

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, MARCH 17, 2009
ELKO CONVENTION CENTER
LORENA MOREN THEATRE
8:00 A.M.

1. Roll call

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

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

Visitors: Charlie Ekburg, Sweet Light Photography
Sandy Ekburg, Sweet Light Photography
Ali Helgoth, Elko Daily Free Press

2. Call to order and Pledge of Allegiance

The meeting was called to order at 8:00 a.m. by Board Chair Gary Morfin. Board Member Jay Elquist was not present.

3. Public Comments- Non- Action Item

There was no public comment at this time.

4. Approval of minutes from the Board meeting of February 17, 2009 – Action Item

Mr. Charlie Myers made a motion to approve the minutes from the February 17, 2009 Board meeting. Ms. Connie Campbell seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

5A-0317-09

Update of Northern Nevada Quarter Horse Association's request for support from the Elko Convention and Visitors Authority Marketing Committee. – Non-Action Item

Mr. Gary Morfin made an introduction for Mr. Don Newman who explained that this event had been approved by the board at last month's meeting however Mr. Charlie Myers wanted to have the Marketing Committee's approval on this issue. Mr. Newman stated that the Marketing Committee did approve the monetary support for this event. Mr. Newman stated that with the approval from the Board as well as the Marketing

Committee, the Nevada Quarter Horse Association has moved forward and is currently running advertisements in various areas. Mr. Newman stated that the Association is very excited to have the support of the ECVA.

6. NEW BUSINESS:

6A-0317-09

Discussion and possible approval of up to \$15,000 for a reprint of the “Adventures on the Edge” brochure – Action Item

Mr. Newman explained that the ECVA is out of the Adventures on Edge brochure which is a very useful brochure to take to sportsmen and travel shows. Mr. Newman stated that this brochure was originally published by Winnemucca Publishing, however this company is no longer publishing. Mr. Newman explained that because of this, the brochure was taken to Print n’ Copy as well as the Elko Daily Free Press for quotes on a reprint. Mr. Newman stated that the original production of Adventures on the Edge was for 30,000 copies and was done for approximately \$21,000.00. Mr. Newman further stated that Print n’ Copy will reprint the brochure for \$20,000.00 and the Elko Daily Free Press gave us a quote of approximately \$14,000.00. Mr. Newman stated that the ECVA budget for this year allots for \$20,000.00 for new brochures. Mr. Newman stated that with the Elko Daily Free Press coming in at \$14,000.00 it would be in the best interest of the ECVA to use them in the reprint of this brochure for the reason that the ECVA Meeting Planners also need to be reprinted and this would allow the reprinting of both of these promotional tools without going over budget.

Ms. Connie Campbell stated that she had recently visited Wendover’s Visitors Center and there were only two brochures left.

Mr. Ruben Abeyta stated that while he was at the Sportsman’s’ show in Salt Lake City, UT, it was clear that the Adventures on the Edge was the signature piece.

Mr. Newman stated that there are a few corrections that needed to be made to the brochure. Mr. Newman stated that the brochure was produced in house by Ms. Juli Nelson and she will be making some of the changes. Mr. Newman stated that the reprint works out to be approximately .70 cents per brochure.

Mr. Charlie Myers made a motion to approve the reprint at \$15,000.00 for the Adventures on the Edge through the Elko Daily Free Press. Mr. Ruben Abeyta seconded the motion. The motion passed unanimously.

6B-0317-09

Discussion and possible approval of the installation of security cameras in the front lobby and back roll up areas of the Elko Convention and Visitors Authority–Action Item

Mr. Don Newman stated that during the Elko Big Horn Banquet there was a display in the front of the building of four tires and rims and after the event there were only three tires and rims; one had disappeared. Mr. Newman stated that the next morning the tire and rim was found leaning against the front of the building. Mr. Newman stated that because Mr. Morfin had attended the banquet and helped look for the missing items, Mr. Morfin posed the question of security cameras. Mr. Newman stated that Mr. Mike Benzie did some research online regarding security cameras and found a few systems. Mr. Newman stated that he had contacted Bob Wines regarding the liability to the Convention Center by having the security cameras installed, according to Mr. Wines, there would be no liability. Mr. Newman stated that the positioning of the cameras would monitor were come and go.

Mr. Newman stated the cameras would not be on all the time only during public events and is not overly expensive to purchase and maintain.

Mr. Mike Benzie stated that the most expensive system comes with a monitor, extra cable and a cabinet for the power supply which is actually the better system. Mr. Benzie stated that if he went with the lower priced system, there would still be a need to buy extra cable and a monitor. Mr. Benzie stated that the higher priced system is the better deal and comes with better cameras for approximately \$1,299.00.

Mr. Newman stated that the ECVA would post signs that would say premises under surveillance so that people will be aware that they are on camera. Mr. Newman stated that there has never really been a need for security cameras however, it may be necessary now.

Mr. Ruben Abeyta stated that if the ECVA is going to buy a system like this, then it is best to get it all at one time. Mr. Abeyta stated that in his experience it is best because of how quickly software becomes out of date and that he would not be opposed to running the cameras all the time. Mr. Abeyta stated that in his opinion not running the cameras all the time would be setting the ECVA up for liability.

Mr. Mike Benzie stated that security cameras are upgradeable so that the memory can be doubled for \$150.00. Mr. Benzie stated that if the cameras are going to be run all of the time, he would strongly recommend doing so.

Mr. Gary Morfin stated that the cameras do not cost much to run and could possibly catch something happening out on the street that could be used as evidence.

Mr. Newman stated this should cost less than \$2,000.00. and that the security cameras would be mounted behind the exit sign so that they record people leaving the building.

All Board Members thought that the installation of the security cameras would be a good idea.

Mr. Charlie Myers stated that he was concerned about the length of the cable.

Mr. Mike Benzie stated that he believed it would be enough.

Mr. Charlie Myers made a motion to approve the purchase and install of security cameras for the ECVA not to exceed \$2,000.00. Mr. Ruben Abeyta seconded the motion. The motion passed unanimously.

6C-0317-09 Discussion and possible approval of a letter to the US Forest Service stating the concerns and position of the Elko Convention and Visitors Authority regarding the travel management plan for the Mountain City, Jarbidge, and Ruby Mountains' ranger districts – Action Item

Mr. Don Newman stated that the travel management plans have been a big topic in the community in the last month as far as road closures, public use and private property. Mr. Newman stated that there are some Citizen Committees who are looking at maps and making sure that access is available. Mr. Newman stated that he spoke with Ms. Sherry Ecklund-Brown and she wanted to know if this issue could be put on our agenda to get the ECVA position on record for support. Mr. Newman stated that he thought it was important

to write a letter of concern especially for closures that would impact tourism for hunting, fishing, hiking and outdoor activities. Mr. Newman stated that these outdoor activities are things that the ECVA Markets and is a big part of Elko County. Mr. Newman stated that he thought it would be wise to write a letter of concern because of this impact.

Mr. Charlie Myers made a motion to draft a letter to be signed by the Board Chairman for the travel management plan for the Forest Service that states that the ECVA supports no road closures in Elko County due to recreational needs to County and Economic Development. Ms. Connie Campbell seconded the motion. The motion passed unanimously.

6D-0317-09 Discussion and possible approval of the tentative 2009/2010 Fiscal Year Budget – Action Item

Mr. Newman stated that after the budget workshop he went back through the budget and saw that no changes were needed to the Facility Expansion Fund. Mr. Newman stated that on the Capital Budget support sheet Mr. Jay Elquist had talked about video conferencing. Mr. Newman stated that the ECVA works with Mr. Terry Hritz for broadcasting events going on in the theatre into other rooms of the convention center. Mr. Newman stated that the ECVA purchased the cable that would allow this type of video conferencing for approximately \$400.00 from Mr. Hritz so that the ECVA can now transmit through channel 10 and into the other meeting rooms. Mr. Newman further stated that he researched cables, cameras, and equipment that would be needed; and added \$10,000.00 for the video conferencing. Mr. Newman stated that this took the Capital fund from \$250,000.00 to \$260,000.00 with the excess being revised to \$30,000.00. Mr. Newman stated that there were no changes made to the general fund and that the biggest change was made to the Marketing Fund. Mr. Newman stated that on support sheet one, the magazine advertising which was at \$50,500.00 put \$5,000.00 back into the magazine advertising which brought it to \$55,500.00. Mr. Newman stated that the ECVA put \$2,000.00 back into the marketing fund advertising. Mr. Newman pointed out that the ECVA had taken out 7,700.00 out of the Event Marketing Support fund and then put the \$7,700.00 back into the fund bringing it to \$35,000.00. Mr. Newman stated that the concept behind this is that when the economy has slowed, that is the time to advertise and promote. Mr. Newman stated that the ECVA adjusted the consumer trade shows as well as tourism fam by adding \$2,500.00 each of these areas. Mr. Newman stated that the biggest adjustment was to the Convention and Trade show marketing which was increased \$19,000.00 from \$20,000.00 to \$40,000.00. Mr. Newman stated that promotional marketing was added which is support materials for various shows adding an additional \$7,500.00 to the fund. Mr. Newman stated that this brought the total to \$97,000.00 with a deficit of \$84,000.00. Mr. Newman stated that this will spend down the marketing fund.

Mr. Charlie Myers made a motion to approve the tentative budget for the 2009/2010 fiscal year. Ms. Connie Campbell seconded the motion. The motion passed unanimously.

7. STAFF REPORTS:

7A-0317-09 Administrative Report - Non-Action Item

Mr. Don Newman stated that the ECVA is working with the Fire Science Academy on two events. Mr. Newman stated that the Academy will be holding an Industrial Rescue Training Symposium and a Mine Rescue Competition. Mr. Newman stated that both of

these events are being held the week before the Mining Expo. Mr. Newman and Ms. Horn thought it would be a great idea to send out the information on both events to the Mining Expo vendors. Mr. Newman stated that the Fire Science Academy believes that there will be approximately 100 competitors attending the Rescue Training Symposium and 60 to 80 competitors at the Mine Rescue Competition. Mr. Newman stated that the Fire Science Academy is a big contributor to the Elko Community and that it is a great thing that the Facility continues to move in a forward direction.

Mr. Newman stated that the ECVA is communicating with the organizers of the Wells Senior Pro Rodeo. Mr. Newman further stated that in the past, this rodeo has been held over the Memorial Day weekend and then continues on to Wendover. Mr. Newman stated that Wendover is unable to keep the dates for the rodeo and because of this, the rodeo organizers contacted the ECVA to pick up the May 26-28 dates. Mr. Newman stated that the ECVA contacted the Fair Board for partnership in bringing the Rodeo to Elko however; due to budget restraints the Fair Board is unable to be a sponsor this year. Mr. Newman stated that the Fair Board would however waive the rental fees for the Fairgrounds if the ECVA was to take on this event. Mr. Newman stated that this event would cost approximately \$10,000.00 to produce with the biggest expense being to the Stock Contractor. Mr. Newman further stated that for every contestant the ECVA would get \$10.00 which would get put in as the added money. Mr. Newman stated that there are approximately 200 contestants participating in this rodeo and would produce a good draw. Mr. Newman further stated that based on rough estimates, if there are 200 contestants it would give the ECVA approximately \$2,000.00 to put back in as added money. Mr. Newman stated that based on the room nights, room tax ended up at approximately \$7,500.00 however when you factor in at least two meals a day as well as gas, this event would generate approximately \$125,000.00 to \$145,000.00 worth of business for the Elko Community. Mr. Newman stated that he has been in touch with Jim Elliot of the Fair Board and that the Fair Board may be able to be a major sponsor next year.

Mr. Tom Lester asked if anyone had spoken to the hotel/motels to help sponsor this event.

Mr. Newman stated that at this point no however there will be opportunities to do so.

Mr. Lester stated that Winnemucca does the Senior Pro Rodeo Finals and that event does very well for them.

Mr. Newman stated that because it's a circuit event the contestants have to score so many points throughout the year so it would be easy for most of the participants to compete in Wells and then travel to Elko. Mr. Newman further stated that each day is a separate rodeo therefore the contestants have to enter for three days which would mean approximately four days of spending in the community.

Mr. Lester pointed out that each contestant would most likely bring someone with them such as a family member or friends for help and support.

Mr. Newman stated that the ECVA is still negotiating with the agent for the Charlie Daniels Band. Mr. Newman further stated that the band picked up another date in Canada on July 9th which would mean that the concert would have to take place on July 7th. Mr. Newman stated that right now he is in the process of making an offer with the William Morris Agency to get them here at a lower price which will keep the concert

tickets affordable. Mr. Newman stated that he had spoken with Crystal from the Silver State Stampede regarding the Senior Pro Rodeo to get her perspective on the event and to make sure that this rodeo would not interfere with their event. Mr. Newman stated that Crystal thought this would be a great concert and that there would be no interference with the Stampede.

Mr. Newman stated that the leather show had been dropped by Ferdco and has been picked up by Cappriola's. Mr. Newman stated that the leather show will be in July and should be a good event.

Mr. Newman stated that he had attached a letter from the NCOT regarding the three finalists for the Nevada Commission on Tourism's director position.

Mr. Newman stated that he and possibly Mr. Abyeta would be attending the Sportsman RV Show in Las Vegas.

Mr. Newman stated that he had attached a letter from a Community Concert performer thanking Mr. Steve Wehde for his hard work.

Mr. Newman stated that he had attached the revised copy of the January Occupancy Report. Mr. Newman stated that this report showed the importance of the Cowboy Poetry Gathering to the Elko Community with all of the Gathering falling in January and that January 2009 did \$30,000.00 better than January 2008. Mr. Newman stated that because last years' Gathering fell partially in January and partially in February the Occupancy Report for February was higher however this year it is to be expected that February's numbers will be lower.

Mr. Newman stated that February has 18 events over 24 days which means the building is busy. Mr. Newman stated that April will have 21 events over 22 days. Mr. Newman thanked Ms. Delynn Jones and the ECVA Staff for all their work on the budget and further stated that everyone had done a great job.

Mr. Newman stated that Mr. Lester would be attending the Tourism Summit in Carson City on March 18th and then Mr. Lester will also be attending the Senate Finance and Assembly ways and means Subcommittee on March 19th. Mr. Newman stated that this meeting will concentrate on bills BDR1189 and BDR1209 of which the ECVA is opposed. Mr. Newman stated that bill BDR1189 would redirect room tax to the General Fund while bill BDR1207 would merge Economic Development with the Nevada Commission on Tourism.

Mr. Ruben Abeyta asked what Economic Development's stance on the merge was.

Mr. Newman stated that Economic Development like the Nevada Commission on Tourism prefers that the agencies remain separate.

7B-0317-09

Convention & Tourism Report - Non-Action Item

Mr. Tom Lester stated that he and Ms. Cathie Horn had just returned from the International Sportsman's Expo. Mr. Lester stated that this show was extremely busy on Saturday and Sunday and that both of them had handed out a lot of information on Elko. Mr. Lester stated that most of the people he and Ms. Horn spoke with asked for information on off road trails.

Mr. Lester stated that he would be attending the conference in Carson City on March 18th and 19th as a representative for both the ECVA and Cowboy Country Territory.

Mr. Lester stated that he will be attending Rural Roundup in Fallon on April 1-3.

Mr. Lester stated that the Cowboy Country Meeting has been moved from March 23rd to April 1st.

Mr. Lester stated that he had received money for the upcoming fam tour and that he has sent out a 600 piece mailing to the media fam inviting them to Elko. Mr. Lester stated that as of right now he has received interest from one meeting group but is expecting more to call. Mr. Lester stated that some corporate meeting planners are beginning to look for hideaway destinations instead of places that would put their company in the limelight and that he is looking to attract Meetings West as well as Smart Meetings to the upcoming media fam.

Mr. Lester stated that he and Mr. Ruben Abeyta had attended the Utah Outdoor and RV Expo in Salt Lake City, UT in February. Mr. Lester stated that this was a well attended show and he and Mr. Abeyta handed out quite a bit of information on Elko. Mr. Lester stated that he met with a Mr. Gary Travis of Cinema Air Productions while at this show and that he took Mr. Travis and his crew on a tour of the Elko area on March 7th. Mr. Lester further stated that Mr. Travis is scouting production sites for the Fly Boys II as well as a Western Film. Mr. Lester stated that if both films are attracted to Elko it would give the Elko Community great exposure at well as create approximately 6,000 room nights.

Mr. Gary Morfin asked if the Nevada Veteran's Conference had been moved up.

Mr. Lester stated that the Nevada Veteran's Conference had been moved up from 2010/2011 to 2009.

7C-0317-09 Marketing & Events Report – Non-Action Item

Ms. Cathie Horn stated that ads continue to run in Nevada Magazine, Nevada Magazine Events and Shows, Audubon, The Nevada Travel Planner, American Traveler, Miners News, The Mining Record, 101 Things to do in Northern Nevada, Mountain West Golf. World Wide Drilling and Readers Digest. Ms. Horn stated that for \$2,500.00 the ECVA was able to purchase ad space in Reader's Digest. Ms. Horn stated that this is a great publication and had already yielded positive results.

Ms. Horn stated that as Mr. Lester mentioned she had attended the International Sportsman Expo on March 12-15. Ms Horn stated that this was a well attended show that was extremely busy. Ms. Horn stated that while attending this show, she met with the sales representative for RV Life as well as the marketing representative for the Pursuit Channel which is channel 608 on Direct TV. Ms. Horn stated that this channel has a new show called Deer Camp that is a reality based show. Ms. Horn stated that the crew interviews everyone that will be going to the camp and then the crew goes and films. Ms. Horn stated that she was put into a drawing for \$1,500.00 worth of free advertising on this channel. Ms. Horn stated that she is going to talk to people in the Elko area regarding this show (Deer Camp) to see if there is anyone interested in having their hunt filmed.

Ms. Horn stated that Ms Karen Hayes along with her Husband Kirk of the ATV Jamboree will be in Richfield, Utah to attend the Sevier Valley Sportsman Show on March 27th and 28th promote the ATV Jamboree. Ms. Horn stated that it would be good to have a detailed trails map with GPS coordinates to hand out at shows such as this one.

Mr. Charlie Myers stated that it would be great to have a trail map with contact information that would fit into your pocket and that at some point it would be good to look at producing a CD which could be used on a computer with all of the trail information.

Ms. Horn stated that she believes that this type of detailed trails map would be a very powerful tool to use at different trade shows for the reason that it is a constant request from show attendees. Ms. Horn stated that this it would also be useful at the Motorcycle Jamboree.

Ms. Connie Campbell suggested that the map show which trails are paved and which are dirt.

Mr. Myers stated that there are trails in Elko County where it could be very difficult to call for help and suggested that a safety system be set up for ATV riders; such as a call in system where the rider could give their name and which trail they'll be riding and what time they plan on returning.

Ms. Horn stated that notifying someone as to your whereabouts was one of the first safety rules in this type of activity.

Mr. Myers suggested that when constructing the trail maps, to put this safety rule at the bottom of the map.

Ms. Horn agreed with Mr. Myers.

Mr. Gary Morfin stated that it may be a good idea to bring this safety issue up with the lodging committee. Mr. Morfin stated that people will often tell the front desk of the motel/hotel they are staying at, where they are riding and what time they will be back.

Ms. Horn stated that March 16th was the deadline for the 2008 Mining Expo exhibitors to reserve booth space for 2009. Ms. Horn stated that most of the vendors have responded however those that have not been heard from will be contacted. Ms. Horn stated that she was inundated with e-mails from vendors reserving their booth space on her way back from the International Sportsman's Expo.

Mr. Charlie Myers asked Ms. Horn if both she and Mr. Lester both had a PDA.

Ms. Horn stated that Mr. Lester did not however she has a Blackberry. Ms. Horn stated that she had spoken with Mr. Newman a few months ago and the ECVA split the cost of the phone with Ms. Horn however, she pays the monthly bill. Ms. Horn stated that it has been a very valuable tool for the reason that it has kept her accessible to not only vendors but the ECVA staff as well.

Mr. Myers stated that he thought it would be a good idea for Mr. Newman and Mr. Lester to obtain a blackberry as well. Mr. Myers stated that he thought these devices to be a

good idea for the three reasons, one being that it keeps everyone accessible to the Board, two being that voicemail is not always the quickest way to get a hold of someone, sometimes e-mail or text messages are quicker, and three it allows direct access for clients. Mr. Myers stated that he would like the ECVA to look into this.

Ms. Cathie Horn stated with the amount of vendors on the waiting list for the Mining Expo she is expecting the show to sell out. Ms. Horn stated that she is working on moving vendors around and into the Expo. Ms. Horn stated that she had attended the SME show in Denver, CO. and that this was a great show with great attendance. Ms. Horn stated that she was able to meet a lot of higher management for many of the Mining Expo vendors. Ms. Horn stated that she met with NIOSH who has agreed to do an all day technical session on Friday. Ms. Horn stated that she had been able to set up short talks and product demonstrations for Thursday June 11th. Ms. Horn stated that she would like to set up the MSHA certification course again however, there is not enough time.

Mr. Charlie Myers asked if relocation to Elko is promoted during the Mining Expo.

Ms. Horn stated that Elko County Economic Diversification Authority does attend the show.

Mr. Newman suggested that The Dirt be put into the vendor registration packets at this years Expo.

Mr. Myers stated that because Elko's economy is doing so well compared to other parts of Nevada, it would be a good idea to promote relocation.

7D-0317-09 Comptroller's Report/Approval of February Expenditures and all matters related to – Action Item

Ms Delynn Jones stated that in February the December room tax was received from the City in the amount of \$43,526.25 and that room tax is down slightly, approximately 5.6%, from December 2007. Ms. Jones stated that year to date room tax receipts are down 10.76%.

Ms. Jones stated that the Ad Valorem payment from Elko County for the quarterly payment of January 2009 was received in the amount of \$49,408.00 and that this is down slightly from January 2008 however the Ad Valorem receipts are 12.7% higher for the 2008/2009 fiscal year than from the 2007/2008 fiscal year.

Ms. Jones stated that claims paid in February 2009 were \$134,289.35 with only \$1,391.15 being reimbursable expenses. Ms. Jones stated that there weren't any grant expenses in February 2009. Ms. Jones stated that the difference between February 2009 and February 2008 are that in 2009 the ECVA paid the Saunders Outdoor Billboard contract from the Marketing fund in the amount of \$25,200.00, the Southwest Gas bill was \$4,600.00 higher for the reason that the Geothermal was not functioning in February 2008, and there were bigger payouts from the Cowboy Gear Show in awards and items sold.

Mr. Myers clarified that Ad Valorem year to date is up where as Room Tax year to date is down.

Ms. Jones stated that was correct.

Mr. Charlie Myers made a motion to approve the February 2009 claims in the amount of \$134,289.35. Mr. Ruben Abeyta seconded the motion. The motion passed unanimously.

Ms. Jones stated that she has been working on a comparison for health insurance cost and that it appears that the ECVA could get close to the same coverage for less. Ms. Jones stated that Internal Medicine, OB/GYN, and Pediatric Physicians for Elko would remain mostly the same. Ms. Jones further stated that she will continue to research health insurance costs and should have a strong recommendation as well as more cost comparisons for the next board meeting.

Mr. Charlie Myers asked if Ms. Jones could get customer or company recommendations for the Elko area so that a good decision could be made.

Ms. Jones stated that she would certainly ask for that information.

Mr. Myers stated that there is a big difference in out of pocket costs to employees. Mr. Myers further stated that the ECVA needs to be sure that coverage is comparable to what employees have now.

Ms. Jones agreed with Mr. Myers and stated that it is important to look at Networks.

Mr. Myers stated that from what Ms. Jones had presented, the ECVA could provide very good coverage for employees for less money. Mr. Myers stated that the ECVA could save money for tax payers and take care of its employees.

8. Board Comments – Non- Action Item

Ms. Connie Campbell stated that on Tuesday, March 24, 2009 the bill AB300 will go before legislature. Ms. Campbell stated that the positive on this bill is that it would promote tourism in the state of Nevada. Ms. Campbell stated that there had been a lot of comments on this bill as well as letters sent to legislature regarding the Helmet Law.

Mr. Newman stated that last year the ECVA sent a letter to legislature regarding the repeal of the Nevada helmet law.

Mr. Charlie Myers asked if Mr. Newman still had a copy of the letter.

Mr. Newman stated that he believed he did and would make sure that a copy was provided.

Mr. Charlie Eckburg stated that because he gets a phone call when someone goes missing while out riding an ATV, he would be happy to help devise a plan that would minimize the need for search and rescue. Mr. Eckburg further stated that most out of state people underestimate the environment and overestimate their own riding abilities. Mr. Eckburg pointed out that there is a device that links to satellite that will send a signal telling authorities that you are in distress.

Mr. Charlie Myers stated that this is a great idea for the reason that Elko County particularly, has a great deal of wilderness. Mr. Myers stated that people would want to come to our area and have a good time while remaining safe.

9. Adjournment

Mr. Charlie Myers made a motion to adjourn the meeting. Mr. Ruben Abeyta seconded the motion. The meeting was adjourned at 9:08 a.m.