr. Lester reviewed conventions and meetings scheduled to come to Elko in 2009, 2010 and 2011.

7C-1020-09

Marketing & Events Report

Cathie Horn reviewed her October 2009 Marketing & Events report included in the Board packet.

Ms. Horn reported that ads continue to run in various publications featuring Elko.

Ms. Horn stated that the Elko Chamber of Commerce has partnered with The Northern Nevada Business Weekly which will produce a section called “Elko Business Outlook” in the October 15, 2009 issue. She further stated that the ECVA is placing an ad that will focus on the “Meet Me In Elko” campaign.

Ms. Horn explained that web banners continue to run on KUTV.com, magicvalley.com, elkodaily.com, renopassport.com, go-nevada.com, goutah.com and atvillustrated.com.

Ms. Horn reported that the page for www.heritagetravelinc.com will launch in October with the focus being on Elko’s Basque heritage, ranching, The California Trails Center, The Northeastern Nevada Museum and the Sherman Station. She further reported that the Explore Elko campaign will also be promoted to help promote recreation along with the heritage theme.

Ms. Horn pointed out that the ECVA is partnering with the Western Folklife Center to place an ad in the Holiday issue of Cowboys & Indians to help market the 2010 National Cowboy Poetry Gathering.

Ms. Horn reported that she attended the Nevada Mining Association Conference in September. She further reported that the Association was very happy that the ECVA was taking an active role to be part of the Nevada Mining Association. She pointed out that with the current attitude toward the mining reform bill it was discussed how each and every member is tasked with educating the public on mining and its inherent importance to the world.

Ms. Horn stated that she attended Street Vibrations in Reno to help promote the Elko Motorcycle Jamboree as well as other Elko area events.

Ms. Horn further stated that she attended the Las Vegas Bike Fest on October 1-4, 2009 and helped work the NCOT booth.

Ms. Horn reported that 2010 Mining Expo Committee meetings began in September. She stated that this will be the 25th anniversary of the event and the slogan will be “Celebrating Our Silver Anniversary in Gold Country”.

Ms. Horn stated that a letter will be sent out to the 2009 Festival of Trees Charity Partners to inform them that they have been chosen. She further stated that she will meet with these charity partners and outline them on their responsibilities for the 2009 event.

Ms. Horn reported that Board meetings for the 2010 Elko Motorcycle Jamboree have begun.

Ms. Horn stated that she has been accepted as an official member of AIME which is a professional sector of the Society of Mining & Metallurgy.

Ms. Horn stated that she has been researching an on demand software program that is a one stop portal for measuring the effectiveness of ECVA marketing efforts.

Ms. Horn stated that she is now a member of Soroptimist International and will be working on several community projects.

7D-1020-09

Administrative Report

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

Mr. Newman reported that he and Mr. Lester attended the Summit of Mining Communities Conference in Butte, Montana on October 12-15, 2009. He further reported that Elko will host this event in 2010.

Mr. Newman stated that he did a presentation for the Nevada League of Cities in Las Vegas on October 16, 2009 to host the 2011 Conference. He further stated that Elko did not receive the conference for 2011 however he will doing another presentation in Reno next year for the 2012 conference.

Mr. Newman reported that on October 1-4, 2009 Elko hosted the East Indian Volleyball Tournament with 26 teams competing. He pointed out that over 200 competitors traveled to Elko for this event.

Mr. Newman stated that Elko also hosted the Nevada Library Association Conference on October 7-9, 2009 which was held at the Convention Center.

Mr. Newman reported that the Wizard of Oz stage production was held at the Convention Center on October 15-17, 2009.

Mr. Newman pointed out that work on replacing meeting room lighting with the new ceiling fans has begun.

Mr. Newman compared 2009 August room tax numbers to August 2008. He pointed out that August 2009 is lacking reports from two motels.

Delynn Jones pointed out that until the room tax numbers are current and reflect the missing motels that is it difficult to have an accurate room tax comparison.

Don Newman reported that there were 9 events over 22 days scheduled at the Convention Center during October with 12 events over 14 days being scheduled in November.

8. Board Comments

Ruben Abeyta stated that Hilton occupancy is benefiting from the construction of the new pipeline. He pointed out long time lodging is being booked and the outlook is encouraging.

9. Adjournment

The meeting was adjourned at 9:55 a.m.