

ELKO CONVENTION & VISITORS AUTHORITY
MARKETING COMMITTEE MEETING
PUBLIC MEETING
Elko Convention Center
Wednesday, February 10, 2010 – 8:00 a.m.

Committee Members Present: John Collett, Cowboy John Tours
Tammy Hillyer, Hilton Garden Inn
Charlie Ekborg, Sweetlight Photography
Tamara Kubacki, Western Folklife Center
Roger Leeper, Out of Mind Advertising/Related Mischief
Ashley Libro, Red Lion Inn & Casino
David Low, California Trail Center/BLM
Betti Magney, Elko Daily Free Press
Lynn Rubel, Ruby Mountain Symphony
Joyce Shaw, Great Basin College
Jennifer Sprout, Elko Area Chamber of Commerce
Nicole Volk, NNRH
James Wilson, Gold Dust West

Committee Members Absent: John Carpenter, Cimarron West
Dina Einboden, East End Merchants
Terry Hritz, Channel 10
Elizabeth Pinne, Northern Nevada Asset Holdings

Ex-Officio: Connie Campbell

ECVA Staff: Don Newman, ECVA Executive Director
Tom Lester, Convention & Tourism Manager
Cathie Horn, Marketing & Events Manager
Juli Nelson, Graphics/Administrative Assistant

Visitors: Gayle McCoy, Ruby Mountain Hot Air, Inc.
Laurel Wachtel, Nevada Quarter Horse Association

1. Meeting called to order by ECVA Board Member, Connie Campbell

The meeting was called to order at 8:10 a.m. by ECVA Marketing Committee Chair, Connie Campbell.

2. Roll call of Marketing Committee members

Introductions were made around the table.

3. Public Comment Period

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.

No public comments were made at this time.

4. Introduction and discussion of the 2010 Category and Member revisions (Informational)

Connie Campbell reviewed the revised 2010 Marketing Category and Member List with committee members.

Don Newman welcomed new members to the Marketing Committee and invited all the Marketing members to become acquainted with the new revised list dated February 2010. He explained that the revised 2010 Marketing Category and Member list was approved by the ECVA Board in its last meeting on January 26, 2010 and that no action needed to be taken for approval by the Marketing Committee.

5. Approval of the December 9, 2009 Marketing Committee Minutes (Action)

John Collett made a motion to approve the December 9, 2009 Marketing Committee minutes. Charlie Eklburg seconded the motion. The motion passed unanimously.

6. Discussion and possible approval of a request from the Nevada Quarter Horse Association for \$3,000 marketing support funding for the 2010 NQHA Silver State Circuit (Action)

Laurel Wachtel from the Nevada Quarter Horse Association made a presentation to the committee at this time requesting \$3,000 marketing support funding for the 2010 NQHA Silver State Circuit scheduled for July 15-18, 2010.

Don Newman asked Ms. Wachtel to give a brief history of the NQHA Silver State Circuit and how it returned to Elko as an event in 2009.

Laurel Wachtel explained that the Silver State Circuit originated in Elko, was moved to Fallon and then to Winnemucca. She further explained that due to increased interest in having the Circuit return to Elko, it returned in 2009 and looks to stay indefinitely.

Nicole Volk inquired of Ms. Wachtel how many participants are anticipated for the 2010 Circuit.

Laurel Wachtel replied that there is an anticipation of at least 300 participants.

Connie Campbell reviewed the detail budget outlined in the NQHA Proposed Marketing Plan and Application to show where ECVA marketing funding will be spent.

John Collett made a motion to approve a request from the Nevada Quarter Horse Association of \$3,000 in marketing support funding for the 2010 NQHA Silver State Circuit. Betti Magney seconded the motion. The motion passed unanimously.

7. Discussion and possible approval of a request from Ruby Mountain Hot Air, Inc. for \$2,500 marketing support funding for the 2010 Ruby Mountain Balloon Festival (Action)

Gayle McCoy from Ruby Mountain Hot Air, Inc. made a presentation to the Marketing Committee at this time requesting \$2,500 in marketing support funding for the 2010 Ruby Mountain Balloon Festival scheduled for September 24-26, 2010. He stated that the funds will be used to specifically target advertising in areas outside of Elko such as the entire state of Nevada, Northern California, Southern Oregon, Idaho and Utah.

Tom Lester explained that bus tours from outside of the Elko area help generate room nights for the community. He stated that he just returned from a trade show geared toward bus tour groups where he was able to generate interest in bus tours during the 2010 Ruby Mountain Balloon Festival.

Don Newman pointed out that the Ruby Mountain Balloon Festival has grown over recent years and that the event has the ability to attract balloon pilots from around the world. He further pointed out that the event is an attractive marketing tool for the ECVA.

Connie Campbell commended volunteers who give of their time to help bring events such as the Ruby Mountain Balloon Festival to Elko.

Charlie Ekburg made a motion to approve a request from Ruby Mountain Hot Air, Inc. for \$2,500 in marketing support funding for the 2010 Ruby Mountain Balloon Festival. Roger Leeper seconded the motion. The motion passed unanimously.

8. Discussion and review of the 2009/2010 Marketing Fund budget and discussion of the 2010/2011 Marketing Fund budget preparation (Informational)

Don Newman stated that the ECVA Board has requested that the Marketing Fund budget be reviewed with the Marketing Committee. He reviewed the ending balances of the 2009/2010 budget and stated that the 2010/2011 budget process will start this month. He pointed out that the committee needed to be aware of expenses for 2009/2010 in order to budget for 2010/2011.

Cathie Horn explained cost effective avenues of advertising used by the ECVA in promoting Elko.

A discussion on how to budget for the 2010/2011 Marketing Fund took place at this time.

9. Report on ECVA Activities and Room Tax Revenue & Occupancy Reports; Don Newman (Informational)

Don Newman stated that room tax revenues continue to reflect 3 missing hotels not reporting room tax numbers. He stated that a better way of reporting occupancy reports was needed and that the ECVA will create a database which with a running total of actual funds received from the City on a monthly basis.

10. Status Report of Convention/Tourism Events; Tom Lester (Informational)

Tom Lester reviewed the January 2010 Convention/Tourism report included in the packet.

Mr. Lester reviewed his travel schedule to various tradeshow and conventions that he has or will be attending.

Mr. Lester stated that the ECVA is working with Virginia City Tourism and White Pine County Tourism on a Media/Operator FAM tour which will feature America's Wild West. He explained that this will help promote Northern Nevada to tour operators and media writers to the Elko area. He further stated that a \$10,000 grant has been applied for from the Nevada Commission on Tourism for this FAM tour.

Mr. Lester stated that the 2010 Visitors Guide is completed and is now available to the public.

Mr. Lester reported that the ECVA is working on new meeting/convention pages as well as tour/travel pages for the ECVA website.

Mr. Lester stated that Rob Sabo with the Northern Nevada Business Weekly will be in Elko on February 11-12, 2010 for a site visit and to meet with various business leaders in the Elko area.

Mr. Lester reviewed the Visitors Guide lead report for December included in the packet at this time.

Mr. Lester stated that the ECVA did not get the WACVB convention in 2011.

Mr. Lester stated that he is working with Cynthia Pyle on the Will James Society Gathering that will be held this year. He further stated that he sits on the board for the OCTA convention which will be a 5 day convention in August 2010 with around 500-600 attendees.

Mr. Lester reported that the ECVA has sent out over 150 Meet Me In Elko DVDs and Visitor Guides to potential meeting and group planners.

Mr. Lester stated that an e-blast through Meetings Focus featuring Elko as a convention and meeting destination has been sent to over 30,000 leads.

Mr. Lester reviewed conventions and meetings coming to Elko in 2010 through 2013.

Mr. Lester reported that ads have been placed in various publications featuring Elko and the Cowboy Country Territory.

Mr. Lester reported that the 2009 Carlin Chili Cook-off was successful and that preparations have begun for the 3rd Annual Cook-off. He stated that the 2010 Cook-off will feature a car show.

Don Newman explained that the bid submitted to WCAVB to hold their 2010 convention in Elko was the ECVA's first attempt to bring to Elko. He explained the process of getting a location into the rotation of meeting destinations and stated that the ECVA will continue to present Elko as a meeting destination.

Mr. Newman stated that when the ECVA looks into advertising events in publications it also looks into opportunities to bring media writers to cover a story about the Elko area.

11. Status Report of Marketing and Events Programs; Cathie Horn (Informational)

Cathie Horn reviewed the January 2010 Marketing & Events Report included in the packet.

Ms. Horn stated that the ECVA continues to advertise in various magazines and publications promoting the Elko area and its events. She further reported that web advertising continues to run on KUTV.com, magicvalley.com, elkodaily.com, renopassport.com, go-nevada.com, goutah.com and atvillustrated.com.

Ms. Horn stated that she attended the ISE show in Sacramento, CA representing the ECVA. She explained that she helped to promote the Cowboy Country Territory.

Ms. Horn stated that she will be representing the ECVA at the SME Conference in Phoenix, Arizona on March 1-3, 2010.

Ms. Horn reported on the progress being made at the ECVA on the 2010 Elko Mining Expo. She explained that 59 booths have been added to the layout of the show to help accommodate vendors which are on a waiting list. She stated that this year is the 25th anniversary of the Mining Expo and that silver coins will be given to the 11 vendors that have exhibited all 25 years as well as commemorative coins will available for purchase.

John Collett suggested numbering the commemorative coins as collectibles that will be for sell.

Ms. Horn stated that the 2010 Elko Mining Expo packet was emailed to the 2009 vendors who exhibited in the 2009 show.

Ms. Horn reported that the Mining Expo Committee is working to bring in a country act venue to perform at the Red Lion on Thursday during the Mining Expo. She stated that American Staffing is interested in being the major sponsor of this event.

Ms. Horn stated that she is in charge of marketing for the 2010 Elko Motorcycle Jamboree.

Ms. Horn stated that she is working as a member of Soroptimist on their fundraising event for their scholarship program. The fundraiser will take place on April 16, 2010 at the Hilton.

Ms. Horn stated that changes have been made to the ECVA website.

Don Newman stated that he attended a golf tournament in Mesquite, Nevada sponsored by Remax and as a result he presented Elko as a destination to host a qualifying long drive for the 2010 tournament. He further stated that he has received a contract to host that event in Elko during the summer of 2010.

Don Newman stated that the ECVA is available to help hotel properties in the Elko area extend tour bus stays by creating FAM tours of the Elko area.

12. Discussion of new ideas, referrals or suggestions from committee members (Infomational)

Roger Leeper commended the ECVA on the hard work it is doing to help promote the Elko area.

Nicole Volk reported that the NNRH has created a website featuring the Elko area.

John Collett stated that Cowboy John Tours has received final approval from the BLM to conduct guided tours in Lamoille Canyon. He further stated that he will be working in conjunction with KT Buses on these tours.

Mr. Collett pointed out that KT Buses is an excellent source to use in conducting tours of the Elko area.

John Collett stated that three tours with attendees worldwide were conducted during the National Cowboy Poetry Gathering in January.

Charlie Ekburg stated that his photography was highlighted in a recent issue of Western Horseman Magazine.

13. The next meeting is scheduled for April 14, 2010

The next ECVA Marketing Committee meeting will be held on April 14, 2010 at 8:00 a.m. at the Convention Center.

14. Adjourn

The meeting was adjourned at 9:30 a.m.