

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, FEBRUARY 17, 2009
ELKO CONVENTION CENTER
CEDAR ROOM
8:00 A.M.

1. Call to order and Pledge of Allegiance

The meeting was called to order at 8:12 a.m. by Board Chair Gary Morfin.

Introductions were made around the table.

2. Call to order and Pledge of Allegiance

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
 Cathie Horn, Marketing & Events Manager
 Juli Nelson, Graphics/Administrative Assistant

Visitors: Charlie Ekburg, Sweet Light Photography
 Sandy Ekburg, Sweet Light Photography
 Jan Peterson, KENV Channel 10
 Laurel Wachtel, Nevada Quarter Horse Association

3. Public Comments

There was no public comment at this time.

4. Approval of minutes from the Board meeting January 20, 2009

Charlie Myers made a motion to approve the minutes from the January 20, 2009 Board meeting. Jay Elquist seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

5A-0217-09

Review letter from State of Nevada Department of Taxation regarding the Annual Audit Report

Gary Morfin read a letter from the State of Nevada Department of Taxation regarding the ECVA Annual Audit Report.

Don Newman commented that the ECVA audit went well and was accepted by the State of Nevada Department of Taxation.

6. NEW BUSINESS:

6A-0217-09 Discussion and possible approval of request from the Nevada Quarter Horse Association for \$2500.00 in Marketing Fund event support

Don Newman stated that the request from the Nevada Quarter Horse Association originally was to be presented to the ECVA Marketing committee. He further stated that the Marketing Committee meeting which was scheduled for February 11, 2009 had been cancelled and the Nevada Quarter Horse Association was now making the request to the Board.

Mr. Newman introduced Laurel Wachtel with the Nevada Quarter Horse Association.

Ms. Wachtel gave a presentation on the Nevada Quarter Horse Association (NQHA) and the Silver State Circuit. She explained the purpose in bringing the Silver State Circuit back to Elko County and stated that the NQHA is looking for local community and state support. She further explained that sponsorship funds would go to the costs of awards and running the show.

Don Newman stated that this type of event is exactly what ECVA Marketing funds are meant for. He pointed out that contingent on Board approval the ECVA marketing funds for this event would be for advertising and marketing the event.

Charlie Myers pointed out that ECVA Marketing funds could not be used for the purchase of awards but rather for advertising and marketing.

Mr. Myers asked why a request for funds was not presented to the ECVA Marketing Committee.

Don Newman explained that the NQHA was scheduled to give a presentation to the ECVA Marketing Committee but the last meeting was cancelled due to bad weather. He pointed out that the meeting was rescheduled for February 25, 2009.

Charlie Myers stated his approval but felt that the NQHA should still present their proposal to the Marketing Committee at the Marketing meeting on February 25, 2009.

Charlie Myers made a motion to approve \$2,500 Marketing funds to support the Nevada Quarter Horse Association contingent on the ECVA Marketing Committee approving the event. Jay Elquist seconded the motion. The motion passed unanimously.

6B-0217-09 Review Budget Timeline for 2009/2010 Fiscal Year

Delynn Jones reviewed a handout included in the packet outlining the Budget Timeline for the 2009/2010 fiscal year. She pointed out that a budget workshop has been scheduled for March 10, 2009 for ECVA staff and Board members to review the tentative budget. She further pointed out that the tentative budget is due to the state by April 13, 2009. The deadline for the final budget is June 1, 2009.

Ms. Jones pointed out that the tentative budget which will be submitted to the state will also be included in the Board packet at March's Board meeting.

A discussion of the budget process took place at this time.

6C-0217-09 Discussion of ECVA Health plan, review of City, County plans

Don Newman stated that a request was made at the last Board meeting by Charlie Myers to review the ECVA health plan and compare it to the City of Elko and the County of Elko health plans. He stated that he is concerned that coverage for ECVA employees will be lost with a less costly health plan.

Delynn Jones outlined some of the comparisons between the ECVA health plan and the City's and County's health plans. She pointed out although expensive the ECVA health plan is under the Elko County plan and has very good coverage. She further explained that she is working with local insurance agencies and looking at various health plans.

A discussion of the comparison between the City and County health plans and the ECVA health plan took place at this time.

7. STAFF REPORTS:

7A-0217-09 Administrative Report

Don Newman reviewed the Administrative Report included in the packet with the Board members.

Mr. Newman explained to the Board that the February ECVA Marketing Meeting was rescheduled to February 25, 2009. The meeting will be held at the California Trails Interpretive Center.

Mr. Newman reported that Tom Lester and he will be meeting with Caleb Cage from the Lt. Governor's office on Wednesday, February 18, 2009 to discuss Rural NV Tourism and Economic Development.

Mr. Newman stated that he attended a meeting in Las Vegas on February 6, 2009 in which the UNR Board of Regents granted a 2 year extension to the Fire Science Academy.

Mr. Newman reported that the 25th Annual National Cowboy Poetry Gathering was well attended. He reviewed with the Board a letter of thanks from the production manager of "A Ride with Bob" Show.

Mr. Newman reviewed room tax collections comparing the month of December 2007 with December 2008. He mentioned that room par was down. He further pointed out that 3 of the larger lodging properties did not report their numbers for December which may have contributed to the decrease in rev par. He stated that the ECVA will continue to monitor and adjust its budget to reflect the room tax shortfall.

7B-0217-09**Convention & Tourism Report**

Tom Lester reviewed the Convention & Tourism report included in the packet with the Board members.

Mr. Lester stated that he will be attending the Utah Outdoor Expo on February 19-23, 2009 and the International Sportsmen's Expo on March 11-16, 2009 to promote Elko.

Mr. Lester reported that he will be in Reno/Carson City on March 4-5, 2009 to make a presentation to the Virginia City Board of Directors on partnerships. He will to make sales calls in the area promoting the "Meet Me In Elko" FAM tour on May 22-24, 2009. He further reported Mirage Tours, Smart Meetings Magazine and Meetings West Magazine are interested in attending the tour.

Mr. Lester reviewed another article written in the Boise Journal as a result of the Cowboy Poetry Media FAM tour held last September.

Mr. Lester explained that grant funding through the NCOT for over \$8,000 was received for a "Meet Me In Elko" DVD and a web base video for Meetings West and Smart Meetings. He further explained that the DVD will be used to send to potential meeting planners and at Meetings Quest and Affordable Meetings shows.

Mr. Lester reviewed the Visitor Guide lead report with the Board.

Mr. Lester reported that over 400 "Meet Me In Elko" postcards have been sent out to potential meeting planners.

Mr. Lester stated that he will be sitting on the organizing committee for the OCTA convention in 2010.

Mr. Lester reviewed conventions scheduled in Elko and conventions he is currently pursuing.

7C-0217-09**Marketing & Events Report**

Cathie Horn reviewed her Marketing & Events report included in the Board packet.

Ms. Horn stated that ads promoting Elko continue to run in various publications.

Ms. Horn reported that she attended the International Sportsmen's Expo in Sacramento, CA on January 14-18, 2009 to promote the Elko area as a sportsman's destination. She further reported that she will be attending the ISE Show in Salt Lake City, Utah on March 12-15, 2009 and the Sevier Valley Sportsman Show on March 27 -28, 2009 in Richfield, Utah to also promote Elko.

Ms. Horn stated that the new artwork for the ECVA billboards is up in Utah and will be up throughout Idaho this week.

At this time differences in claims between January 2009 and January 2008 were discussed.

Ms. Jones stated that the list of unpaid bills on hand was included in her report for the Board to review.

Charlie Myers made a motion to approve January 2009 expenditures in the amount of \$104,038.28. Ruben Abeyta seconded the motion. The motion passed unanimously.

8. Board Comments

Connie Campbell asked what was the status of combining NCOT with the Economic Development.

Don Newman stated that the NCOT is doing what it can to keep from having to combine with the Economic Development because of the impact that it will have on Nevada rural area grant support.

Tom Lester stated there will be a summit before the State Legislature on February 18, 2009 regarding the impact of cutting grant funding on rural communities.

A discussion of the impact of the cuts in grant funding took place at this time.

Don Newman showed the Board a plaque of appreciation awarded to the ECVA from Christmas For Kids which was one of the 2008 Festival of Trees charity partners.

Connie Campbell stated that over 110 children in the Elko area were provided Christmas from the proceeds that Christmas For Kids received from the 2008 Festival of Trees.

Gary Morfin thanked the ECVA staff for their hard work and involvement with the Elko area events.

9. Adjournment

Jay Elquist made a motion to adjourn the ECVA Board meeting for February 17, 2009. Charlie Myers seconded the motion. The motion passed unanimously.

The meeting was adjourned at 9:15 a.m.