

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, APRIL 27, 2010
ELKO CONVENTION CENTER
CEDAR ROOM
8:30 A.M.

1. Roll call

ECVA Board Members Present:

Ruben Abeyta
Connie Campbell
Jay Elquist
Gary Morfin

ECVA Staff Members Present:

Don Newman, Executive Director
Tom Lester, Convention & Tourism Manager
Delynn Jones, Comptroller
Jen Stotts, Events Manager/Admin. Assistant
Juli Nelson, Graphics/Administrative Assist.

Visitors:

Adella Harding, Elko Daily Free Press
Matt Murray, Newmont
Doris Toothman

2. Call to order and Pledge of Allegiance

Board Chair Gary Morfin called the meeting to order at 8:32 a.m. Vice-Chair, Charlie Myers was not present at the meeting.

3. 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.

4. Approval of minutes from the Regular Board meeting of March 23, 2010 – Action Item

Connie Campbell made a motion to approve the Regular Board meeting minutes of March 23, 2010 Ruben Abeyta seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

There was no old business at this time.

EW BUSINESS:**6A-0427-10 Discussion and possible approval of a request from Gold Diggers Motorcycle Club for \$1,000 marketing support funding for the 2010 MRANN sanctioned motorcycle race as approved by the Marketing Committee – Action Item**

Don Newman stated that Curtis Calder with the Gold Diggers Motorcycle Club was not able to make the meeting but was requesting \$1,000 marketing support funding from the ECVA to help support the 2010 MRANN sanctioned motorcycle race to be held September 11-12, 2010. He explained that the race was moved from October to September and that the track at SnoBowl has been expanded this year.

Mr. Newman pointed out that the ECVA supported this event the previous year through the same type of funding and stated that funding for this year's event would be used to promote the event through advertising. He stated that the Club is also asking for help with BLM land permits to expand the track and that the ECVA has agreed to help fund those permits from the ECVA general funds.

Mr. Newman stated that there were approximately 150 participants in last year's race and that the club was anticipated over 200 participants this year. He pointed out that this request was approved by the ECVA Marketing Committee.

Connie Campbell commented that the 2009 race had a great turn out despite the weather and that it was a good idea to move the race up to September. She further stated that she thought it was good to see other events taking place at the SnoBowl.

A discussion of last year's race took place at this time.

Don Newman explained that the BLM worked with the Gold Diggers Club and reduced the cost of permit fees that were needed to expand the track.

Jay Elquist stated that this event could become a permanent event in Elko.

Don Newman pointed out that the race taking place in Elko this year will be at the beginning of the MRANN racing season so more participants should be attending in order qualify to be in the running for points.

Jay Elquist made a motion to approve a request from Gold Diggers Motorcycle Club for \$1,000 marketing support funding for the 2010 MRANN sanctioned motorcycle race as approved by the ECVA Marketing Committee. Ruben Abeyta seconded the motion. The motion passed unanimously.

6B-0427-10 Discussion and possible approval of a request from T-Rix Bike Shop for \$1,000 marketing support funding for the 2010 Hip BMX Bike Show as approved by the Marketing Committee – Action Item

Don Newman stated that Rick Crawford from T-Rix Bikes was not able to make the meeting but that he was requesting \$1,000 marketing support funding for the 2010 Hip BMX Bike Show to

be held in June or July of 2010. He further stated that the ECVA has supported this event in the past and that it is a growing event which has helped bring in room revenue for the Elko area. He explained that Mr. Crawford has been able to expand the event due to marketing efforts in the past.

Mr. Newman pointed out that this event was approved by the ECVA Marketing committee and that the dates are yet to be determined. He further pointed out that funding from marketing support will go to advertising the event.

Ruben Abeyta stated that he felt that this type of event is what Elko is all about and that the event does bring in approximately 150 to 200 outside of the area participants.

Connie Campbell stated that she commended any individual who takes the time to implement such an event which enhances the local area. She commented that it would be great if someone could step forward in the future with other events to help enhance the Hip BMX Bike Show.

Jay Elquist agreed that other extreme sport events would be a great idea to implement along with this event.

Don Newman stated that he has discussed with Mr. Crawford the possibility of combining with clubs such as the Elko Velo Bike Club and also the possibility of implementing some type of race during this event.

Jay Elquist made a motion to approve the request from T-Rix Bike Shop for marketing funds in the amount of \$1,000 for the 2010 Hip BMX Bike Show as approved by the ECVA Marketing Committee. Connie Campbell seconded the motion. The motion passed unanimously.

**6C-0427-10 Discussion and possible approval of a request from the Elko
Motorcycle Jamboree Committee for \$2,000 to produce the 2010 ATV
Jamboree - Action Item**

Don Newman explained that Dave Tilger from the Elko ATV Jamboree Committee could not attend the meeting but has requested \$2,000 marketing support funding to help produce the 2010 ATV Jamboree. He pointed out that this request was presented to the ECVA Marketing Committee and has been approved. He stated that he has discussed doing pre-Jamboree events with Mr. Tilger and that Mr. Tilger felt that something could be done through the Elko ATV Jamboree Committee. Mr. Newman pointed out that 150-200 participants were anticipated for this year's Jamboree and that the ECVA has already supported this year's event through posters and web advertising.

Matt Murray stated that a suggestion to hold a shed horn run during the ATV Jamboree was made. He explained that this is a touchy subject due to the fact that ATV riders have a tendency to ride on the range where big horn sheep are located to look for shed horns rather than parking on the edge and looking by foot. He stated that he felt it was better to stick to already established rides rather than to incorporate a shed horn run.

Tom Lester agreed with Mr. Murray that many riders stray off track to find horns.

Matt Murray made a suggestion that perhaps the Club could incorporate a geocaching event.

Don Newman stated that Dave Tilger was willing to work additional events into club rides which will help promote the club and generate public interest in the ATV Jamboree.

Connie Campbell made a motion to approve a request from the Elko ATV Jamboree Committee for \$2,000 to produce the 2010 ATV Jamboree as approved by the ECVA Marketing Committee. Jay Elquist seconded the motion. The motion passed unanimously.

7. STAFF REPORTS:

7A-0427-10 Comptroller's Report/Approval of the March expenditures and all matters related to – Action Item

Delynn Jones reviewed the Comptroller's Report included in the Board packet.

Ms. Jones reported that the January 2010 General Fund Room Tax was received in March 2010 from the City of Elko. She stated that \$32,071 was received for January 2010 versus \$35,560 received in January 2009 showing a decrease of \$3,489 or 9.8%. She further reported that February 2010 General Fund Room Tax will be received in April 2010 in the amount of \$24,268 versus \$27,570 received in February 2009 showing a decrease of 12%.

Ms. Jones reported that the January 2010 Marketing Fund Room Tax was received from the City of Elko in the amount of \$23,627 versus 26,202 received in January 2009 showing a decrease of \$2,575 or 9.8%. She further reported February 2010 Marketing Fund Room Tax received in April will be \$17,879 versus \$20,311 received in February 2009 showing a decrease of 12%.

Ms. Jones pointed out that room tax receipts were down 11.28% over the last 9 months.

Ms. Jones reported that Ad Valorem Taxes received from Elko County for February 2010 were \$32,215 versus \$2,555 for February 2009.

Ms. Jones reported that year-to-date Ad Valorem taxes for 2009/10 were \$214,553 versus \$181,060 for 2008/09 which is an increase of \$33,493 or 18.5%. She pointed out that this increase is partly due to double payments of Proceeds in Mines.

Ms. Jones stated that total claims for March 2010 were \$117,147,39 which included \$15,000 to Nevada Broadcasters and \$4,767 to Southwest Gas with geothermal was down.

Jay Elquist made a motion to approve the March 2010 claims in the amount of \$117,147.39. Ruben Abeyta seconded the motion. The motion passed with Gary Morfin abstaining from the vote.

7B-0427-10 Convention & Tourism Report - Non-Action Item

Tom Lester reviewed the Convention & Tourism Report included in the Board packet.

Mr. Lester reviewed his travel schedule with the Board. He stated that he will be attending TAC Meeting on May 25-26, 2010, Cowboy Country Territory Meeting on May 14, 2010, Travel

Alliance Partners on June 2-6, 2010 and Meetings Las Vegas with NCOT and Affordable Meetings on June 13-22, 2010.

Mr. Lester reported that Don Newman, Cathie Horn and himself attended Rural Roundup in Winnemucca on March 24-26, 2010.

Mr. Lester stated that at the next Cowboy Country Territory Meeting will be on May 14, 2010 and that a new marketing campaign to win a free vacation to Cowboy Country Territory is being launched.

Mr. Lester stated that he is working with Ely and Virginia City on the Nevada's Wild West FAM tour scheduled for June 7-13, 2010. He further stated that the tour group will be touring Elko on June 11 & 12, 2010 which will help promote Northern Nevada and the local area to tour operators and media writers. He pointed out that a \$10,000 grant was received through NCOT to conduct this FAM tour.

Mr. Lester reported that he is working in conjunction with the NCOT in bringing a Canadian FAM Tour to the Elko area on June 17 & 18, 2010. He stated that this will be really good exposure for the Elko area as well as for the Elko Motorcycle Jamboree.

Mr. Lester stated that Elko was featured in a full page article in the March issue of Meetings West magazine. He further stated that the ECVA placed an ad in Destinations Magazine which is the official publication of the American Bus Association.

Mr. Lester stated that he is working with At Your Leisure television program to promote The Adventure Starts Here campaign. He further stated that he has received a \$7,000 grant from NCOT to do this project which includes television commercials, feature stories, web marketing, etc.

Mr. Lester reported that he is working on the 3rd Annual Carlin Chili Cookoff to be held in September. He further reported that he is working with Jess Jones in bringing a Ranch Hand Rodeo to Carlin on August 13-14, 2010.

Mr. Lester stated that he is working on the Will James Society Gathering that will be held in October. He stated that the ECVA will help produce a direct mail piece for the convention.

Mr. Lester reviewed conventions and meetings coming to Elko at this time.

Matt Murray inquired if the Carlin Chili Cookoff was at the same time as the Lion's Club Pheasant Hunt. He made a suggestion that the two cross events could be cross promoted.

Tom Lester agreed that it was a good idea to cross promote the two events.

Connie Campbell inquired if funds raised at the Carlin Chili Cookoff go to the Carlin Equestrian Center.

Tom Lester stated that fund raised from the Chili Cookoff do go to the Carlin Equestrian Center along with helping to bring the Ranch Hand Rodeo to Carlin.

Don Newman remarked that as Carlin continues to build these events that room nights are generated in Elko.

7C-0427-10 Marketing & Events Report - Non-Action Item

Don Newman reported on Marketing & Events under Administrative Report.

7D-0323-10 Administrative Report - Non - Action Item

Don Newman reviewed the Marketing & Events report and the Administrative report included in the Board packet at this time.

Mr. Newman showed a brochure that the ECVA worked up for the Northern Nevada Quarter Horse Association as part of its marketing support.

Mr. Newman reported that bus tours have been scheduled during this year's Ruby Mountain Balloon Festival. He stated that these tours will help to make a positive difference in room tax revenue generated during the Balloon Festival.

Mr. Newman pointed out that the ECVA placed ads promoting the Elko area in American Cowboy Magazine and Audubon Magazine.

Mr. Newman reported on the progress of the 2010 Elko Mining Expo. He stated that 351 vendors have been confirmed and 317 booths have been sold. He pointed out that booths have been added to this year's expo so that last minute vendors can be placed in the show.

Mr. Newman showed an example of the artwork for the silver coin that will awarded to the 11 vendors that have exhibited all 25 years of the Mining Expo. He pointed out that a smaller coin is being produced that will be for sale to the public during this year's expo.

Connie Campbell inquired about the statue of the Monday night BBQ that is to be held during the Mining Expo.

Don Newman stated that the Tug O' War has been combined with the Kick Off BBQ and will be held on Monday, June 7, 2010 at the Elko City Park. He reported that ads for challengers in the Tug O' War have started running and that the BBQ will be free to the public. He further reported that the BBQ will have a live band, vintage cars on display courtesy of Morrodders along with jumphouses for the kids.

Connie Campbell stated that she has talked with Roger from Morrodders and that they will do a People's Choice Award motorcycle. She made a suggestion that the winner of that award could receive one of the smaller coins from the Mining Expo.

Don Newman stated that he is looking into getting an RV promoter and a motorcycle from the Elko Motorcycle Jamboree Committee.

Mr. Newman thanked the ECVA staff for their hard work on the Mining Expo during this challenging time.

Mr. Newman reported that Diamond Rentals is scheduled to set up the tents for the Mining Expo on May 25 & 26, 2010. He further reported that a permit for road closures has been requested from the City of Elko.

Mr. Newman stated that banner advertising promoting the Elko area has been placed with three AAA baseball teams; the Salt Lake Bees, the Las Vegas 51s and the Reno Aces.

Mr. Newman stated that Matt Murray was instrumental in introducing a woman from PBS to the ECVA and as a result the ECVA will be doing TV ads during the Austin City Limits program that will be aired in Reno, Tahoe, Northern California and Northern Nevada.

Mr. Newman stated that he is working with Terry Hritz to do TV ads on NBC following the Nightly News that will be aired in Reno and after the Morning News to be aired in Las Vegas.

Mr. Newman reported that Pat Henningsen will work the ECVA booth at Reno Riverfest on May 7 -9, 2010.

Mr. Newman reported that he will be attending the International Broadcasters Idea Bank in Nashville, TN on May 3-5, 2010. He pointed out that this event will be coming to Elko in October and that he has been asked to do an Elko presentation to support attendance for the Elko show.

Mr. Newman reminded the Board of the Public Hearing on the final budget scheduled on May 20, 2010 at 8:00 a.m. at the Convention Center.

8. Board Comments – Non-Item

Don Newman reported that the Lion's District Convention will be held this week at the Convention Center.

Matt Murray inquired when the California Trails Interpretative Center would be open.

Don Newman stated that the Center has moved its opening to 2012.

Tom Lester pointed out that the Center will be open during June, July and August 2010 and that its grand opening is scheduled for 2012.

Ruben Abeyta stated that Bangin Bones just held an event during the past week that helped to generate room revenue for the Elko area.

Jay Elquist thanked the staff for their hard work at this time.

Connie Campbell inquired about the status of the Fire Science Academy.

Don Newman stated that the ECVA still continues to support the Fire Science Academy from the ECVA general fund and that the Fire Science Academy will be doing a presentation at the City of Elko meeting this evening.

9. Adjournment

Ruben Abeyta made a motion to adjourn the meeting. Jay Elquist seconded the motion. The meeting was adjourned at 9:350 a.m.