

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, APRIL 21, 2009
ELKO CONVENTION CENTER
CEDAR ROOM
8:00 A.M.

1. Roll call

ECVA Board Present: Ruben Abeyta
 Connie Campbell
 Jay Elquist
 Charlie Meyers
 Gary Morfin

ECVA Staff Present: Don Newman, Executive Director
 Cathie Horn, Marketing & Events Manager
 Mike Benzie, Facility Maintenance Manager
 Tom Lester, Convention & Tourism Manager
 Juli Nelson, Administrative Assistant/Graphic Design

Visitors: Kevin Sutherland, Nevada State Bank
 Ardella Harding, Elko Daily Free Press

2. Call to order and Pledge of Allegiance

The meeting was called to order at 8:04 a.m. by Vice Chair, Charlie Myers.

3. Public Comments- Non- Action Item

Kevin Sullivan, Vice President of Nevada State Bank made a presentation to the Board explaining the take over of Great Basin Bank by the FDIC on April 16, 2009.

Jay Elquist asked if client's investments were safe.

Mr. Sullivan explained that Great Basin Bank was insured by the FDIC and that clients did have access to their money.

4. Approval of minutes from the Board meeting of March 17, 2009

Charlie Myers made a motion to approve the minutes from the March 17, 2009 Board meeting. Ruben Abeyta seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

5A-0421-09

Review letter to Commissioner Sheri Eklund-Brown regarding the U.S. Forest Service Travel Management Plan for Mountain City, Jarbidge and the Ruby Mountain Ranger District

Don Newman reviewed a letter written by the ECVA stating that the ECVA does not support road closures made by the U.S. Forest Service in the Mountain City, Jarbidge and Ruby Mountain districts. He explained that Commissioner Sheri Eklund-Brown had requested the letter from the ECVA.

Charlie Myers stated that an arrangement has been made with Senator Reid's office to delay the road closures until after the summer and further explained that this delay will give provide the opportunity to review the locations and practicality of the road closures.

Don Newman pointed out that during Rural Roundup representatives from Senator Ensign's office and a representative from the NCOT were present to express their support for opposition to the closures.

Ruben Abeyta asked if this was part of the 2 million acres being set aside by the U.S. Forest Service as protected wilderness area.

Charlie Myers confirmed that the local road closures were part of the Wilderness Designated Areas which affected areas in California, Oregon, Montana, Wyoming, etc. as well as Nevada.

5B-0421-09 Update regarding the security camera installation

Mike Benzie explained that security cameras have been installed throughout the Convention Center and that the wiring to those cameras should be done this week. He stated that he should be able to demonstrate how the cameras work at the next Board meeting in May.

Don Newman pointed out that the cameras do not focus on the areas where there are fire alarms however the cameras installed in the atrium and the covered driveway show people coming and going into the building.

Charlie Myers asked if there was room for expansion to the camera security system.

Mike Benzie stated that other cameras could be added to the system.

Charlie Myers inquired what the cost of the camera system was.

Mike Benzie stated that the cost of the camera security system was approximately \$1,600.

6. NEW BUSINESS:

6A-0421-09 Discussion and possible approval of up to \$14,000 of event funding for the National Senior Pro Rodeo as approved by the Marketing Committee

Don Newman stated that he was contacted by the National Senior Pro Rodeo about a month ago with a request for event funding support for the upcoming rodeo on May 26-28, 2009 at the Fairgrounds. He reviewed the economic impact that he had outlined and

included in the packet and stated that the event would generate approximately \$112,000 of indirect revenue to the Elko community. He pointed out that the ECVA was requested to help with operating costs for the event in the amount of \$14,000.

Tom Lester inquired if the National Senior Pro Rodeo had solicited any hotel as a host hotel.

Don Newman stated that there was not a host hotel and further stated that the Fairgrounds did donate the use of the grounds. He pointed out that Soroptimists will be running the concession stands and will sponsor the Elko Youth Rodeo to receive proceeds. He further pointed out that the Elko High School Rodeo is interested in selling banner space within the arena and has been given permission by the Fair Board to do so. He also stated that there would be no entry fee but rather a canned donation to F.I.S.H. would be requested from attendees.

Jay Elquist commented that he felt the rodeo was a good event that will involve the community of Elko.

Charlie Myers made a motion to approve a request of \$14,000 of event funding for the National Senior Pro Rodeo as approved by the ECVA Marketing Committee. Connie Campbell seconded the motion. The motion passed unanimously.

6B-0421-09 Discussion and possible approval to proceed with the purchase of a new travel vehicle as planned in the 2008/2009 budget

Don Newman pointed out that funds for the purchase of a new vehicle for the ECVA have been budgeted in the ECVA 2008/2009 budget. He reviewed a Vehicle Purchase Agreement which he and Mike Benzie drew up. He explained that he had Bob Wines reviewed the agreement and had made a few changes. He pointed out that the intent of the ECVA is to purchase from a local car dealer before going outside the Elko area to look for a new vehicle and that Carmax in Sandy, Utah is the only dealer being considered outside the area. He stated that the deadline for sealed bids is May 19, 2009.

Charlie Myers made a motion to approve proceeding with the purchase of a new ECVA travel vehicle as budgeted. Mr. Ruben Abeyta seconded the motion. The motion passed unanimously.

6C-0421-09 Discussion and possible approval of \$750 of event marketing support for T-Rix 2 Hip Bike Show as approved by the Marketing Committee

Cathie Horn reviewed the proposed marketing plan submitted by T-Rix Bike Shop with the Board and explained that the Marketing Committee approved \$750 of event marketing funds for this event contingent upon Board approval. She stated that she felt that although this is a different kind of event for the Elko community that it is a good one that will draw people from outlying areas. She further stated that it is understood that the \$750 will be used for marketing the event outside of the Elko area and also pointed out that the ECVA

will be doing in kind donations such as posters in addition to the event marketing funds of \$750.

Charlie Myers stated that he will move to approve this event contingent on an after event report to the Board.

A discussion of the positive affect this event on the community took place at this time.

Don Newman stated that this event could lead to a larger event such as a Bike Week.

Connie Campbell stated that it is nice to have diversity in the various events within the community.

Charlie Myers made a motion to approve \$750 of event marketing support for T-Rix 2 Hip Bike Show as approve by the Marketing Committee. Ruben Abeyta seconded the motion. The motion passed unanimously.

7. STAFF REPORTS:

7A-0421-09

Administrative Report

Don Newman reviewed his administrative report included in the packet. He commended the ECVA for their hard working in preparations for the 2009 Elko Mining Expo.

Mr. Newman pointed out a picture included in his report of the Elko High School Band on their trip to Washington D.C.

Mr. Newman stated that an invitation to bid for the electrical requirements for the 2009 Elko Mining Expo will be going out this week. He further stated that applications to the City of Elko for road closures will also be submitted this week.

Mr. Newman reported that the Elko City Council is changing the language to the city ordinance that will allow ECVA support to the Fire Science Academy with room tax revenue. He further pointed out that the Fire Science Academy will be holding its Mine Rescue Competition the week prior to the Mining Expo.

Mr. Newman pointed out that the ECVA will be supporting the Elko Motorcycle Jamboree Bike and Hike again this year and that a permit will be submitted to the U.S. Forest Service. He reported that the ECVA will providing tables, chairs and other miscellaneous items for the staging area.

Mr. Newman reported that the Nevada USBC Women's Bowling Tournament starts on Saturday and that the ECVA has been instrumental in the advertising of this event.

Mr. Newman stated that the first planning meeting for the Summit of Mining Communities committee was held to discuss Elko's bid to be presented at this year's conference for the 2010 meeting.

Mr. Newman further stated that the women of the ECVA will be attending the Women In Business luncheon again this year to recognize their contributions.

Mr. Newman reviewed the February 2009 room tax numbers with the Board and compared them to February 2008. He pointed out that the National Cowboy Poetry Gathering took place during the month of January instead of the last part of January and first part of February as in 2008. He stated that this was a major contributing factor for the decrease in numbers from February 2009 to February 2008.

Mr. Newman reported the numbers of events scheduled at the Convention Center for the months of April and May 2009.

Mr. Newman stated that he included an Event and Catering report for January, February and March to show that the ECVA is on track with its budget.

Jay Elquist made a suggestion to have the Fire Science Academy attend the next Board meeting and give a report on their plan for gaining financial stability.

Don Newman stated that he will extend an invitation to the Fire Science Academy to give an update at next month's Board meeting.

Charlie Myers asked what electrical problems existed during last year's Mining Expo.

Don Newman stated that due to rain and moisture from the rain that breakers had tripped on the day of the Expo and had to be reset. He stated that this year the power will be distributed to more breakers.

Mike Benzie stated that some of the electrical problems on the first day of last year's Expo were due to last minute requests and changes.

Don Newman pointed out that a surcharge will be added for any last minute requests or changes.

Charlie Myers commented that there have been electrical problems every year of the Expo and that he felt an "after action" report needed to be done with the contractor providing the electricity.

Don Newman pointed out that in the past notes have been taken of what has gone wrong and have been communicated to the contractor.

Charlie Myers asked about doing a "pre-bid" meeting with potential electrical contractors so that electrical specs are completely understood.

A discussion on how to prevent electrical problems during the 2009 Elko Mining Expo took place at this time.

Charlie Myers stated that with the state of the economy financial changes need to be made to the Expo in order for it to be an event worth exhibiting in and attending.

7B-0421-09**Convention & Tourism Report**

Tom Lester reviewed his Convention & Tourism report included in the packet. He reported that he will be attending TAP Dance on May 28-June 3, 2009 and Affordable Meetings on June 7-13, 2009.

Mr. Lester reported that he attended Rural Roundup in Fallon April 1-3, 2009.

Mr. Lester stated that over 600 "Meet Me In Elko" FAM Tour postcards over 3,000 email blasts invites have been sent out to various associations and meeting planners. He further stated that the tour will take place on May 22-24, 2009.

Mr. Lester reported that he is working on a new "Meet Me In Elko" DVD that will be used to hand out to meeting and group planners at various shows as well as be used for web and television advertising.

Mr. Lester stated that he is working with Donna Engdaho with the Ruby Balloon Festival on this year's show.

Mr. Lester reviewed future conventions coming to Elko and conventions he is working on bringing to Elko.

Don Newman stated that NCOT will be going a sales blitz and that Tom Lester has been asked to help Larry Freeman from the NCOT promote rural Nevada. He further stated that he has received a phone call from the NCOT requesting event information for promotion of Elko to tour operators.

7C-0421-09**Marketing & Events Report**

Cathie Horn reviewed her Marketing and Events report included in the packet. She stated that advertising continues to run in various publications and pointed out an ad using the ECVA "Meet Me In Elko" campaign recently placed with Nevada Business Magazine which will be placed in relocation packages.

Ms. Horn reported that Kirk and Karen Hayes ran a booth promoting Elko as a ATV destination in the Sevier Valley Sportsman Show in Richfield, Utah on March 27 & 28, 2009.

Ms. Horn stated that she also attend Rural Roundup in Fallon on April 1-3, 2009 and received several marketing ideas and tools which she will be implementing in advertising the Elko area.

Ms. Horn reported that she will be attending the Reno River Festival this year.

Ms. Horn reported on the progress of the 2009 Elko Mining Expo and stated that there are approximately only 23 booths left to fill.

Ms. Horn stated that she attended the SME Conference in Denver, CO and met with several vendors and with NIOSH representatives. She further stated that she is working with NIOSH on the Technical Session that they will be presenting at the Expo on Friday, June 12, 2009. She added that the Short Talks & Product Demonstrations scheduled for Thursday of the Elko have been put together and are complete.

Ms. Horn reported that she continues to work with the Elko Motorcycle Jamboree as part of the Board. She further reported that designs and orders for merchandise have been placed and that the ECVA worked together with the Motorcycle Jamboree on a co-op ad that ran in the NCOT Rider's Guide.

Ms. Horn stated that the ECVA has signed an agreement with Charter Media to run television spots promoting Elko area events.

Don Newman pointed out that adding the Short Talks & Product Demonstrations and the Technical Sessions to the agenda of the Mining Expo has brought the Expo to a professional status.

7D-0421-09 Comptroller's Report/Approval of March 2009 Expenditures and all matters related to

Don Newman reported on behalf of Delynn Jones who was not present at the meeting. He reviewed the Comptroller's Report included in the packet.

Mr. Newman reported that January's general fund room tax was received from the City of Elko in March in the amount of \$35,559.72 reflecting an increase of \$1,726 or 5.1% increase over January 2008. He further reported that marketing fund room tax for January 2009 was received from the City in February and had an increase of \$1,276 or 5.1% over January 2008.

Mr. Newman stated that year to date room tax receipts were down 9.1%.

Mr. Newman further stated that ad valorem taxes for February 2009 were received from Elko County in March for the amount of \$2,554.68 showing an increase of \$2,519 over February 2008. He further reported that year to date ad valorem taxes received were \$183,558 with an increase of \$22,932 or 14.28% over 2008 year to date.

Mr. Newman stated that total claims for March 2009 were \$139,288.64 of which \$2,170.15 were reimbursed expenses.

Charlie Myers made a motion to approve the March 2009 claims in the amount of \$139,288.64. Mr. Ruben Abeyta seconded the motion. The motion passed unanimously.

8. Board Comments

Ruben Abeyta stated that he would like to see a suggestion taken to the Lodging Committee to encourage more accurate information reported on the room tax reports. He stated that perhaps the Lodging Committee could discuss ways to improve reporting so that the numbers were more accurate.

Don Newman said that the issue could be brought up at the next Lodging Committee meeting and that he could request a meeting with Curtis Calder with the City of Elko to see if there are any mandatory reports that the ECVA could access for more accurate information.

Charlie Myers stated that PDAs with effective programming were a necessity for Mr. Lester, Ms. Horn and Mr. Newman and that the ECVA should cover the cost.

Don Newman stated that the ECVA is currently looking at phone plans for PDAs that would be appropriate.

9. Adjournment

Connie Campbell made a motion to adjourn the meeting. Ruben Abeyta seconded the motion. The meeting was adjourned at 9:36 a.m.