

ELKO CONVENTION & VISITORS AUTHORITY  
MARKETING COMMITTEE MEETING  
PUBLIC MEETING

Elko Convention Center  
Wednesday, April 9, 2008 – 8:00 A.M.

- Committee Members Present:** Ruben Abeyta, Hilton Garden Inn  
Shasta Gretch, Gold Dust West  
Elaine Heit, Elko Daily Free Press  
Debbie Hoover, Wal-Mart  
Stacey Sawyer, Holder Hospitality Group-Elko
- Committee Members Absent:** John Carpenter, Cimarron West  
John Collett, Cowboy John Tours  
Rob Deerstine, Red Lion Inn & Casino  
Charlie Ekborg, Sweetlight Photography  
David Jamiel, California Trails Center  
Doug Madden, Madden Realty  
Darcy Minter, Western Folklife Center  
Lynn Rubel, Ruby Mountain Symphony  
Joyce Shaw, Great Basin College  
LaVonne Thomspson, Elko Area Chamber of Commerce  
Traci Tourreuil, KRJC/KTSN & The Elko Shopper
- Ex-Officio:** Ruben Abeyta, Hilton Garden Inn
- ECVA Staff:** Don Newman, ECVA Executive Director  
Tom Lester, Convention & Tourism Manager  
Cathie Horn, Marketing & Events Manager  
Juli Nelson, Graphics/Administrative Assistant
- Visitors:** Summer Ehrmann, Elko Motorcycle Jamboree  
Victoria Hinze, Elko Motorcycle Jamboree  
Rhonda Zuroff, Elko Daily Free Press

**1. Meeting called to order by ECVA Board Member, Ruben Abeyta**

The meeting was called to order at 8:00 a.m. by ECVA Board Member, Ruben Abeyta.

**2. Roll call of Marketing Committee members**

Introductions were made around the table.

**3. Approval of the February 13, 2008 Marketing Committee Minutes**

*Stacey Sawyer made a motion to approve the February 13, 2008 Marketing Committee minutes. Elaine Heit seconded the motion. The motion passed unanimously.*

#### **4. Discussion and possible approval of EMJ request for \$5,000 room tax marketing support**

Summer Ehrmann from the Elko Motorcycle Jamboree explained that the jamboree is in its 8<sup>th</sup> year and pointed out that a copy of the proposal for request for marketing funds was included in the packet. She further explained that the 2007 Elko Motorcycle Jamboree had a \$3.5 million impact on the Elko community.

Don Newman stated that the ECVA understands the impact of the Jamboree on the community and further stated that he is in favor of supporting this event.

Further discussion of the impact of the 2007 Elko Motorcycle Jamboree on the Elko community took place at this time.

Don Newman pointed out that the ECVA has started its support of the Elko Motorcycle Jamboree by placed an ad in RIDE Magazine and handed out a copy of the ad. He further pointed out that a copy of the issue of RIDE Magazine with the ad would be handed out at 3 different motorcycle jamborees in California.

Summer Ehrmann stated that promotional DVDs advertising the 2008 Jamboree have been produced.

Rhonda Zuroff stated that the DVD is being played on the EMJ website along with a link from the Elko Daily Free Press website to the EMJ site. She further stated that the DVD is being distributed to sponsors of the event.

*Stacey Sawyer made a motion to approve the EMJ request for \$5,000 room tax marketing support contingent on ECVA Board approval. Shasta Gretch seconded the motion. The motion passed unanimously.*

Don Newman explained to the committee that the ECVA sponsorship for the Elko Motorcycle Jamboree is done by reimbursing the EMJ committee for any expenses up to \$5,000.

Tom Lester asked about lodging accommodations for new visitors to the jamboree.

Rhonda Zuroff explained that the EMJ committee is reaching out to campsite throughout the community including Wells and Carlin and this information is being included on the Jamboree's website.

Victoria Hinze added that a link from the Jamboree's website to the ECVA's website is provided for people interested in lodging.

#### **5. Report on Room Tax/Occupancy Reports; Don Newman**

Don Newman stated that at the end of 2007 occupancy reports were on a downward trend but pointed out that because of the Cowboy Poetry Gathering that January showed an increase. He

further pointed out that reports for February were again down and stated it could possibly be due to the weather.

Mr. Newman pointed out to the committee that the City of Elko increased the estimated room tax revenue in their 2008/2009 with the anticipation that revenues will increase.

Matt Murray asked if the 2007 RMSHA Hillclimb had an impact on room numbers.

Tom Lester stated that there were approximately 200-250 visitors to the Elko area for that event.

Don Newman stated that occupancy reports are hard to read because some lodging properties do not report their monthly numbers. He pointed out that the rev par was a truer number to go by.

Further discussion of what could be impacting room tax revenue took place at this time.

Don Newman stated that on February 16, 2008 approval for the language in the grant application for air service to Elko was granted. He further stated that the grant for air service was submitted on February 17, 2008.

Mr. Newman stated that permits for Vision Airlines to provide air service to Elko have been approved.

#### **6. Status Report of Convention/Tourism Events; Tom Lester**

Tom Lester reviewed his report included in the packet.

Mr. Lester reported that the 2008 Rural Roundup was a huge success and that the event generated 200 rooms for the Red Lion Inn & Casino.

Don Newman stated that the Wine Walk held during the Rural Roundup was successful in showing downtown shop owners the impact that conventions and events has on Elko.

#### **7. Status Report of Marketing and Events Programs; Cathie Horn**

Cathie Horn reviewed her report included in the packet and further explained that 342 booths for the Mining Expo have been sold and that the Expo's golf tournament is sold out. She further explained that advertising for the Expo's Tug-o-war would be taking place to promote the activity.

Ms. Horn stated that promotional advertising is being done in various magazines and passed around examples of magazines in which advertising was placed.

Ms. Horn explained the ECVA "foul pole" banner placed at Cashman Field in Las Vegas and passed around a picture of the banner.

Don Newman stated that the ECVA is receiving great exposure with the foul pole and pointed out that there were over 24,000 people in attendance during a two day event featuring the Seattle Mariners vs the Chicago Cubs on Friday, March 28, 2008 and March 29, 2008.

Cathie Horn stated that she is currently researching banner advertising on various websites. Ms. Horn stated that she worked the International Sportsman Expo held in Salt Lake City and that the major interest in Elko from that area was Elko's ATV trail systems.

Ms. Horn passed around a sample of the NCOT Travel Planner and stated that the ECVA will be placing advertising in that publication.

**8. Discussion of new ideas, referrals or suggestions from committee members**

Debbie Hoover inquired if advertising for the ECVA was being done at the airport and suggested doing a loop display that could run along the baggage claim.

Don Newman explained that the ECVA has had an ad in place at the airport for about a year and a half.

Mr. Newman stated that on April 19, 2008 there is a golf tournament being held in honor of Dave Huckaby and all proceeds would go toward a fund for a 3 ½ year old girl in Spring Creek who has leukemia.

Mr. Newman further stated that a blood drive is also being held on April 13 2008 in honor of Dave Huckaby.

Ruben Abeyta suggested that the ECVA Marketing Committee tour the California Trails Interpretive Center.

Debbie Hoover stated that Clean Up Green Up Day for Elko is scheduled on April 26, 2008 and that Walmart would have a recycle center operating that day.

Don Newman reported that the 2008 Rural Roundup held on April 2-4, 2008 was a great success.

**9. Public Comment Period**

No public comments were made at this time.

**10. The next meeting will be held on June 11, 200, 8:00 AM**

The next ECVA Marketing Meeting was scheduled for June 11, 2008 at 8:00 a.m.

**13. Adjourn**

The meeting was adjourned at 8:51 a.m.