

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, JUNE 23, 2009
ELKO CONVENTION CENTER
CEDAR ROOM
8:00 A.M.

1. Roll call

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

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

Visitors: Fred Beitia, Elko Basque Festival
 Donna Engdahl, Ruby Mountain Balloon Festival
 Adella Harding, Elko Daily Free Press
 John Smales, Wells Fargo Insurance Services
 Jon Wahrenbrock, McMullen Insurance Agency

2. Call to order and Pledge of Allegiance

The meeting was called to order at 8:02 a.m. by Board Chair, Gary Morfin. Board member Jay Elquist was present at the meeting through phone conferencing.

3. Public Comments- Non- Action Item

No public comment was made at this time.

4. Approval of minutes from the Board meeting of May 21, 2009

Charlie Myers made a motion to approve the minutes from the May 21, 2009 Board meeting. Connie Campbell seconded the motion. The motion passed with Board member Ruben Abeyta abstaining from the vote.

5. OLD BUSINESS:

There was no old business at this time.

6. NEW BUSINESS:

6A-0623-09 **Presentation by John Smales, Wells Fargo Insurance Services, for the renewal of the ECVA General Liability, Commercial Auto, Property and additional building insurance for the 2009/2010 fiscal year**

Jon Smales from Wells Fargo Insurance Services made a presentation to the Board and reviewed a proposal from Colorado Casualty through Wells Fargo Insurance Services for general liability, commercial auto, property and additional building insurance for 2009/2010. He pointed out that the proposal included additional earthquake insurance and special events coverage.

Charlie Myers made a motion to approve the renewal of the 2009/2010 ECVA General liability, commercial auto, property and additional building insurance through Colorado Casualty as presented by John Smales from Wells Fargo Insurance Services. Gary Morfin seconded the motion. The motion passed unanimously.

6B-0623-09 **Discussion and possible approval of the Elko Euzkaldunak Club's request for \$5,000 in event marketing support for the 2009 National Basque Festival as approved by the ECVA Marketing Committee**

Don Newman explained that the Elko Euzkaldunak Club made a request for \$5,000 in event marketing support for the 2009 National Basque Festival to the ECVA Marketing Committee and that the Marketing Committee approved the request contingent on approval of the ECVA Board.

Charlie Myers made a motion to approve the request for \$5,000 in event marketing support by the Elko Euzkaldunak Club for the 2009 National Basque Festival. Ruben Abeyta seconded the motion. The motion passed unanimously.

Don Newman stated that the Elko Euzkaldunak Club had received 65 requests on the first day of running radio ads through Nevada Broadcasters.

6C-0623-09 **Discussion and possible approval of the Silver State Stampede's request for \$3,000 in event marketing support for the 2009 Silver State Stampede PRCA Rodeo as approved by the ECVA Marketing Committee.**

Don Newman stated that this item was brought before the ECVA Marketing Committee and received approval from the Committee contingent on ECVA Board approval.

Charlie Myers made a motion to approve a request for \$3,000 in event marketing support for the 2009 Silver State Stampede PRCA Rodeo as approved by the ECVA Marketing Committee. Connie Campbell seconded the motion. The motion passed unanimously.

6D-0623-09 Discussion and possible approval of the Ruby Mountain Hot Air, Inc. request for \$2,000 in event marketing support for the 2009 Ruby Mountain Balloon Festival as approved by the ECVA Marketing Committee

Don Newman stated that this item also was presented to the ECVA Marketing Committee and received approval contingent on approval by the ECVA Board.

Charlie Myers made a motion to approve a request for \$2,000 in event marketing support for the 2009 Ruby Mountain Balloon Festival as approved by the ECVA Marketing Committee. Connie Campbell seconded the motion. The motion passed with Ruben Abeyta abstaining from the vote.

Donna Engdahl stated that the Balloon Festival has expanded this year with a total of 21 balloons participating to date.

7. STAFF REPORTS:

7A-0623-09 Administrative Report

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

Mr. Newman stated that a letter from the Nevada Department of Taxation was included in his report and pointed out that the ECVA 2009/2010 final budget was approved with no exceptions.

Mr. Newman reported that the 2008 Chevrolet Trailblazer was purchased from Riverton Motors in Elko.

Mr. Newman stated that the 2009 Senior Pro Rodeo was a success and that it has been tentatively scheduled for June 1-3 of 2010. He further stated that the Elko County Fair Board is looking to partner with the ECVA next year.

Mr. Newman reported that Ellison Electric did a great job at the 2009 Mining Expo. He pointed out that Jen Stott coordinated all of the vendor electrical requirements and worked closely with Mike from Ellison.

Mr. Newman reported that he and Tom Lester will be partnering with Virginia City to sponsor a golf hole during the RSCVA's BLC Golf Tournament in Reno on July 18-20, 2009. He stated that this will be a great opportunity to promote Elko to meeting planners and destination organizers.

Mr. Newman reported that room tax revenue for April 2009 was slightly down from April 2008. He stated that room tax revenue for May and June 2009 should be good.

7B-0623-09 Convention & Tourism Report

Tom Lester reviewed his Convention & Tourism Report included in the Board packet.

Mr. Lester reported that he attended TAP Dance from May 29 – June 3, 2009, TAC Meeting from June 4-5, 2009 and Affordable Meetings from June 7-13, 2009.

Mr. Lester stated that the Meet Me In Elko FAM tour held May 22-24, 2009 was a huge success and thanked those involved with its production.

Mr. Lester reported that he met with Connie Mancillas from the Nevada Commission on Tourism along with several agents and tour operators in Salt Lake City, Utah on May 15, 2009. He stated that he is looking at advertising tours to Elko through postcard campaigns.

Mr. Lester stated that he continues to work on a new Meet Me In Elko DVD which will showcase Elko as a meeting & convention destination. He further stated that this DVD will be used to hand out to meeting & group planners at various shows as well as run on web and television advertising. He reported that aerial shots of the Mining Expo, local golf courses, Convention Center, Lamoille Canyon, and balloons have been completed.

Mr. Lester reviewed a lead report for May with the Board.

Mr. Lester reviewed conventions that he has scheduled to come to Elko along with conventions he is attempting to bring to Elko with the Board.

Mr. Lester stated that the next Cowboy Country meeting is scheduled for June 25, 2009 in Battle Mountain.

7C-0623-09 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 the ECVA has placed an ad with Nevada Business Weekly promoting the Meet Me In Elko campaign. She pointed out that the RSCVA uses this ad in their annual planner and in their relocation packets.

Ms. Horn stated that the ECVA is also running an ad in the Northwest Mining Association Membership guide for the Meet Me In Elko campaign.

Ms. Horn reported that she attended the Reno River Festival on May 8-10, 2009 to promote Elko as a recreation destination.

Ms. Horn reported that the ECVA will develop a marketing plan beginning in March of 2010 for the 2010 Senior Pro Rodeo.

Ms. Horn stated that web banner ads are running on KUTV.com, magicvalley.com, elkodaily.com, renopassport.com, go-nevada.com, go-utah.com and atvillustrated.com.

Ms. Horn stated that through the ECVA's membership directory with the Chamber of Commerce that a total of 431 hits have been received as well as 32 direct views of Your Traffic Catcher Website System.

Ms. Horn reported that ATV and EMJ ads are running on Charter Media with other ads in production.

Ms. Horn stated that she is working with Reno Passport on streamlining the ECVA's Twitter, Facebook and YouTube pages as well as setting up a RSS feed.

Ms. Horn reported that the 2009 Elko Mining Expo was a complete success and thanked the ECVA staff for their hard work. She further reported that 378 booths were sold with 331 vendors participating.

Ms. Horn stated that she continues to work on the Elko Motorcycle Jamboree Board. She further stated that the ECVA has co-oped an ad with the EMJ in the NCOT Ride's Guide and in the EDPF Ride supplement.

7D-0623-09 Comptroller's Report/Approval of May 2009 Expenditures and all matters related to

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

Ms. Jones reported that general room tax received in May from the City of Elko for March 2009 was \$27,967.03 with an increase of \$475 or 1.73% over March 2008. She further reported that marketing fund room tax received in May from the City of Elko for March 2009 was \$20,603.71 with an increase of \$350 or 1.73% over March 2008.

Ms. Jones stated that in the marketing fund year to date room tax receipts were down 7.9% overall or approximately \$20,000.

Ms. Jones reported that ad valorem taxes received in May for April 2009 from Elko County were \$2,125.96 with a decrease of \$1,336 from April 2008. She further reported that year to date ad valorem taxed received were \$245,781 with an increase of \$12,997 or 5.58% over year to date in 2008.

Ms. Jones stated that total claims for May 2009 were \$126,843.68.

Charlie Myers made a motion to approve the May 2009 claims in the amount of \$126,843.68. Connie Campbell seconded the motion. The motion passed unanimously.

8. Board Comments

Gary Morfin thanked the ECVA for their hard work during the 2009 Elko Mining Expo.

9. Adjournment

Charlie Myers made a motion to adjourn the ECVA Board Meeting for June 23, 2009. Ruben Abeyta seconded the motion. The motion passed unanimously.

The meeting was adjourned at 8:52 a.m.