

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, JUNE 22, 2010
ELKO CONVENTION CENTER
CEDAR ROOM
8:30 A.M.

1. Roll call

ECVA Board Members Present:

Connie Campbell
Jay Elquist
Gary Morfin
Charlie Myers

ECVA Staff Members Present:

Don Newman, Executive Director
Delynn Jones, Comptroller
Mike Benzie, Facility Manager
Jen Stotts, Events Coordinator/Admin. Assist.
Juli Nelson, Graphics/Administrative Assist.

Visitors:

Adella Harding, Elko Daily Free Press
Doris Toothman

2. Call to order and Pledge of Allegiance

Board Chair Gary Morfin called the meeting to order at 8:38 a.m.

3. Public Comments- Non- Action Item

Pursuant to N.R.S 241.020, 2(c) (3), this time is devoted to comments by the general public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified to be an action item.

There was no public comment at this time.

4. Approval of minutes from the Regular Board meeting of May 25, 2010 – Action Item

Charlie Myers made a motion to approve the minutes from the May 25, 2010 Regular Board Meeting. Jay Elquist seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

There was no old business at this time.

6. NEW BUSINESS:

6A-0622-10 Discussion and possible approval of a request from the Elko Euzkaldunak Club for \$5,000 marketing support funding for the 47th Annual National Basque Festival as approved by the ECVA marketing committee – Action Item

Charlie Myers made a motion to approve a request from the Elko Euzkaldunak Club for \$5,000 in marketing support funding for the 47th Annual National Basque Festival as approved by the ECVA Marketing Committee. Jay Elquist seconded the motion. The motion passed unanimously.

Gary Morfin asked what the amount in marketing support funding has been in the past for this event. He also inquired if funds were being used for marketing.

Delynn Jones stated that the amount has been the same in the past as what is being requested this year.

Don Newman stated that funds were used this year for marketing the Annual Basque Festival in the Boise Idaho area, the Winnemucca Nevada area as well as local areas.

Connie Campbell inquired what was the average attendance of the Basque Festival.

Jay Elquist stated that it is hard to track attendance to the event because it is free to the public.

Don Newman pointed out that the Festival will be incorporating new events this year such as a youth soccer tournament and Running From The Sheep.

Jay Elquist explained that every five years the Boise area does a huge Basque celebration and this year it occurs on the same weekend as the 47th Annual National Basque Festival. He pointed out that this could be a challenge for this year's local Basque Festival.

6B-0622-10 Discussion and possible approval of a request from the SF 10 Organizing Committee/EAA 1135 for \$1,000 marketing support funding for Sky Fair 2010 as approved by the ECVA marketing committee – Action Item

Don Newman explained that this item was approved by the ECVA Marketing Committee in the last Marketing meeting. He added that the SF 10 Organizing Committee anticipates more participants this year than in past years.

Charlie Myers made a motion to approve a request from the SF 10 Organizing Committee/EAA 1135 for \$1,000 in marketing support funding for Sky Fair 2010 as approved by the ECVA Marketing Committee. Jay Elquist seconded the motion. The motion passed unanimously.

6C-0622-10

Discussion regarding the ECVA Personnel Policy manual and possible conversion to the POOL/PACT Personnel Policies – Non-Action Item

Don Newman stated that an opportunity is available through POOL/PACT to update the current ECVA Personnel Policy. He added that POOL/PACT keeps current and up to date on personnel issues and policies from the state. He further added that John Bates will make a presentation to the Board at next month's meeting to explain the POOL/PACT personnel policies and if the Board approves updating ECVA personnel policies then Mr. Bates would be available to return to do a training course with ECVA employees.

Charlie Myers inquired if a comparison between the current ECVA Personnel Policy and the POOL/PACT personnel policy had been done.

Don Newman replied that a comparison had not been done due to the fact that the ECVA wanted to make sure its personnel policy was up to date.

Charlie Myers stated that there has been a need to update the ECVA Personnel Policy for a long time.

Don Newman agreed and added that it was necessary to know what the laws actually are through an entity that works closely with the state and federal employment laws.

Jay Elquist pointed out that knowing what the current laws are according to the state will help the liability of the ECVA. He added that he thought the POOL/PACT Personnel Policy was an excellent personnel policy.

Don Newman added that POOL/PACT also offers training courses throughout the year. He added that he will contact John Bates to have him attend the next Board Meeting and make a presentation.

6D-0622-10

Discussion and possible approval to replace the stage drape in the theatre – Action Item

Mike Benzie explained that the stage drapes in the theatre are over 10 years old and have been torn and repaired several times. He reviewed bids from Northeast Stage out of New Jersey and Oasis Stageworks out of Salt Lake City.

Jay Elquist inquired about the difference in quality of drapery between the two companies.

Mike Benzie stated that there was no difference in quality of drapery between the two companies. He added that although the bid from Oasis Stageworks was slightly higher it included shipping and handling.

Charlie Myers made a motion to approve a bid from Oasis Stageworks to replace the stage drape in the theatre. Connie Campbell seconded the motion. The motion passed unanimously.

Discussion and possible approval of repairs to the front and rear entrances' concrete – Action Item

Mike Benzie explained that the ECVA has looked at various options for repairing the front and rear entrances' concrete. He added that the ECVA is looking at doing a rock overlay for the front entrance.

Charlie Myers stated that he is aware of only one issue with rock overlay in which a stronger adhesive had to be used. He further stated that he felt a rock overlay would make a huge difference in the appearance of the building.

Don Newman displayed artwork of the ECVA logo that would be placed in the rock overlay and passed around samples of the various colors available.

A discussion of what specific colors should be used for the rock overlay at the front entrance took place at this time.

Don Newman explained that the rock overlay had a ten year guarantee and does well in winter as long as salt residue is washed off. He added that it will need to be maintained every two years with a seal coat. He further explained that the rock overlay would only be done on the front entrance and stated that the ECVA has received a bid from Modern Concrete of Elko to repair the rear entrance.

Charlie Myers inquired about what logo was mentioned in the allowance for the rock overlay.

Don Newman explained that the company doing the rock overlay is American Concrete Design of Spring Creek and if the ECVA allowed their logo to be included in the rock overlay then there would be an allowance of \$2,100.

Charlie Myers pointed out that there was a \$3,000 shortfall between what was budgeted for and what the amount of the bid and inquired where the funds would come from to make up the difference.

Mike Benzie pointed out that the ECVA did not do the geothermal upgrade or the cleaning of the grease traps that was budgeted for in the ECVA budget during the last fiscal year.

Charlie Myers inquired if the geothermal upgrade needed to be done would there be enough funds to cover the expense.

Mike Benzie stated that it was budgeted for in the upcoming fiscal year budget.

Don Newman pointed out that a small amount of concrete by the side entrance of the Convention Center also needed to be repaired.

Charlie Myers made a motion to approve repairs to the front and rear entrances not to exceed \$25,000 based on getting opinions from businesses that have done rock overlay with Don Newman and Mike Benzie making the final decision on awarding the bid. Jay Elquist seconded the motion. The motion passed unanimously.

6F-0622-10

Discussion and possible approval of replacing the meeting room ceiling tiles – Action Item

Mike Benzie explained that many of the current meeting room ceiling tiles have been swapped out and/or broken and do not match. He stated that the ECVA is looking at replacing the current tiles with acoustical tiles that have a high rating for sound proofing.

Mr. Benzie pointed out that \$20,000 has been budgeted for and that he has received only one bid from Acoustical Solutions for \$20,800 to replace the ceiling tiles.

Charlie Myers stated that the carpet throughout the Convention Center was replaced two years ago however the carpet on the walls still needed to be replaced. He inquired what else still needed to be done after replacing the ceiling tiles.

Mike Benzie stated that painting the interior walls still needed to be done along with the wall carpet being planned.

Don Newman stated that the Convention Center schedules proms, dances, parties, etc that decorate from the ceiling. He pointed out that hooks will be placed strategically in the ceiling that will designate where things can be hung.

Gary Morfin inquired how resilient is the new ceiling tile to water damage.

Mike Benzie stated that the new tiles are more resilient than the current ones. He pointed out that the roof of the Convention Center is pretty stable and does not leak very often.

Connie Campbell made a motion to approve replacing the meeting room ceiling tiles not to exceed \$21,000. Charlie seconded the motion. The motion passed unanimously.

7. STAFF REPORTS:

7A-0622-10

Comptroller's Report/Approval of the April expenditures and all matters related to – Action Item

Delynn Jones reviewed the Comptroller's Report included in the Board packet.

Ms. Jones reported that the April 2010 General Fund Room Tax was received in May 2010 from the City of Elko. She stated that \$39,126.68 was received for April 2010 versus \$42,426 received for April 2009 showing a decrease of \$3,299 or -7.8%.

Ms. Jones reported that the April 2010 Marketing Fund Room Tax was received from the City of Elko in the amount of \$28,825.17 versus \$31,256 received for April 2009 showing a decrease of \$2,431 or -7.8%.

Ms. Jones pointed out that for the fiscal year to date (10 months) room tax receipts were down 9.1%.

Ms. Jones reported that Ad Valorem Taxes received from Elko County for April 2010 were \$7,561 versus \$2,126 for April 2009.

Ms. Jones reported that year-to-date Ad Valorem taxes for 2009/10 are \$297,768 versus \$245,781 for 2008/09 which is an increase of \$51,987 or 21.2%.

Ms. Jones stated that total claims for May 2010 were \$154,360.21 which included grant expenses of \$14,000, additional expenses for Mining Expo coins of \$7,095, Mining Expo entertainment of \$7,000, two months payment to YESCO of \$6,060, capital assets of \$5,630 and support to the Gold Diggers Motorcycle Club of \$4,000.

Charlie Myers made a motion to approve the May 2010 claims in the amount of \$154,360.21. Jay Elquist seconded the motion. The motion passed unanimously.

Don Newman pointed out that the ECVA projected at the beginning of the fiscal year that room tax receipts would be down at least 8% and that actual room tax receipts were down 9.1%.

Jay Elquist pointed that one of the delinquent lodging properties has made arrangements to catch up on back room taxes.

7B-0622-10 Convention & Tourism Report - Non-Action Item

Don Newman reported for Tom Lester and reviewed the Convention and Tourism report included in the packet.

Mr. Newman reviewed Mr. Lester's travel schedule with the Board and pointed out that Mr. Lester attended TAP on June 2-6, 2010 and Meetings in Las Vegas with NCOT and Affordable Meetings on June 13-22, 2010. He pointed out that during Affordable Meetings, Mr. Lester was successful in scheduling a bus tour group out of Calgary, Alberta, Canada during the National Cowboy Gathering in 2011.

Mr. Newman stated that Mr. Lester has been working with Cowboy Country Territory in launching a new Dream Vacation campaign through Nevada's Cowboy Country. He reported that over 50 surveys/entries have been received so far.

Mr. Newman pointed out that Mr. Lester helped to organize a FAM tour with Ely and Virginia City to promote Nevada's Wild West on June 7-13, 2010. He reported that the tour had 5 media writers which included 2 Canadian writers.

Mr. Newman stated that Mr. Lester worked with Chris Crystal from the NCOT in bringing in a Canadian FAM tour to the Elko area on June 17-18, 2010.

Mr. Newman reported that Mr. Lester is working with Chad & Cory Booth with *AT Your Leisure* television program to promote Elko area outdoor recreation. He pointed out that a \$7,000 grant from the Nevada Commission on Tourism was received to do this project which will include television commercials, feature stories, web marketing, etc.

Mr. Newman stated that he and Mr. Lester will be attending BLC'S Golf FAM on July 17-19, 2010. He pointed out that they will co-op a golf hole with Virginia City and will have a

gold splatter as part of the giveaways. He stated that this will be a great way to expose tour operators to the Elko area.

Mr. Newman pointed out that Mr. Lester continues to work with the Annual Carlin Chili Cook-off and the Carlin Ranch Hand Rodeo to organize and promote these events.

Mr. Newman stated that Mr. Lester is part of the committee for the OCTA Convention being held in August. He pointed out that this will be a 5 day convention with around 500-600 attendees. He added that Mr. Lester is working with the Will James Society in bringing their convention to Elko in October and that the ECVA will be putting together a mailing of around 2,000 postcards for this convention.

Mr. Newman reported that the convention web pages are up and running on the ECVA website.

Mr. Newman reviewed conventions and meetings that Mr. Lester has been working on bringing to Elko and pointed out that a new convention was finalized with Skills Challenge U.S.A. in late October. Mr. Newman stated that this is will be a competition between high school student academic groups with approximately 300 attendees.

Mr. Newman stated that the ECVA just finished putting together a flashdrive with a 15 second DVD promoting Elko that will be used for promotional giveaways.

7C-0622-10 Marketing & Events Report - Non-Action Item

Jen Stotts gave a recap of the 2010 Elko Mining Expo and reported that the Kick Off BBQ was a huge success with the Tug O' War raising \$5,000 that went toward the Multiple Sclerosis Society. She further reported that the Golf Tournament was sold out and that the Mining Expo had 355 vendors with 407 booths sold. She pointed out that the silver coins available to the public sold out and that vendors are already interested in exhibiting in next year's expo.

A discussion of the success of the 2010 Elko Mining Expo took place at this time.

Jen Stotts explained that the 2010 Safety Olympiad will be held at the Convention Center on July 8-10, 2010. She stated that this 3 day event will draw approximately 200-250 people.

Charlie Myers inquired how many people there were to each Safety Olympiad team.

Jen Stotts replied that there were 8 to 10 people per team.

Don Newman reviewed the marketing update and event support included in the packet at this time with Board

Mr. Newman stated that due to the performance of the ECVA staff during the Mining Expo that a decision has been made to split the Marketing and Events position. He explained that Jen Stotts will be the Event Coordinator and will handle ECVA events and Juli Nelson will be the Marketing Coordinator and will handle marketing responsibilities.

Mr. Newman stated that a free concert to the public featuring *Great American Taxi* will be held on the Convention Center Events Patio on June 29, 2010.

Don Newman reviewed the Administrative Report included in the packet.

Mr. Newman reported that the National Senior Pro Rodeo was held in Elko on June 2-4, 2010 and drew in approximately 135 competitors. He added that a food drive was conducted for F.I.S.H. as the attendance fee and that 3 barrels of food were collected.

Mr. Newman stated that the electrical requirements for the Mining Expo were challenging and pointed out that there were 5 requests this year for 480 volt, 3 phase power. He reported that the ECVA was able to locate four 480V transformers to provide the power required. He further stated that the ECVA will reconsider approving requests for next year as this created many challenges.

Mr. Newman added that the ECVA will be preselling booths for next year's Mining Expo.

Mr. Newman stated that attached to the Administrative Report was a copy of an Expo map that was created for emergency responders during the Mining Expo. He pointed out that this was given to dispatch at Elko PD, Elko Fire and EMT responders as well as posted in the business office of the Convention Center.

Mr. Newman stated that on Monday, June 14, 2010 he attended a feasibility meeting at the Chamber of Commerce to explore the possibility of air service being established from Elko to Reno.

Mr. Newman reported that Mike Helms was hired as a facility worker for the ECVA.

Mr. Newman pointed out that there was an article written on Ellison Electric in Business Weekly.

Mr. Newman also pointed out that he has received a letter from Moscow, Russia showing interest and requesting information on the Technical Sessions that were held during the Mining Expo.

Mr. Newman showed an example of the silver coin that was given to the 11 vendors who were honored for exhibiting all 25 years of the Mining Expo and then presented the Board member with a 1 oz silver coin.

8. Board Comments – Non-Item

Jay Elquist stated that as the Elko Mining Expo continues to grow and to expand he is amazed that the event is pulled off by such a small crew. He inquired that taking a look at the future of the Expo if an outside consultant might be considered to help promote the event and look for possible ways to expand possible growth.

Don Newman stated that this issue has been discussed with the Mining Expo Committee and that the fear has been expressed that the show will lose some vendors because it will lose the feel of being a small hometown show. He added that steps are being taken to upgrade the show. He pointed out that as the show grows there is still the problem of lodging availability.

A discussion of how to upgrade the Elko Mining Expo took place at this time.

Don Newman pointed out that it was important to look at renting the correct electrical equipment for future Mining Expos.

Charlie Myers stated that this has been discussed and the idea of purchasing the correct electrical equipment for the show has been brought up. He made the suggestion that the Mining Expo Committee could buy a phase at a time.

Don Newman stated that this was a good idea and that the Mining Expo Committee will work to try to find the right power mix that will work for the Expo.

Connie Campbell pointed out that another issue that hindered the Mining Expo was a means of travel in and out of Elko.

Don Newman pointed out that a lot of corporations represented at the Expo will fly corporate jets into Elko during the show.

Delynn Jones reported that the ECVA has received its new insurance policy of \$37,845 annually and added that earthquake insurance only increased the policy about \$600.

Mike Benzie reported that the ECVA will be putting the 2000 Ford Expedition up for sell and will be asking approximately \$3,500.

9. Adjournment

The meeting was adjourned at 9:52 a.m.