

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, DECEMBER 15, 2009
ELKO CONVENTION CENTER
CEDAR ROOM
8:00 A.M.

1. Roll call

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

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

Visitors: Adella Harding, Elko Daily Free Press
Betti Magney, Elko Daily Free Press
Jerri Norton, Kafoury, Armstrong & Co.
Bernardo Sandoval, Kafoury, Armstrong & Co.

2. Call to order and Pledge of Allegiance

The meeting was called to order at 8:07 a.m. by Board Chair, Gary Morfin. Introductions were made around the table.

3. Public Comments

No public comment was made at this time.

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

Connie Campbell made a motion to approve minutes from the November 17, 2009 Board meeting. Charlie Myers 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-1215-09

Presentation and possible approval of the 2008/2009 Audit Report as presented by Jerri Norton, Kafoury, Armstrong & Co.

Jerri Norton from Kafoury, Armstrong & Co. reviewed with the Board the ECVA 2008/2009 Audit Report for possible approval. She further informed the Board that since the ECVA was a level 3 government entity that GASB 45, regarding post employment benefits, would not have to be implemented until 2010.

Bernardo Sandoval from Kafoury, Armstrong & Co. reviewed a letter which listed opportunities for strengthening internal controls and operating efficiency at the ECVA.

Jay Elquist inquired in regards to the auditors comment on unrecorded catering fees what percentage the ECVA charged caterers. He further inquired if a flat percentage would work.

Don Newman replied that the ECVA charged 12% to caterers. He explained the procedure in charging caterers. He further explained that this percentage fee goes toward kitchen use and maintenance of catering supplies provided by the ECVA.

Charlie Myers made a recommendation to start listing the catering fees owed to the ECVA to be collected each month under financial reports.

Charlie Myers made a motion to approve the 2008/2009 Audit Report as presented by Kafoury, Armstrong & Co. with the addition of listing all catering discrepancies under ECVA financials each month to be reviewed by the Board. Ruben Abeyta seconded the motion. The motion passed with unanimously.

6B-1215-09

Discussion and possible approval of a request from ECVA Board Vice-Chairman, Charlie Myers, to move the ECVA Board meeting from the third Tuesday to the fourth Tuesday of each month due to a conflict with the Nevada Commission on Economic Development

Gary Morfin congratulated Charlie Myers on his appointment to the Nevada Commission on Economic Development.

Charlie Myers reviewed an email which he sent to the ECVA Board requesting that the ECVA Board meeting be moved from the third Tuesday of each month to the fourth Tuesday of each month. He further explained that if the ECVA Board chooses not to change the meeting date then he would change committees with another Elko County Commissioner so that they could attend the ECVA Board meeting.

Mr. Myers stated that a change in the ECVA Board meeting date would also be beneficial for ECVA Board member Jay Elquist who attends city meetings on the fourth Tuesday of each month.

Gary Morfin stated that Charlie Myers is an asset to the ECVA and that he would like to see Mr. Myers continue as a member of the Board. Mr. Morfin suggested looking at also changing the time of the monthly Board meeting to 9:00 a.m.

Charlie Myers stated that changing the meeting time to 9:00 a.m. was a good idea provided

that it does not keep the public from attending the meeting. Jay Elquist stated that with Mr. Myers being appointed to the Nevada Commission on Economic Development it is even more important that he be involved with the ECVA.

Don Newman stated that he has not heard from the public as to the feasibility of the present 8:00 a.m. meeting time. He suggested moving the meeting time to 8:30 a.m. instead of 9:00 a.m.

Gary Morfin stated that the new meeting date of the fourth Tuesday of each month and the new meeting time of 8:30 a.m. would be effective January 2010.

Ruben Abeyta made a motion to change the current ECVA Board meetings to the fourth Tuesday of each month starting at 8:30 a.m. effective January 2010. Charlie Myers seconded the motion. The motion passed unanimously.

6C-1215-09

Discussion and possible approval of the 2010 Marketing Committee categories and members as approved by the ECVA Marketing Committee

Don Newman explained that changes to the 2010 Marketing Committee categories and members were discussed during the last ECVA Marketing Committee meeting. He explained the changes suggested by the ECVA Marketing Committee and stated that the changes would be effective February 2010 for the term of one year.

Charlie Myers inquired about the attendance of ECVA Marketing Committee members to the meetings.

Don Newman explained, in response to Mr. Myers inquiry, that he met with Bob Wines, ECVA legal representative, and the Marketing Committee Policy language was changed to a majority of those present at marketing meetings could vote on action items. He pointed out that in the past the Marketing Committee has had to meet quorum in order to vote on action items. Mr. Newman further stated that he has asked for a commitment from those currently on the Marketing Committee to attend meetings.

A discussion of suggestions from the Board of possible changes to the 2010 Marketing Committee categories and members took place at this time.

Don Newman pointed out that changes being made to the Marketing Committee categories and members needed to be approved by the ECVA Board by January 2010.

Connie Campbell stated that as the ECVA Marketing Committee Chair attendance has been frustrating and that she felt creating more categories would improve attendance.

Charlie Myers suggested drafting a letter requesting that each entity assign a person to represent that entity's interest for the community on the ECVA Marketing Committee.

Charlie Myers made a motion to approve the 2010 Marketing Committee categories and members as presented with the provision that suggested additions in categories discussed in today's Board meeting be taken back to the ECVA Marketing Committee. Ruben Abeyta seconded the motion. The motion passed unanimously.

7. STAFF REPORTS:

7A-1215-09

Comptroller's Report/Approval of November Expenditures and all matters related to

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

Ms. Jones stated that the October General Fund Room Tax was received from the City of Elko. She stated that the amount received was \$37,518 versus \$41,993 received in October 2008 which is a decrease of \$4,475 or -10.7%.

Ms. Jones reported that October Marketing Fund Room Tax was received from the City of Elko. She stated that the amount received was \$27,640 versus \$30,937 received in October 2008 which is a decrease of \$3,297 or -10.7%.

Ms. Jones noted that the ECVA Ad Valorem through Proceeds From Mines has increased during the last and current fiscal years. She inquired of Charlie Myers if he was aware of a decrease in these funds for 2012.

Charlie Myers stated that he did not specifically know of a decrease in the Proceeds From Mines funds.

Ms. Jones reported that Ad Valorem Taxes received for October 2009 from Elko County were \$32,970 versus \$58,854 for October 2008. She pointed out that YTD Ad Valorem for 2009 was \$146,968 versus \$131,595 reflecting an increase of \$15,373 or 11.7%.

Ms. Jones stated that total claims for November 2009 were \$302,461.23 which included a transfer of \$195,000 to Edward Jones for investment. This investment included \$45,000 was taken from the Facilities Expansion Fund and \$150,000 from the Capital Projects Fund.

Ms. Jones reviewed the status of ECVA Certificates of Deposits with the Board at this time.

Charlie Myers suggested that a budget workshop be held sometime between January and February 2010 to look at past actual budgets for 2007, 2008 and 2009 to forecast a budget for 2010.

Don Newman stated that a projection of room tax comparisons from 2007, 2008 and 2009 was done to see where the ECVA stands budget wise. He pointed out that there is a decrease of approximately 8% in room tax revenue from previous years.

Charlie Myers made a motion to approve the November 2009 claims in the amount of \$302,461.23. Jay Elquist seconded the motion. The motion passed unanimously.

7B-1215-09**Convention & Tourism Report**

Tom Lester reviewed the December 2009 Convention & Tourism report included in the Board packet.

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

Mr. Lester reported that he attended the TAC meeting in Lovelock, NV on November 4 & 5, 2009 on behalf of the ECVA. He pointed out that he met with the Nevada Commission on Tourism during this time to review 2nd cycle grants and reported that the total number of grants awarded was 68 of the 88 grants requested. He further pointed out that over \$365,000 was awarded in grant money to Rural Nevada.

Mr. Lester stated that the new 2010 Visitors Guide requests is scheduled for delivery the middle of this month.

Mr. Lester stated that new meeting/convention pages as well as tour/travel pages are being added to the ECVA website. He pointed out that these pages will assist meeting planners and tour operators in navigating and retrieving information more efficiently from the website. He added that the new Meet Me In Elko DVD will be added to these pages.

Mr. Lester reported that an ad was placed in the 2010 Group Travel Directory for Elko as well as Cowboy Country Territory. He further reported that leader board ads were placed on the Group Travel website also.

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

Mr. Lester stated that the new Meet Me In Elko DVD will be sent to all meeting and convention planners that are currently on the ECVA database.

Mr. Lester stated that he met on behalf of the ECVA with several meeting and convention planners while attending the TAC in Lovelock.

Mr. Lester stated that he attended Meetings Quest on behalf of the ECVA on November 30-December 3, 2009 in Anaheim, CA. He reported that this show was successful in obtaining meeting and convention planners contacts.

7C-1215-09**Marketing & Events Report**

Don Newman reported in place of Cathie Horn on the December 2009 Marketing & Events report included in the Board packet.

Mr. Newman passed around publications for the Board to review in which the ECVA is advertising and promoting the Elko area.

Mr. Newman reported that the 2009 Festival of Trees was a success with approximately \$21,000 being generated in revenue for the 2009 Festival of Trees charities. He further reported that an exact amount of funds generated will be available next week. He also reported that a photo op with all the 2009 charities will take place next week.

7D-1215-09

Administrative Report

Don Newman reviewed his December 2009 Administrative Report included in the Board packet.

Mr. Newman reminded Board members that the Nevada Financial Disclosure Statements are due to the state by January 15, 2010. He pointed out that the forms are available online at www.ethics.nv.gov.

Mr. Newman stated that the ECVA is working with the Western Folklife Center in advance of the 2010 Cowboy Poetry Gathering to coordinate sound and lighting in the auditorium. He further stated that set up begins on January 21, 2010.

Mr. Newman reported that the ECVA is working with the Elko Arts Advisory Committee regarding the City water tank artwork. He passed around samples of artwork created by the ECVA.

Jay Elquist stated that he felt the design with just the artwork and the web address was the most appropriate.

Don Newman reported that the Two Doug's Snowmobile RMSHA Hillclimb will not take place in 2010. He explained that due to its cancellation the past two years because of lack of snow that RMSHA did not sanction the event for 2010. He further explained that the ECVA will continue to promote winter recreation and snowmobiling in the Elko area.

Mr. Newman reviewed the October 2009 room tax comparison with the Board at this time.

Mr. Newman reported that there are 14 events taking place over 19 days scheduled at the Convention Center during December 2009. He further reported that there are 5 events over 20 days scheduled during January 2010 with the National Cowboy Poetry Gathering being one of those events.

8. Board Comments

Charlie Myers inquired if the ECVA electronic sign had the capability to play DVDs. He suggested running the new Meet Me In Elko DVD on the sign.

Don Newman stated that the electronic sign has graphic capabilities but not certain if DVDs could be displayed. He further stated that he will check into the matter.

Charlie Myers stated that it would be a good idea to play the DVD during the different events that take place in Elko.

Don Newman stated that 1,500 Meet Me In Elko DVDs were ordered and were available to the public.

9. Adjournment

Charlie Myers made a motion to adjourn the December 15, 2009 ECVA Board meeting. Jay Elquist seconded the motion. The motion passed unanimously.

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