

**Elko Convention & Visitors Authority
Lodging Committee Meeting
Comfort Inn & Suites
2970 Idaho Street
Wednesday, October 27, 2010
6:00 PM.**

Committee Members Present: Pamela Rand, EconoLodge
Aida Mathews, Elko Motel
Alice Johnson, Comfort Inn
Mahendra Bhakta, Budget Inn
Dan Bhakta, Holiday Motel
Mike Bhakta, Key Motel
Barry Bhakta, Rodeway Inn

ECVA Staff Present: Don Newman, Executive Director
Tom Lester, Convention/Tourism
Juli Nelson, Marketing Coordinator
Jen Stotts, Events Coordinator
Ami Simpson, Administrative Assistant

Ex-Officio Present: Ruben Abeyta, Chairman

1. **Welcome & Introductions;** Ruben Abeyta, Chairman

Chairman Abeyta called the meeting to order at 6:10 p.m. and thanked Ms. Alice Johnson for hosting the meeting and Flying Fish for providing dinner.

2. **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 was no public comment at this time.

3. **Approval of the Minutes from the July 28, 2010 meeting** – Action Item

Ms. Aida Mathews made a motion to approve the July 28, 2010 Lodging Committee Minutes. Ms. Alice Johnson seconded the motion. The motion passed unanimously.

4. Review of ECVA Activities and Room Tax Review - Non-Action Item

Mr. Newman stated the Room Tax Revenues for August were \$55,567 in General Funds and \$40,945 in Marketing Funds.

Mr. Newman stated the EVCA is working with Ms. Kitty Nash from Charter Media for 2011 television ads.

Mr. Newman stated that ECVA is working on the 2011 Events Calendar and Visitors Guide.

Mr. Newman passed around a Nevada Magazine that featured three articles about Elko.

Mr. Newman further stated that ECVA will be reprinting post cards of Elko and surrounding areas.

5. Review of ECVA Marketing and Events Activities – Non-Action Item

Ms. Nelson reviewed the marketing report for October 2010.

Ms. Juli Nelson stated that ads are running to promote upcoming Elko area events. She highlighted on local radio advertising with Ruby Mountain Radio promoting the RMPRA Rodeo, the November Ruby Mountain Symphony and the Festival of Trees. She further mentioned ads were done to promote the 2011 NQHA Schedule, the Nevada Outfitters and Guides Association and 2011 Great Basin Cowboy Gear Show and Sale.

Ms. Nelson further stated that advertising for the 2010 Festival of Trees will begin the first week in November.

Ms. Jen Stott's stated that the RMPRA rodeo was held on October 1 & 2, 2010 at the Elko County Fair Grounds with 205 participants. She pointed out that the Elko Girls State Championship was held on October 18 & 19, 2010 at Ruby View Golf Course and the ECVA sponsored with a donation of \$1,000 and an in-kind donation of producing banners.

Ms. Stott's explained after reviewing the application letter from Northern Nevada Autism Network for Festival of Trees funding that the title was actually Northern Nevada Autism Network – Elko Chapter. She pointed out that charity funding would be spent in the Elko area.

Ms. Stott's stated the 2010 Festival of Trees is in production and the item entry forms will be available at the beginning of November on the ECVA website or at the business office. She explained that this year's entry form would include guide lines.

6. Review of ECVA Convention and Tourism Activities – Non-Action Item

Mr. Tom Lester went over his Convention & Tourism Report include in the board packet.

Mr. Lester reviewed his schedule for travel in the next couple of months.

Mr. Lester reported that he was putting together a snowmobile FAM tour for the month of February and that he would be inviting representatives from a ATV Illustrated and SnoWest magazines.

A discussion took place at this time of possible events for the winter months.

Mr. Lester also stated that there was going to be a Fun Map in the 2011 Visitors Guide.

Mr. Lester reviewed Conventions and Meetings coming to Elko from 2011 to 2012.

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

Mr. Newman stated that the Pipeline project was not the reason why Cowboy Poetry sales were down and further stated that he called around to local hotels and motels and they still have vacancies for the event.

Mr. Ruben Abeyta stated that the Hilton is going to be remodeled in December. He further stated that the Iron Horse RV Park would be on the Travel channel.

8. Next Lodging Committee meeting: January 19th, 2011 – Action item

The next Lodging Committee Meeting will be held January 19, 2011 at 6:00 p.m.

9. Adjourn

Chairman Abeyta adjourned the Lodging Committee Meeting at 7:00 pm.