

**Elko Convention & Visitors Authority
Lodging Committee Meeting
Iron Horse RV Resort
Wednesday, January 23, 2008
6:00 PM.**

Committee Members Present: Debbie Hoover, Walmart
Bob Bhakta, Esquire Inn
Pat Henningsen, Stampede
Chuck Bhakta, Days Inn
Sam Bhakta, American Inn
Barry Bhakta, Rodeway Inn
Mahendra Bhakta, Budget Inn
Danny Bhakta, Centre Motel
Andrea Wilder, Stockmens Hotel
Matt McCarty, Hilton Garden Inn
Phil Roberts, Iron Horse RV Park
Aida Mathews, Elko Motel
Dan Bahakta, Holiday Motel
John Carpenter, Cimmaron West RV Park

Staff Present: Don Newman, ECVA Executive Director
Matt Murray, ECVA Marketing and Events Manager
Cathie Horn, Scheduling and Events Coordinator
Sally Meyer, Administrative Assistant

Guests Present: David Tilger, Elko ATV Jamboree Committee
Karen Hays, Elko ATV Jamboree Committee

EX-Officio Not Present: Garry Morfin, Lodging Committee Chair was not present.

1. Welcome & Introductions

Don Newman called the meeting to order at 6:06. Introductions were made around the table.

2. Approval of the Minutes from the October 24, 2007 meeting – Action Item

*John Carpenter made a motion to approve the minutes from the October 24, 2007 meeting.
Aida Mathews seconded the motion. The motion passed unanimously.*

3. Introduction of the new Marketing and Events Manager

Don Newman stated that Matt Murray resigned from the ECVA to pursue a career with Newmont Mining. He stated that Cathie Horn would be taking his place as the Marketing and Events Manager. He explained that she is the best person for the job; she is very active with the mining expo and other events at the Elko Convention Center.

Don Newman stated that Sally Meyer would be taking over as the Catering Coordinator. He stated that it would be a very good opportunity for Cathie to act as a mentor for Sally.

Don Newman concluded by stating the both Cathie Horn and Sally Meyer have done an outstanding job and he expects them to do well in their new positions.

4. Presentation from Karen Hayes, Gold Country ATV Association

Don Newman introduced Karen Hayes and Dave Tilger of the Elko ATV Jamboree Committee. He mentioned that this event is really impressive; it has gained national recognition in its fourth year.

Karen Hayes thanked the committee for allowing her and Dave to attend. She stated that the first year of the ATV Jamboree, only twenty-five riders participated. She stated that this year they expect up to three hundred and fifty riders plus press to attend. She mentioned that the participants of this event have a good time and they spend a lot of money in the community. She passed around some of the press that has advertised this event. This event was chosen by ATV Magazine as a "Must Go To" event. She stated that they had very big expectations for this year's event.

Dave Tilger stated that information is published on elkoatvjamboree.com. He asked if any of the Lodging Committee Members would be interested in holding ten rooms under the name Elko ATV Jamboree. He asked if any offered weekly rates.

Cathie Horn stated that on the ECVA's website, ExploreElko.com, there was a lodging page that contained all information about pricing, group rates, and weekly rates. She encouraged Karen and Dave to go on the ECVA website and then call each hotel to get accurate pricing for the dates of the event.

Don Newman stated that anyone interested should talk to Karen and Dave. He stated that it would be nice if the Lodging Committee was able to work with the Elko ATV Jamboree. He mentioned that the ECVA continues to support this event.

5. Review of the ECVA Activities and Occupancy Reports; Don Newman, Executive Director

Don Newman stated that this is the first time all year that occupancy rates have been down. He encouraged the lodging community to report accurate information to the City because we are not getting a true number.

Some members of the Lodging Committee pointed out that the numbers have been down this year compared to last year due to the construction of the new Junior High being complete. Last year many people from out of town stayed in rooms to construct the Junior High. He also stated that the construction of the power plant is complete this year.

Don Newman stated it was good to know why figures were down.

6. Review of ECVA Marketing and Events Activities; Matt Murray, Marketing and Events Manager

Matt Murray stated that the 2008 Gear and Trappings show is sold out and thirty items in the juried show and sale are expected.

Matt stated that the International Sportsmen's Expo in Sacramento, CA is still a strong show and he was able to promote all the events in the Elko area. He stated that there is an abundance of interest in the trail system for both snowmobile and ATV riding this year.

Matt stated that the posters have been completed and delivered to Doug Shippy; the Snowmobile Hill Climb will take place February 16-17 at the Elko Sno Bowl. He stated that six hundred riders signed up this year.

Matt mentioned that this is his last meeting. He thanked the committee for their support throughout the years.

7. Review of ECVA Convention and Tourism Activities; Tom Lester, Convention and Tourism Manager

Tom Lester was not present; Don Newman acted in his behalf.

Don stated that Tom is working on the new television marketing campaign that will be launched starting this month with the RMSHA Hill Climb. He stated that Tom will be meeting with the NCOT to go over Rural Round Up. Tom will be attending the L.A. Times Adventure and Travel Expo. Don mentioned that an ad was placed in the Nevada Travel guide section of Courier Magazine.

Don stated that Jack Welch with Blue Ribbon Magazine will be coming to explore snowmobiling areas and events.

Don mentioned some of the conventions and events that Tom is working on: California Trails Day, RMSHA Hill Climb,

Don stated that there were some new conventions in motion as indicated in Tom's report.

8. Discussion of lodging related opportunities or issues

Matt McCarty asked the Lodging Committee if anyone received the letters from the City regarding the changes in testing water meters.

No one received this letter.

Matt explained that they were going to require a deposit at the expense of the business to test the water meters. He stated that if the meter was overcharging by 2%, the City would pay back what was over charged for up to three months.

Further discussion took place regarding the changes of water meter testing.

9. Public Comments

There were no public comments at this time.

10. Next Lodging Committee Meeting, February 27, 2008. Location: TBD

11. Adjourn

Barry Bhakta motioned to adjourn the meeting. Chuck Bhakta seconded this motion. The motion passed unanimously.

The meeting was adjourned at 7:18 PM.