

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, JANUARY 20, 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 8:01 a.m. by Board Chair Gary Morfin. Board member Ruben Abeyta was not present at the meeting.

Introductions were made around the table.

Don Newman introduced Gary Morfin as the new ECVA Board Chairman. He also introduced Connie Campbell as a new ECVA Board member and the new ECVA Marketing Chairman. He further explained that ECVA Board member, Ruben Abeyta, would be the new Lodging Committee chairman.

2. Call to order and Pledge of Allegiance

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

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

Visitors: Charlie Ekburg, Sweet Light Photography
 Sandy Ekburg, Sweet Light Photography

3. Public Comments

There was no public comment at this time.

4. Approval of minutes from the Board meeting December 16, 2008

Charlie Myers made a motion to approve the minutes from the December 16, 2008 Board meeting. Connie Campbell seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

There was no old business at this time.

6. NEW BUSINESS:

6A-0120-09 Discussion and possible approval of Marketing Committee members for 2009

Don Newman reviewed an updated list of ECVA Marketing Committee members for 2009 with the Board.

Charlie Myers made a motion to approve the 2009 ECVA Marketing Committee members. Jay Elquist seconded the motion. The motion passed unanimously.

6B-0120-09 Presentation of ECVA Marketing strategies and efforts, Don Newman

Don Newman presented the ECVA Destination Marketing Presentation to the Board. The presentation showcased where ECVA marketing funds are being utilized.

6C-0120-09 Presentation of Cowboy Country “Wonders of the West”, Tom Lester

Tom Lester showed excerpts from the Cowboy Country “Wonders of the West” video to the Board and explained that the video was produced through Cowboy Country Territory and aired on PBS in Las Vegas and other areas. He further explained that the video features all the territories within Cowboy Country including Elko.

Don Newman stated that the video was an excellent opportunity to promote the Elko area.

7. STAFF REPORTS:

7A-0120-09 Administrative Report

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

Mr. Newman stated that he spoke with Mr. Wines regarding the payment and approval of claims as discussed during the audit presentation at the last Board meeting. He stated that Mr. Wines felt that the steps are in place as far as the Board being made aware of expenditures.

Mr. Newman further stated that Mr. Wines agreed that the verbage regarding the approval of payments and claims on the Board agenda should be changed to “Review of Claims Paid and Approval of Checks Issued and All Matters Related To”. He explained that the change would be made on future Board agendas.

Mr. Newman reported that the Board of Regents will meet on February 5 & 6, 2009 in Las Vegas regarding the Fire Science Academy and that he will be attending that meeting in support of the FSA.

Mr. Newman stated that the ECVA is working with the Western Folklife Center in preparation for its 25th Anniversary Gathering.

Charlie Myers asked if the Western Folklife Center was going to be making a presentation to request marketing funds for the event.

Mr. Newman explained that funding for the Gathering was included in this year's ECVA budget.

Mr. Newman stated that the ECVA is working with the Nevada Quarter Horse Association to support the Silver State Circuit in July and stated that they will be attending the next marketing meeting to request financial support. He further explained that this event will bring in 100 participants and their families for 5 days.

Mr. Newman reported that the ECVA has supported the Nevada USBC Women's Bowling Tournament by producing and mailing postcards, posters and applications as well as adding the event and application to the ECVA website.

Mr. Newman stated that the 2009-2010 ECVA Budget process starts in March.

Mr. Newman reported that November 2008 room tax is down slightly however the rev par is still strong. He further reported that as a result of the slow economy the ECVA continues to monitor and adjust its budget.

7B-0120-09 Convention & Tourism Report

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

Mr. Lester reported that he attended the American Bus Association on January 6-13, 2009 in Charlotte, North Carolina where he promoted the "America's Wild West" postcard highlighting Elko, Virginia City and Ely. He further reported as a result of attending this show that Mirage Tours out of Arizona and New York were very interested in Elko and will be attending the FAM tour in May.

Mr. Lester stated that he will be attending the Go-West Summit on January 25-30, 2009 in Albuquerque, New Mexico and will be meeting with tour operators to promote Elko as a tourism destination through the Dig Mines campaign and the "America's Wild West" postcards.

Mr. Lester pointed out that articles generated from the International Pow Wow FAM and the Cowboy Poetry FAM have been written in numerous publications.

Mr. Lester stated that the ECVA has received over \$8,000 in grant funding through the NCOT for a "Meet Me In Elko" DVD which will be a base video for Meetings West and Smart Meetings shows. He explained that the DVD will also be sent out to potential meeting planners and presented at Meetings Quest and Affordable Meetings shows.

Mr. Lester reviewed the Visitors Guide leads for the month of December.

Mr. Lester reported that the 2009 Visitors Guide is complete and available to the public.

Mr. Lester explained that he is working on an association FAM for next spring which will bring in different associations, meeting planners, tour operators and meeting publications. He stated that he will promote Elko as a meeting, convention and tourism destination during this FAM tour.

Mr. Lester stated that Tom Delanoy with 509 Films will be coming to Elko in February or March and that he will be assisting Mr. Delanoy on an extreme snowmobiling video featuring the Elko area.

Mr. Lester announced that the OCTA (Oregon California Trails Association) Convention will be held in Elko on August 8-14, 2010. He pointed out that this convention will generate approximately 2,500-3,000 room nights.

Mr. Lester explained that he is currently working with Cynthia Pyle from the Will James Society Gathering to hold their convention in Elko in 2010.

Mr. Lester reviewed upcoming conventions and conventions that he is currently working to bring to Elko.

7C-0120-09 Marketing & Events Report

Don Newman reviewed the Marketing & Events report with the Board members in place of Cathie Horn who was absent.

Mr. Newman reviewed ECVA advertising that is continuing to be done in various magazines.

Mr. Newman stated that Ms. Horn attended the International Sportsmen's Expo in Sacramento on January 14-18, 2009 where she helped to promote Elko.

Mr. Newman stated that Ms. Horn is working on new art work for the ECVA Billboard campaign with Saunders and Yesco. He displayed samples of the artwork for the Board to review.

Mr. Newman explained that the ECVA has made a commitment with Charter Media to run television ads for the ATV Jamboree, the Silver State Stampede, the Elko Motorcycle Jamboree, the Elko County Fair and Morrodders Car Show.

Mr. Newman reported that the packet for the 2009 Elko Mining Expo has been updated and will be sent out via email this year. He further reported that there are quite a few people on the waiting list and the ECVA expects the show to be sold out again this year.

Mr. Newman explained that Ms. Horn has been busy working with the 2009 Elko Motorcycle Jamboree and that she has updated that website along with making initial contacts regarding merchandise.

Mr. Newman reviewed the final copy of the ECVA newsletter and explained that it will be posted on the ECVA website for people to print out along with some hard copies being available at the office.

7D-0120-09 Comptroller's Report/Approval of December Expenditures

Delynn Jones reviewed the Comptroller's report included in the packet with the Board members.

Ms. Jones stated that the general fund room tax for October 2008 was received in December in the amount of \$41,992.78 which was a decrease of 12.3% from October 2007.

Ms. Jones stated that marketing fund room tax for September 2008 was received in October for \$30,936.68 which was a decrease of 12.3% from October 2007.

Ms. Jones reported that room tax receipts are down 8%.

Ms. Jones explained that no ad valorem tax was received in December 2008.

Ms. Jones reported that total claims for December 2008 were \$147,649.53 of which \$17,500 was paid out for Festival of Trees Charities, \$6,465 for the Nutcracker Ballet and \$2,000 for the Mining Expo Tug-O-War Charity.

Ms. Jones further reported that unpaid bills on hand amount to \$31,562.99 and reviewed the list with the Board member that was attached to the comptroller's report.

Charlie Myers made a motion to approve December 2008 expenditures in the amount of \$147,649.53. Jay Elquist seconded the motion. The motion passed unanimously.

8. Board Comments

Charlie Myers made a suggestion that the ECVA review the impact of the decrease in grant funding will have on the 2010 budget. He expressed concern with the NCOT combining the ECVA with the Economic Development and the effect to the ECVA's in grant funding.

Tom Lester stated that the ECVA is looking at its grant funding being cut in half and explained that writing requests in conjunction with other programs will be more successful in getting grant funding. He pointed out that writing grants in conjunction with ECEDA could be beneficial.

Don Newman stated that ECVA has a good relationship with the NCOT. The NCOT sees the value of the promotion that the ECVA does. He further stated that the ECVA limits its requests for grant funds.

Tom Lester stated that new projects and new events will most likely get grant funding.

Charlie Myers stated that he hopes the NCOT will not look at funds being given to the Economic Development as grant funds that would go to the ECVA.

Don Newman stated that he will monitor requests made by both the ECVA and ECEDA and ensure that they do not overlap.

Charlie Myers stated that he would like to see an overview of the medical plan for the ECVA at the next Board meeting. He further stated that he would like to compare that plan to the City of Elko's medical plan.

Gary Morfin thanked the ECVA staff in its efforts to carry out the 5 Year Marketing Plan and stated that he would like to review that plan to compare the progress that has been made.

9. Adjournment

Jay Elquist made a motion to adjourn the ECVA Board meeting for January 20, 2009. Charlie Myers seconded the motion. The motion passed unanimously.

The meeting was adjourned at 9:28 a.m.