

ELKO CONVENTION & VISITORS AUTHORITY  
MARKETING COMMITTEE MEETING  
PUBLIC MEETING  
Elko Convention Center  
Wednesday, August 18, 2010 – 8:00 a.m.

Committee Members Present: Charlie Ekburg, Sweet Light Photography  
John Carpenter, Cimarron West  
Dina L. Einboden, East End Merchants  
Terry Hritz, KENV – TV  
David Jamiel, California Trails Center/BLM  
Roger Leeper, Out of Mind Advertising/Related Mischief  
Lynn Rubel, Ruby Mountain Symphony  
Jennifer Sprout, Elko Area Chamber of Commerce

Committee Members Absent: Janet Antonini, Hilton Garden Inn  
Tamara Kubacki, Western Folklife Center  
Ashley Libro, Red Lion Inn & Casino  
Katie Neddenriep, Barrick Gold of North America  
Elizabeth Pinne, Northern Nevada Asset Holdings  
Joyce Shaw, Great Basin College  
Nicole Volk, NNRH  
James Wilson, Gold Dust West  
Ashley Wilson, Elko Daily Free Press

Ex-Officio: Connie Campbell

ECVA Staff: Don Newman, Executive Director  
Jen Stotts, Events Coordinator/Administrative Assistant  
Juli Nelson, Graphic/Administrative Assistant  
Ami Simpson, Administrative Assistant

Visitors: Dick Harris, Elko County Fair Board  
Jan Peterson, Oregon California Trails Association  
Catherine Wines, Northeastern Nevada Museum

1. Meeting called to order by Committee Chairman, Connie Campbell

Chairman Connie Campbell called the meeting to order at 8:06 a.m.

2. Roll call of Marketing Committee members – **Non-Action Item**

Introductions were made around the table.

3. Public Comment Period- **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.

Jan Peterson from the Oregon California Trails Association (OCTA) thanked the ECVA Marketing Committee and ECVA staff for their support of the OCTA Convention held on August 10-14, 2010.

A discussion on how Elko was rewarded the 2010 OCTA Convention took place at this time.

4. Approval of the June 16, 2010 Marketing Committee Minutes - **Action Item**

*Dave Jamiel made a motion to approve the minutes from the June 16, 2010 Marketing Committee meeting. Dina Einboden seconded the motion. The motion passed unanimously.*

5. Discussion and possible approval of a request from the Northeastern Nevada Museum for \$500 in marketing support funding for the Great Basin Western Art Foundation- **Action Item**

Catherine Wines from the Northeastern Nevada Museum explained that a new art exhibit called the Great Basin Western Art Foundation is being created by the Museum Board. She stated that this exhibit will be located in the Museum and will be based and funded through membership funding with membership funds going toward purchase of art for the exhibit. She further pointed out that the Foundation will be the first western art exhibit in the state of Nevada and that the Museum is requesting \$500 in marketing support funds from the ECVA to help with the initial set up of the exhibit.

Don Newman stated that he felt that this Foundation will open opportunities to bring western art shows and sales to Elko. He further stated that the ECVA has helped promote the Great Basin Western Art Foundation by placing an ad in True West magazine.

Roger Leeper asked if the exhibit would only feature western art.

Catherine Wines stated that the intent was to feature mostly western art.

*Terry Hritz made a motion to approve a request from the Northeastern Nevada Museum for \$500 in marketing support funding for the Great Basin Western Art Foundation. John Carpenter seconded the motion. The motion passed unanimously.*

6. Discussion and possible approval of a request from the Northeastern Nevada Museum for \$1,000 in marketing support funding to purchase (4) banners to market/advertise the different aspects of the museum collection- **Action Item**

Catherine Wines stated that the Museum will be upgrading the look on the outside of the building by placing banners which will highlight the different collections inside the Museum. She further stated that the Museum Board has approved placing these banners contingent on getting funding from the community to help pay for the cost of producing them.

John Carpenter inquired how long the banners would last.

Catherine Wines stated that the banners would be made of permanent vinyl and would last approximately 10 years.

Connie Campbell inquired how the banners would be attached to the building.

Catherine Wines explained that a wood frame would be attached to the side of the building and the banners would be attached to the wood frame.

*Terry Hritz made a motion to approve a request from the Northeastern Nevada Museum for \$1,000 in marketing support funding to purchase (4) banners to market/advertise the different aspects of the museum collections. John Carpenter seconded the motion. The motion passed unanimously.*

7. Update regarding the ECVA Board approval of a request for \$5,000 marketing support funding for the 2010 Northwest Region AQHA Challenge Championships to be held during the Elko County Fair – **Non-Action item**

Don Newman explained that due to the timing of this request that the ECVA Board has already approved this item. He introduced Dick Harris from the Elko County Fair Board at this time.

Dick Harris explained to the Marketing Committee what the AQHA Challenge Championship races were. He stated that Elko has the chance to host these races this year due to Boise, Idaho not being able to get a racing agenda in the past two years. He pointed out that Boise is working out logistics to get the races back so it is not a given that these races will return to Elko next year. He further pointed out that Elko was awarded these races in May with the stipulation that the Elko County Fair Board raise \$7,000 toward the prize purses. He reported that as of July 15, 2010 there were fifteen horses entered into the \$60,000 race and eleven horses in the \$10,000 race. He explained that statistics have proven that there is an average of 4 to 6 people per horse that will be in attendance at the races.

Terry Hritz inquired what the dates were for the AQHA races

Dick Harris replied that the trials for the AQHA races would be held on Friday, August 27, 2010 with the races running on Labor Day.

Terry Hritz inquired how these races will affect the usual races that are held during the Fair.

Dick Harris stated that these races will help increase the prize money for those races along with helping to bring more people to the track. He further stated that out of 410 horse stalls at the Fairgrounds, 329 of those stalls have been filled during the Fair.

8. Discussion and possible revision to the ECVA Marketing Committee for a replacement for John Collett, Outfitters and Guides category - **Non-Action Item**

Connie Campbell stated that Agenda Items #8 and #9 would be discussed together at this time. She pointed out that the August 2010 Marketing Committee meeting was originally scheduled for August 11, 2010 and was rescheduled for today because there were not enough marketing committee members to form a quorum. She inquired of the

committee members present if they would like to continue to have a Marketing Committee and if they would, what could be done to improve attendance to these meetings.

Don Newman pointed out that it was important to have Marketing meetings to inform the Elko community of how room tax revenue is being used. He further pointed out that it was as equally important that a good representation of the various entities in the community be present at that meeting. He stated that it was sad that entities which benefit the most from the marketing of the Elko area are often the ones which are not present at the meetings. He suggested that meeting at a different time of day would help improve attendance.

Terry Hritz pointed out that if the representative of a certain entity cannot attend a particular Marketing meeting then it is that entity's responsibility to send someone else.

Don Newman stated that the Marketing Committee list is set up with an alternative for each entity.

Jennifer Sprout stated that she liked the current meeting time.

A discussion of the good meeting time took place at this time.

Terry Hritz made a suggestion to look at the current Marketing Committee list and revamp who is on the list according to their attendance.

Don Newman pointed out that the purpose of discussing this item in today's meeting was to replace John Collett. He explained that Coach America has discontinued transportation for Cowboy John Tours and due to insurance issues Mr. Collett has closed his business and withdrawn from the Marketing Committee. He suggested replacing Mr. Collett with either ECEDA or the Northeastern Nevada Museum.

John Carpenter stated that he is in favor of continuing this committee due to its importance to the Elko community. He stated that he liked the idea of replacing John Collett with the Northeastern Nevada Museum.

Don Newman stated that the idea of having a Marketing Committee is to educate various Elko area entities on what is happening in the community so that they can take that information and use it to help promote an event within their entity.

Terry Hritz made a suggestion to replace John Collett with a representative from the Spring Creek Association.

Connie Campbell made a suggestion that a follow up with entities not attending the Marketing meetings be done to see if there is still interest.

A discussion of what entity could replace John Collett took place at this time.

***Jennifer Sprout made a motion to replace John Collett with the Northeastern Nevada Museum under Category B on the Marketing Committee list. Dave Jamiel seconded the motion. The motion passed unanimously.***

*John Carpenter made a motion to hold the ECVA Marketing Committee at the same time that it has always been held. Jennifer Sprout seconded the motion. The motion passed unanimously.*

9. Discussion and possible revision to the Marketing Committee meeting time - **Action Item**

This Agenda item was discussed jointly with Agenda Item #8 and action to approve was taken.

10. Report on ECVA Activities and Room Tax Revenue - **Non-Action Item.**

Don Newman stated that Matt Brown from the Nevada Commission on Tourism contacted the ECVA about featuring an article on Elko under the “Tour Around Nevada” section of the November/December publication of Nevada Magazine. He pointed out that the ECVA will receive a plaque for being featured. He further pointed out that NCOT is looking for a booth in a fair, trade show, etc. around December where they can distribute copies of the November/December Nevada Magazine. He suggested that perhaps they could set up a booth during the Nurses Bazaar at the beginning of December.

Mr. Newman stated that a couple of hotel entities which have been delinquent in paying room taxes have now paid making the June Room Tax Revenue look strong. He pointed out that room tax revenue for the year looks to be pretty close to what was budgeted.

Mr. Newman introduced Ami Simpson as the new ECVA Administrative Assistant, Jen Stotts as the new Event Coordinator and Juli Nelson as the new Marketing Coordinator.

Mr. Newman reported that the ECVA has been successful in bringing the League of Cities Conference to Elko in 2012.

11. Statue Report on Convention/Tourism Events; Tom Lester - **Non-Action Item**

Tom Lester reviewed the Convention/Tourism Events Report included in the Marketing packet. He further reviewed his upcoming travel schedule with the Marketing committee.

Mr. Lester stated that he and Don Newman attended the BLC in Reno and sponsored a golf hole with Virginia City. He stated that it gave the Elko area good exposure as well as allowing himself and Mr. Newman the opportunity to meet with several clients. He reviewed the list of clients included in the Convention & Tourism report.

Mr. Lester reported that Nevada’s Cowboy Country Dream Vacation campaign is going very well. He explained that the giveaway package is valued at over \$2,000 and that the campaign is a great way to track marketing efforts as well as build a data base for the future.

Mr. Lester reported that the new meeting planner pages are on the ECVA website. He pointed out that these pages allow meeting and event planners to navigate through the ECVA website more freely.

Mr. Lester reported that both the Nevada Wild West and the Canadian FAM went very well. He stated that Elko should receive good exposure from these FAMs in the future. He pointed out that the ECVA received \$2,600 from NCOT to place a co-op ad in Group Leisure Travel publication featuring Virginia City, Elko and Ely along with a travel itinerary.

Mr. Lester stated that *AT Your Leisure* television program to promote Elko area outdoor recreation is up and running throughout Utah.

Mr. Lester reported that leader board ads promoting Elko as a meeting destination are currently running on Smart Meetings and Meetings West websites.

Mr. Lester stated that grants from the NCOT are due in September for anyone interested in applying for funding.

Mr. Lester stated that he continues to work with the Annual Carlin Chili Cook-off and the Carlin Ranch Hand Rodeo to organize and promote these events. He further stated that the Rodeo currently has 15 teams signed up.

Mr. Lester stated that he is working with Cynthia Pyle on the Will James Society Gathering that will be held in October this year.

Mr. Lester reported that media representation from outside the Elko area as well as a full bus tour are being brought in during the Ruby Mountain Balloon Festival on September 24-26, 2010.

Mr. Lester reviewed upcoming conventions and meetings coming to Elko.

## 12. Status report of the Marketing efforts and programs; Juli Nelson - **Non-Action Item**

Juli Nelson reported on ECVA marketing efforts and programs and explained the various avenues of marketing and promoting being done.

Ms. Nelson stated that radio and television advertising as well as print advertising in the Las Vegas Review Journal CERCA publication is currently being done with Nevada Broadcasters Association and Charter Media to promote the Elko County Fair and Horse Races.

Ms. Nelson explained that web banners advertising promoting Elko area attractions are being done on the following websites: go-nevada.com, go-utah.com, KUTV.com, magicvalleynews.com, elkodaily.com, truemwestmagazine.com and trailerlife.com. She pointed out that along with web banner advertising on Trailer Life's website a virtual online tour is available featuring Elko area attractions and events.

Ms. Nelson stated that ads are being placed in Woodall's Camping Directory and Trailer Life/RV Parks and Campgrounds. She explained that Woodall's was also offering the virtual online tour and web banner advertising and those would be available for viewing on their website in September.

Ms. Nelson explained that content for Elko's page on Heritage Travel's website has been updated and is available for viewing at gozaic.com.

Ms. Nelson reported that in addition to the previous print ads mentioned that print advertising promoting Elko is being done in Pocatello Magazine, True West Magazine, Community Living Magazine, Nevada Magazine, Reader's Digest, The Group Travel Leader, Reno News and Review and Audubon Magazine.

Ms. Nelson stated that ads promoting the 2011 Elko Mining Expo have been placed in both the Nevada Mining Association Directory and the Western Mining Directory. She further stated ads promoting the Will James Society Gathering have been placed in The Group Travel Leader and True West Magazine.

Ms. Nelson reported that posters and/or postcards have been produced for the 2010 Sky Fair, the Carlin Ranch Rodeo, the Carlin Chili Cook-off, the Ruby Mountain Balloon Festival and the Elko Leather Show. She further reported that direct mail postcards have been produced and sent out for the NCOT Cowboy Country "Dream Vacation" Campaign and the Will James Society Gathering.

### 13. Status Report of the Events; Jen Stotts - **Non-Action Item**

Jen Stotts reported on ECVA and Elko area events at this time.

Ms. Stotts stated that local Elko area events such as the Nevada State High School Rodeo, the Elko Motorcycle Jamboree, the ATV Jamboree, the Lamoille County Fair, the National Basque Festival, the Fourth of July Fireworks, the Silver State Stampede, Art in the Park, the NQHA Summer Horse Show, the Elko Leather Show have been well supported by the Elko community. She explained that these events help to promote Elko as an events destination as well as draw visitors to Elko which helps keep the room tax revenue numbers strong throughout the summer months.

Ms. Stotts reported that the ECVA's Safety Olympiad was held on July 8-10 and was well attended with 11 competing teams bringing in approximately 250-300 outside visitors that either participated or attended the event. She pointed out that the Elko Daily Free Press had great coverage of this event which helped to increase spectator attendance.

Ms. Stotts stated that the ECVA helped sponsor a RE/MAX Long Drive Championship on August 8, 2010 which had seven participants with the longest drive being 365 yards. She further stated that the ECVA will help sponsor the Heartbreak Rodeo on October 1-2, 2010. She explained that this rodeo is a circuit event and is the last qualifying rodeo before the finals.

Don Newman stated that approximately 200 people will be in attendance at the Heartbreak Rodeo. He further stated that the Nevada State High School Rodeo will be returning to Elko on June 15-17, 2011.

### 14. Discussion of new ideas, referrals or suggestions from committee members - **Non-Action Item**

John Carpenter stated that he felt it was important to start producing and placing billboards promoting the California Trails Interpretive Center.

Tom Lester explained that it might be better to hold off putting up billboards for the Trails Center until closer to the grand opening in 2012.

Dave Jamiel pointed out that currently the Trails Center is only open three months out of the year during the summer.

A discussion on when to produce and place billboards promoting the California Trails Interpretive Center took place at this time.

Dave Jamiel explained the steps being taken to complete the Trails Center by 2012. He further explained events happening at the Trails Center for the remainder of the summer.

15. The next meeting is scheduled for October 13, 2010, 8:00AM

The next ECVA Marketing Committee meeting is scheduled for October 13, 2010 at 8:00 a.m. at the Elko Convention Center.

16. Adjourn

The ECVA Marketing Committee meeting for August 18, 2010 was adjourned at 9:47 a.m.