

ELKO CONVENTION & VISITORS AUTHORITY
RESCHEDULED BOARD MEETING
TUESDAY, AUGUST 18, 2009
ELKO CONVENTION CENTER
CEDAR ROOM
8:00 A.M.

1. Roll call

ECVA Board Present: Ruben Abeyta
Connie Campbell
Gary Morfin

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

Visitors: Carol Castle, U.S. Department of Commerce
Charlie Ekburg, Sweetlight Photography
Sandy Ekburg, Sweetlight Photography
Adella Harding, Elko Daily Free Press

2. Call to order and Pledge of Allegiance

The meeting was called to order at 8:12 a.m. by Board Chair, Gary Morfin. Board members Charlie Myers and Jay Elquist were not present at the meeting.

3. Public Comments

No public comment was made at this time.

4. Approval of minutes from the Board meeting of July 28, 2009

Ruben Abeyta made a motion to approve the minutes from the July 28, 2009 Board meeting. Connie Campbell seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

There was no old business to be taken care of at this time.

6. NEW BUSINESS:

6A-0818-09

Discussion and possible approval of the Sky Fair 2009 Organizing Committee's request for \$1,000 event marketing support for the 2009 Sky Fair as approved by the ECVA Marketing Committee

Don Newman stated that Randy Powell from the SF 09 Organizing Committee was not able to make the Board meeting and indicated that Mr. Powell made a presentation the ECVA Marketing Committee requesting \$1,000 in marketing support to be used for advertising the event. He pointed out that the Marketing committee approved the request.

Mr. Newman stated that the 2009 Sky Fair coincides with the Ruby Mountain Balloon Festival and Oktoberfest and that all three of these events could be cross marketed.

Gary Morfin inquired if advanced tickets to the Sky Fair were being sold.

Don Newman stated that it was free to the public and added that vintage rides available during the event may charge.

Tom Lester pointed out that this event has potential for growth.

Don Newman noted that the Sky Fair Committee is making arrangements to bring in planes from the Reno Air Races.

Gary Morfin inquired if the Sky Fair Committee is working with the City of Elko on obtaining the necessary licenses.

Don Newman confirmed that licenses were being obtained from the City of Elko.

Gary Morfin stressed that ECVA marketing funds were to be used for advertising the event outside of the Elko area.

Don Newman commented that the Sky Fair Organizing Committee was aware of how ECVA marketing funds were to be spent.

Ruben Abeyta made a motion to approve the 2009 Sky Fair Organizing Committee's request for \$1,000 event marketing funds for the 2009 Sky Fair. Connie Campbell seconded the motion. The motion passed unanimously.

6B-0818-09 Presentation by Carol Castle, U.S. Department of Commerce regarding the 2010 U.S. Census with discussion and possible approval of the ECVA

Don Newman introduced Carol Castle with the U.S. Department of Commerce to the Board. He added that Ms. Castle had attended the August Marketing Committee Meeting and had made a presentation about the importance of participating in the 2010 U.S. Census. He further added that the ECVA is interested in becoming a Census partner.

Mr. Newman turned the floor over to Ms. Castle at this time.

Carol Castle made a presentation to the Board outlining ways that local businesses such as the ECVA could be involved in promoting the 2010 U.S. Census.

Don Newman pointed out that the ECVA is interested in promoting the Census by providing displaying the Census Sticker and providing space to distribute information at various events at the Convention Center.

Gary Morfin inquired if a link could be placed on the ECVA's website to the U.S. Census' website.

Cathie Horn stated that it is possible to place a link on the ECVA's website.

Carol Castle explained that grant funding through partnering with the Census is available to Census Partners that help promote the 2010 Census.

Cathie Horn pointed out that through a partnership that available grant funds from the Census could be used to benefit Charity Partners of the 2009 Festival of Trees.

Connie Campbell made a motion to approve the ECVA becoming a partner with the 2010 Census. Ruben Abeyta seconded the motion. The motion passed unanimously.

7. STAFF REPORTS:

7A-0818-09

Comptroller's Report/Approval of July expenditures and all matter related

Delynn Jones reviewed the Comptroller's report for July 2009 included in the Board packet.

Ms. Jones reported that General Fund room tax received in July from the City of Elko for May 2009 was \$39,350.64 which is a decrease of \$7,157 or 15.4 % from May 2008. She further reported that General Fund room tax for June 2009 was also received in July in the amount of \$52,963.02 which reflects a decrease of \$17,138 or 24.4% from June 2008.

Ms. Jones reported that Marketing Fund room tax received in July from the City of Elko for May 2009 was \$28,995.21 which is a decrease of \$5,268 or 15.4% from May 2008. She further reported that Marketing Fund room tax for June 2009 was also received in July in the amount of \$39,025.38 which reflects a decrease of \$12,628 or 24.4% from June 2008.

Ms. Jones stated that Facility Expansion room tax received in July for the fiscal year 2008-2009 was \$69,023.38 which reflected a decrease of \$19,181 or 21.7% from fiscal year 2007-08. She explained that a payment in the amount of \$25,000 will be made to the Fire Science Academy from these funds.

Ms. Jones reported that room tax receipts overall for the fiscal year 2008-09 were down 10.1% from fiscal year 2007-08 and that the 2009 General Fund receipts in the amount of \$475,732 reflected a decrease of \$53,194 from 2008. She further added that the 2001 Marketing Fund receipts in the amount of \$350,502 showed a decrease of \$39,202 from 2008.

Ms. Jones reported that Ad Valorem taxes received from Elko County in June 2009 were \$57,026.66 with an increase of \$35,717 over June 2008. She explained that this difference was due

to receipt of a second "Proceeds of Mines" payment in July 2009 in the amount of \$44,685 versus the 2008 Mine payment in the amount of \$14,263.

Ms. Jones pointed out that ad valorem taxes received for fiscal year 2008-09 were \$338,203 with an increase of \$81,114 or 31.6% over fiscal year 2007-08.

Ms. Jones stated that total claims for July 2009 were \$165,210.32 of which \$864.69 was eligible for grant reimbursement. She compared this to total claims for July 2008 in the amount of \$226,880 of which \$11,381 was eligible for grant reimbursement. She explained that the difference was due to the timing of various payments and reviewed examples of July 2008 claims that were unique to that year.

Ms. Jones stated that a Certificate of Deposit held in the capital projects fund matured on July 2, 2009 at Nevada State Bank. She pointed out that it was not renewed as stated at the July Board Meeting due to the bank's transition. She explained that it was rolled over as one CD for 6 months at 2.18% which the initial interest rate. She further explained that because the ECVA was given a higher interest rate than was available at that time, she will address division of the CD at the next maturity date.

Ms. Jones reported that the following Certificates of Deposit matured at Edward Jones:

\$96,000 of Capital Funds matured on July 10 and was renewed at 1.35% in the amount of \$99,000.

\$95,000 of General Funds matured on July 28 and was renewed for only 3 months at .2% in the amount of \$98,000.

Gary Morfin inquired why there was a difference in the investments listed above at Nevada State Bank and the amount shown on the balance sheet included in the report.

Delynn Jones stated that the CD maturing in July was only one of several investments at Nevada State Bank. The CDs have maturity dates spread out over several months in case of any unexpected expenses.

Ruben Abeyta pointed out that the room tax deficit was due to the decrease in city development and local construction.

Connie Campbell made a motion to approve the July 2009 claims in the amount of \$165,210.32. Ruben Abeyta seconded the motion. The motion passed unanimously.

7B-0818-09

Convention & Tourism Report

Tom Lester reviewed his Convention & Tourism Report for July 2009 included in the Board packet.

Mr. Lester reported that he and Don Newman attended the Biggest Little City Golf Tournament in Reno on July 18-21, 2009.

Mr. Lester stated that he will be attending the Nevada State Fair in Reno on August 26-September 2, 2009 where the ECVA will be partnering a booth with Virginia City to market upcoming events.

Mr. Lester reported that he has been involved in the planning and organizing of the 2nd Annual Chili Cookoff and explained the event to the Board. He pointed out that it will be on September 18-19, 2009 and that marketing advertising is being done for that event.

Mr. Lester stated that a link has been placed on Facebook and Twitter to all the Cowboy Country Territories.

Mr. Lester reported that a proof video has been completed for the new “Meet Me In Elko” DVD and that he will be completing the finishing touches during the next few weeks.

Mr. Lester stated that Sports Leisure Vacations will be in Elko during the Ruby Mountain Balloon Festival in September. He pointed out that they will be touring the California Trails Interpretive Center and the Northeastern Nevada Museum along with meeting with a committee from the Will James Society. He stated that he will be meeting with Sport Leisure Vacations at the end of August to select hotel and restaurants that they will use during their tour in September.

Mr. Lester reported that the Oregon California Trails Association has scheduled their convention in Elko for October 2010.

7C-0818-09

Marketing & Events Report

Cathie Horn reviewed her Marketing & Events Report for July 2009 included in the packet.

Ms. Horn reported that ads continue to run in various publications which highlight Elko as a recreation destination. She pointed out that ads were placed with Nevada Business Weekly and the Northwest Mining Association Membership guide highlighting the ECVA’s “Meet Me In Elko” campaign.

Mr. Horn explained that the Elko Chamber of Commerce has partnered with the Northern Nevada Business Weekly and is producing a new section call “Elko Business Outlook.” This publication will be published in October 2009 and the ECVA will be placing an ad focusing on the “Meet Me In Elko” campaign.

Ms. Horn reported that web banner ads are running on KUTV.com, magicvalley.com, elkodaily.com, renopassport.com, go-nevada.com, goutah.com and atvillustrated.com.

Ms. Horn reported that she is developing a page for www.heritagetravelinc.com which will launch in August. She reviewed a sample of how the website appears at www.gowithapurpose.com. She pointed out that the focus will be on the Basque heritage, ranching, the California Trails Interpretive Center, the Northern Nevada Museum and Sherman Station. She further pointed out that she will also be promoting recreation in the Elko area on the website.

Ms. Horn stated that the ECVA will be partnering with the Western Folklife Center to place an ad in the Holiday issue of Cowboys & Indians to market the 2010 National Cowboy Poetry Gathering.

Ms. Horn reported that the ECVA is running radio and television ads for the Elko County Fair and will begin running ads for the Morrodders Car Show and the Ruby Mountain Balloon Festival.

Ms. Horn stated that she attended the Jarbidge Centennial on August 13-16, 2009 to represent the Elko area at that event.

Ms. Horn reported that “At Your Leisure with Chad & Corby Booth” approached her with an opportunity to sponsor the show and that she is currently reviewing options that would best fit into the ECVA budget. She reviewed an attachment to the Marketing & Events Report on the demographics of the show.

Ms. Horn reviewed a copy of an article quoting a rebuttal from Gov. Jim Gibbons and Sen. Bill Nelson D-FLA to a report from federal agencies listing Nevada and Florida on a “blacklist” when deciding where to hold meetings & conferences. She explained that federal agencies are gearing toward holding meetings and conferences at places that don’t have a lot of “flair” and pointed out that this could be a plus in promoting the Elko area.

Ms. Horn reported that the 2009 Mining Expo was a huge success with 378 booths sold and 331 vendors participating. She further reported that Ellison Electric stepped up and did an exceptional job with the electrical needs of the vendors. She stated that the 2010 Mining Expo Committee will begin meeting in September 2009 to begin planning the 25th anniversary. The slogan for the event will be “Celebrating our Silver Anniversary in Gold Country.”

Ms. Horn reported that the 2009 Elko Motorcycle Jamboree was successful. She reviewed a response with the Board from the Motorcycle Jamboree Committee regarding the Friday night concert being rained out.

Ms. Horn stated that she has been accepted into the Society of Mining, Metallurgy and Exploration and is an official member of AIME which is the professional sector of the Society.

Ms. Horn shared with the Board that while vacationing in North Carolina she had an opportunity to meet with Paul Lawlor and his wife along with the Mayor of Wilmington, Bill Safro. She stated that Mr. Lawlor specializes in community redevelopment of downtown corridors and he willingly gave an outline on what steps needed to be taken in Elko’s efforts to revitalize downtown. She further stated that with the efforts of the Elko community along with the Mining community, a collaborative effort could be taken to accomplish the goal of revitalizing Downtown Elko.

Ms. Horn stated that through her meeting with Mr. Lawlor and Mr. Safro she received a lot of information on federal grants that cities can apply for. She further stated that she

will research this information and meet with Delmo Andreozzi of the City of Elko to discuss this information with him.

Ms. Horn reviewed a print out included in her report from Arthur Frommers Budget Travel that listed leads with data containing names of people who have requested information about products or services offered by the ECVA. She explained that this data can easily be placed into spreadsheets, databases or contact management applications for easy tracking.

Ms. Horn reported that she has participated in two separate webinars with Vocus and Cision, one-stop portals that track social networking sites and print media. She stated that she is evaluating both contacts to see which will be more beneficial for the ECVA along with checking to see if this type of service fits into the ECVA marketing budget.

Connie Campbell inquired if the ECVA has ever had a booth to promote Elko at the Nevada State Fair.

Cathie Horn stated that in recent years there has not been a booth.

7D-0818-09

Administrative Report

Don Newman reviewed the Administrative Report for July 2009 included in the Board packet.

Mr. Newman reviewed a letters of appreciation written by Pat Henningsen and Friends For Life included in the packet. He also passed around a Certificate of Appreciation from the ECVA to the Elko Area Chamber of Commerce for their work and time in the U.S. Forest Service Travel Management Plan Public Meeting.

Mr. Newman reported that he and Gary Morfin attended the Reno Tahoe Open Golf Tournament in Reno on August 7-9, 2009. He explained that this event brought meeting planners and corporate clients to Reno as guests of many Reno corporations. He further explained that he and Mr. Morfin met many corporate marketing representatives and had the opportunity to promote Elko. He stated that one of the corporate representatives that they met was from Nevada Energy and as a result of that meeting Nevada Energy has been invited to Elko to make a presentation on solar energy.

Mr. Newman stated that the ECVA has increased its advertising support for this year's Elko County Fair and Horse Races by running radio ads in the Boise area and TV ads in Southern Idaho. He further stated that ads for the Fair are also running with Nevada Broadcasters through Labor Day.

Mr. Newman reviewed the ECVA's second quarter facility use and catering report as well as the July 2009 facility use revenue report attached to the Board packet.

Mr. Newman compared June 2009 room tax revenue to both June 2008 and June 2007 to show the comparison to a very strong year (June 2008) and a weak year (June 2007). He reviewed the number of events that had taken place at the Convention Center in July along with the number of events scheduled at the Convention Center during August.

Ruben Abeyta stated that a corporate representative from Hilton was in Elko and had stated that the revenue for the Hilton Garden Inn in Elko has remained strong during the economic downturn. Mr. Abeyta stated that promotion of the Elko area is a contributing factor to this.

8. Board Comments

Connie Campbell stated that a craft show and a motorcycle rally have been added to the Morrodders Car Show in September.

Ms. Campbell reported that Josh Park is opening a new variety store on Silver Street and she has invited him to do a presentation at the October Marketing Committee meeting.

9. Adjournment

The meeting was adjourned at 9:32 a.m.