

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, FEBRUARY 23, 2010
ELKO CONVENTION CENTER
GOLD ROOM
8:30 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
 Cathie Horn, Marketing & Events Manager
 Juli Nelson, Administrative Assistant/Graphic Design

Visitors: Adella Harding, Elko Daily Free Press
 Gayle McCoy, Ruby Mountain Balloon Festival

2. Call to order and Pledge of Allegiance

The meeting was called to order at 8:33 a.m. by Board Chair, Gary Morfin.

3. Public Comments

No public comment was made at this time.

4. Approval of minutes from the Board meeting of January 26, 2010

Ruben Abeyta made a motion to approve the minutes from the January 26, 2010 Board meeting. Jay Elquist seconded the motion. The motion passed with Charlie Myers abstaining from the vote.

5. OLD BUSINESS

There was no Old Business at this time.

6. NEW BUSINESS:

6A-0223-10 Discussion and possible approval of a request of \$3000 marketing support funding for the 2010 NQHA Silver State Circuit by the Nevada Quarter Horse Association previously approved by the ECVA Marketing Committee

Don Newman stated that the Nevada Quarter Horse Association made a presentation to the

ECVA Marketing Committee on February 10, 2010 to request \$3,000 in marketing support for the 2010 NQHA Silver State Circuit scheduled for July 15-18, 2010. He further stated that the ECVA Marketing Committee approved the request contingent on approval by the ECVA Board of Directors.

Charlie Myers made a motion to approve a request by the Nevada Quarter Horse Association of \$3,000 in marketing support funding for the 2010 NQHA Silver State Circuit. Ruben Abeyta seconded the motion. The motion passed unanimously.

6B-0223-10 **Discussion and possible approval of a request for \$2500 marketing support funding for the 2010 Ruby Mountain Balloon Festival by Ruby Mountain Hot Air, Inc. previously approved by the ECVA Marketing Committee**

Don Newman stated that Ruby Mountain Hot Air, Inc. also made a presentation to the ECVA Marketing Committee on February 10, 2010 to request \$2,500 marketing support for the 2010 Ruby Mountain Balloon Festival scheduled for September 24-26, 2010 in Spring Creek. He explained that the ECVA Marketing Committee approved the request contingent on approval by the ECVA Board of Directors.

Charlie Myers made a motion to approve a request by Ruby Mountain Hot Air, Inc. of \$2,500 in marketing support funding for the 2010 Ruby Mountain Balloon Festival. Connie Campbell seconded the motion. The motion passed with Ruben Abeyta abstaining from the vote.

7. STAFF REPORTS:

7A-0223-10

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

Don Newman stated that ECVA Comptroller, Delynn Jones was not present at the meeting due to attending continuing education classes. Mr. Newman reviewed the Comptroller's report included in the packet.

Mr. Newman reported that the December 2009 General Fund Room Tax was received in January 2010 from the City of Elko in the amount of \$19,626.27. He stated that the amount received for December 2008 was \$25,062 which is a decrease of \$5,436 or 21.7%.

Mr. Newman reported that the December 2009 Marketing Fund Room Tax was received from the City of Elko in the amount of \$14,458.94. He stated that the amount received for December 2008 was \$18,464 which is a decrease of \$4,005 or 21.7%.

Mr. Newman pointed out that room tax receipts were down 11.4% over the last 6 months.

Mr. Newman reported that Ad Valorem Taxes received from Elko County for December 2009 were \$37,678.02.

Mr. Newman reported that year-to-date Ad Valorem taxes for 2009/10 were \$190,782.00. He pointed out that year-to-date Ad Valorem taxes for 2008/09 were \$131,595 which is an increase of \$59,187 or 45%.

Me. Newman stated that total claims for January 2010 were \$91,776.43 which included \$2,095 in grant expenses.

Charlie Myers made a motion to approve the January 2010 claims in the amount of \$91,776.43. Jay Elquist seconded the motion. The motion passed unanimously.

Don Newman reviewed the 2010/11 ECVA Budget process with the Board at this time.

7B-0223-10

Convention & Tourism Report

Don Newman stated that Tom Lester was not present at the meeting due to attending the Sportsmen and Outdoor Show in Salt Lake City, Utah.

Mr. Newman pointed out that Mr. Lester is working with Susan Sutton from Virginia City Tourism and Ed Spears from White Pine County Tourism on a Media/Operator FAM tour which will feature America's Wild West.

Mr. Newman stated that Mr. Lester met with Rob Sabo with the Northern Nevada Business Weekly on February 11th and 12th, 2010 and introduced him to several local business leaders in the Elko area. Mr. Newman further stated that Mr. Sabo was able to obtain around 20 good story leads on the area from the visit.

Mr. Newman stated that Mr. Lester continues to work on the 3rd Annual Chili Cook-off in Carlin.

Mr. Newman reported that Mr. Lester continues to work with the Will James Society Gathering that will be held in Elko in 2010 along with working on the OCTA Convention that will be held in August 2010.

Mr. Newman pointed out that the ECVA recently confirmed the Good Times Travel Tour Group which will be bringing a bus over the Basque Festival in July 2010. He further pointed out that this will generate approximately 80 room nights.

Charlie Myers inquired why the Convention Center had only 8 events being held over 25 days during March 2010.

Don Newman explained that it was due to the Barrick and Cortez annual refresher courses which are scheduled during the month of March 2010 and use the facility for several days each.

7C-0223-10

Marketing & Events Report

Cathie Horn reviewed the February 2010 Marketing & Events Report included in the Board packet.

Ms. Horn stated that the ECVA had scheduled running a promotional ad in Sky West Magazine for June 2010 but had cancelled due to the magazine being place only on Delta flights and not Sky West flights. She explained that Sky West was the airline which flew in

and out of Elko and therefore placing the ad on Delta flights would not be beneficial in promoting the Elko area.

Ms. Horn stated that the ECVA continues to run web banner ads on KUTV.com, magicvalley.com, elkodaily.com, renopassport.com, go-nevada.com, goutah.com and atvillustrated.com.

Ms. Horn stated that she will be representing the ECVA at the SME Conference in Phoenix, Arizona on March 1-3, 2010.

Ms. Horn stated that she will be attending the ISE Show in Salt Lake City on March 18-21, 2010.

Ms. Horn stated that she along with Don Newman and Tom Lester will be attending Rural Round-up in Winnemucca on March 24-26, 2010.

Ms. Horn reported that preparations for the 25th Anniversary of the 2010 Elko Mining Expo are underway and showed a display of the booth layout to the Board. She explained that the ECVA will be designing 5 oz silver coins for the 11 vendors that have exhibited in the expo since the beginning. She further explained that the coins will have space on the back for 4 sponsors. Ms. Horn added that additional 1 oz coins will be available for the public to purchase during the Expo.

Ms. Horn reported that ATV Tracks has the ECVA logo on its website that clicks through to the ECVA website.

Ms. Horn stated that the ECVA is actively researching advertising publications that will be most beneficial for the advertising and promoting of the Elko area.

Charlie Myers inquired how the Obama Monuments Plan would affect local area trail systems.

Mr. Newman replied that he has not seen an impact as of yet on local trail systems.

7D-0223-10

Administrative Report

Don Newman reviewed the February 2010 Administrative Report included in the packet.

Mr. Newman stated that a one year lease with EcoLab was signed for the replacement of the ECVA kitchen dishwasher. He pointed out that the cost will be \$127 per month plus an 11 cent charge for each run. The lease also requires a \$75 monthly product usage order.

Mr. Newman reported that the Geothermal Users Group met on February 11th, 2010 to discuss seeking Statements of Qualifications from professional engineers registered in the State of Nevada to provide services to the group. He pointed out that GBC has received a grant that will cover a feasibility study to upgrade and expand the current system. In addition, a retainer will be paid to Holland and Hart legal firm to represent the group in the potential sale of energy credits.

Mr. Newman stated that Elko will host a local qualifying event for the 2010 REMAX World Long Drive Championships this summer.

Mr. Newman stated that he will be attending Rural Roundup in Winnemucca on March 24-26, 2010 along with Cathie Horn and Tom Lester.

Mr. Newman pointed out that KRJC has completed the accounts receivable payment plan and that the ECVA has a credit balance of \$1570 in trade ads.

Mr. Newman stated that there will be an ECVA Lodging Committee Meeting on Wednesday, February 24, 2010 at the Red Lion Hotel at 6:00 p.m.

Mr. Newman reviewed the Room Tax Collection Report included in his report with the Board at this time.

8. Board Comments

Charlie Myers inquired of Jay Elquist what the plan for the City of Elko budget cuts would be.

Jay Elquist stated that there would be cutbacks at all levels.

Charlie Myers inquired of Mr. Elquist if there would be a deficit at the beginning of the new fiscal year for the City of Elko.

Jay Elquist responded that he didn't think there would be.

Charlie Myers pointed out that the ECVA should not have huge balances in any of its funds at the beginning of the new fiscal year and suggested that the ECVA look for new ways to use those funds by marketing the Elko area.

Don Newman responded that the ECVA is currently researching new avenues in which to spend down any excess funds by promoting and marketing Elko.

A discussion took place at this time of various ideas on how the Elko area could be promoted and marketed.

Don Newman stated that the ECVA has been able to acquire an additional billboard in Evanston, Wyoming for the promotion of the Elko County Fair and Horseracing.

9. Adjournment

The meeting was adjourned at 9:33 a.m.

Charlie Myers made a motion to adjourn the February 23, 2010 ECVA Board meeting. Connie Campbell seconded the motion. The motion passed unanimously.