

**Elko Convention & Visitors Authority
Lodging Committee Meeting
Elko Convention Center
700 Moren Way
Wednesday, February 27, 2008
6:00 PM.**

Committee Members Present: Alice Johnson, Comfort Inn
Stephanie Miriles, Motel 6
Karen Haynes, Motel 6
Sid Hasansyed, Econolodge Inn
Chuck Bhakta, Days Inn
Mike Bhakta, Key Motel
Ruben Abeyta, Hilton
Phil Roberts, Iron horse RV Resort
Marv Churchfield, Double Dice RV Park
Barry Bhakta, Rodeway Inn
Barry Bhakta, Esquire Inn
Paul Bhakta, Esquire Inn
Dan Bhakta, Holiday Motel
Dinesh Bhakta, Centre Motel
Andrea Wilder, Stockmens Hotel
John Carpenter, Cimmaron West RV Park

Staff Present: Cathie Horn, Marketing and Events Manager
Sally Meyer, Catering Coordinator
Jennifer Stotts, Administrative Assistant

EX-Officio Present: Garry Morfin, Lodging Committee Chair

1. Welcome & Introductions; Gary Morfin, Chair

Gary Morfin called the meeting to order at 6:00pm. Introductions were made around the table.

2. Approval of the Minutes from the January 23, 2008 meeting – Action Item

*Alice Johnson made a motion to approve the minutes from the January 23, 2008 meeting.
John Carpenter seconded the motion. The motion passed unanimously.*

3. Review of ECVA Activities and Occupancy Reports; Don Newman, Executive Director - Non-Action Item

Don Newman was not present at this time. Gary Morfin acted in his behalf. Gary stated that the occupancy reports indicated that the occupancy was down compared to last year. January is usually a very strong month because of the National Cowboy Poetry Gathering. It was mentioned that the Cowboy Poetry Gathering took place in both January and February this year. Further discussion took place regarding the occupancy reports.

4. Review of ECVA Marketing and Events Activities; Cathie Horn, Marketing & Events Manager – Non-Action Item

Cathie Horn stated that she and Juli Nelson have been working on some new ideas. She stated that postcards were in and ready to be picked up. She stated that they were located at the front of the room and asked everyone to initial the form so she could tell who has gotten them and who has not.

Cathie indicated that she is working on her budget.

Cathie stated that the 2008 Mining Expo is going to be sold out. She stated that there are over 100 booths already confirmed and only one booth has been released. She explained that Don Newman had gone to a City Council Meeting and requested a road closure so more booths could be added in the street. She stated that the City approved his request. Cathie stated that the Golf Tournament is almost sold out. She stated that The NV Mining Association would be taking over the Technical Sessions this year. She stated that this would be a beneficial change and it would be appealing to all aspects of the industry. She stated that it had the potential to fill the whole theatre for the week.

Ruben Abeyta stated that the ECVA did a good job keeping people here for the week with the itinerary and events.

Cathie stated that the Mining Expo Banquet would feature entertainment rather than a keynote speaker. She stated that this improved the banquet. She stated that the banquet will surely be sold out. She mentioned that it would be held at the Red Lion this year.

Cathie stated that the Fishing Derby would not take place at the 2008 Mining Expo because it mostly attracted locals and it was very time consuming. She stated that she plans on making it a standalone event later in the summer.

Cathie asked if there were any questions. There were no questions at this time.

5. Review of ECVA Convention and Tourism Activities; Tom Lester, Convention and Tourism Manager – Non-Action Item

Tom Lester was not present at this time. Cathie Horn acted in his behalf.

Cathie Horn encouraged the Lodging Committee to refer to Tom's Report. She covered the main points of his report. She stated that the Hill climb was a huge success. She also stated that he and Juli Nelson were working on Rural Roundup and the Wine Walk taking place downtown.

6. Discussion of lodging related opportunities or issues – Non-Action Item

Marv Churchfield stated that the Convention Center is very important for Elko events. He stated that gas prices are going to take a toll on tourism. He stated that the lodging community really depends on special events to bring people in.

John Carpenter stated that the City is coming out with a new ordinance on water meters and the procedures taken when there is a question about a meter's performance. He stated that there would be a charge to check it and the City's promise to maintain their water meters is not being honored.

Further discussion took place regarding water meters.

Gary Morfin stated that he chairman of the ECVA board, Dave Huckaby, is currently undergoing treatment for leukemia. He stated that Dave is in good spirits and he would keep everyone updated on his recovery.

7. 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.

There were no public comments at this time.

8. Next Lodging Committee meeting, March 26, 2008 – Action item

9. Adjourn

The meeting was adjourned at 7:01pm.