

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY MARCH 23, 2010
ELKO CONVENTION CENTER
CEDAR ROOM
8:30 A.M.

1. Roll call

ECVA Board Members Present:

Charlie Myers
Jay Elquist
Connie Campbell
Ruben Abeyta

ECVA Staff Members Present:

Don Newman, Executive Director
Tom Lester, Convention & Tourism Manager
Cathie Horn, Marketing & Events Manager
Jen Stotts, Administrative Assistant

Visitors:

Charlie Ekburg, Sweet Light Photography
Sandy Ekburg, Sweet Light Photography

2. **Call to order and Pledge of Allegiance**

Chairman Gary Morfin called the meeting to order at 8:36 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 February 23, 2010 and Special Budget meeting February 9, 2010 – Action Item**

Mr. Charlie Myers made a motion to approve the Regular Board meeting minutes of February 23, 2010. Mr. Jay Elquist seconded the motion. The motion passed unanimously.

5. **OLD BUSINESS:**

6. **NEW BUSINESS:**

6A-0323-10 Discussion and possible approval of the 2010/2011 ECVA Tentative Budget-Action Item

Mr. Don Newman stated there were only a few changes made to the Budget since the Budget Workshop. Mr. Newman began with the General Fund Worksheet. Mr. Newman stated that most of the changes had taken place in the General Fund worksheet. Mr. Newman stated that the fixed assets had been revised from \$1,000.00 to \$4,000.00 in anticipation of maintenance to the Expedition or a need to purchase a new ATV. Mr. Newman stated that Retirement was originally at \$112,000.00 but was recalculated and came down to \$110,000.00 Mr. Newman stated that \$12,000.00 was added for Health Insurance as restricted funds based on recommendation from Cash Minor. Mr. Newman stated that the audit and accounting fees was originally calculated at \$40,500.00 but has been revised down to \$40,000.00. Mr. Newman stated the funds set aside for Conferences and Seminars had been revised from \$24,000.00 down to \$15,500.00 and that support sheet four for the General Fund Worksheet shows the funds allocated to purchasing photographs as well as the Community Events Calendar was originally calculated at \$40,000.00 however this figure was also recalculated bringing it down to \$31,000.00. Mr. Newman stated that miscellaneous expenses were revised from \$3,700.00 down to \$2,500.00. Mr. Newman stated that the lease payments changed due to the dish washer which took this total from \$7,500.00 up to \$8,900.00 and then added the contingency funds back in the amount of \$20,000.00. Mr. Newman stated that the excess or deficit came to \$5,573.00 which is up approximately \$6,000.00.

Mr. Don Newman moved on to the Capital Budget worksheet. Mr. Newman stated that the only revision made to this worksheet was the \$10,000 that had been dropped but was added back in for concrete and sidewalk repair which took this balance from \$135,000 to \$145,900.00.

Mr. Newman stated that there were no changes made to the Marketing Budget or the Facility Expansion worksheets.

Mr. Jay Elquist asked if the fund balance was really at almost \$200,000.

Mr. Newman stated that it was very close to \$200,000.00. Mr. Newman stated that if enough money accumulates into this fund then it would be possible to look at the feasibility of expanding or adding to the Convention Center facility. Mr. Newman stated that while in Winnemucca he had stopped in their event center for the Youth Wrestling competition. Mr. Newman stated that it was very busy and able to accommodate a large crowd. Mr. Newman stated that it would be to Elko's benefit to have this type of facility available to the community.

Mr. Elquist asked what type of events would be brought in if Elko had an Events Center.

Mr. Tom Lester stated that it would make it possible for Elko to bring in Basketball, Volleyball, and wrestling tournaments as well as rodeos and trade shows. Mr. Lester stated that it is important to look at the multi-purpose possibilities of an Events Center.

Mr. Charlie Myers stated that the tax increase to fund a facility of this nature may be a hard sell to the community with the economy being so poor at this time.

Mr. Don Newman stated that the most expensive part of building this type of facility would be the restrooms, heating/cooling system, and adding a kitchen however there are conferences that would like to come into the Elko area that the Convention Center is unable to accommodate based on the size of the conference and the type of equipment the vendors would be exhibiting that would require being housed under an actual roof. Mr. Newman stated that if Elko had an Events Center this type of conference could be accommodated.

Mr. Ruben Abeyta stated that it would be a good idea to start a "regret list" which is a list that shows what type of room was needed but was unable to be accommodated due to lack of

availability. Mr. Abeyta further stated that this type of list makes it easier to evaluate a need for expansion as well as which markets are available and being missed.

Mr. Jay Elquist made a motion to approve the 2010/2011 ECVA Tentative Budget. Ms Connie Campbell seconded the motion. The motion passed unanimously.

6B-0323-10 Discussion and possible approval of a request for \$10,000 the ECVA graphic design project for the City of Elko water tank project – Action Item

Mr. Don Newman stated the graphic design project for the City of Elko water tank had been tentatively approved the City Council and that the final decision would be based upon approval the ECVA Board. Mr. Newman further stated that he believes this would be a great opportunity to promote Elko.

Mr. Charlie Myers asked if the current design would be visible at dusk due to the dark color scheme.

Mr. Newman stated that the City of Elko and the Art Committee would be involved in helping with the color scheme so that the graphic will be visible.

Mr. Charlie Myers made a motion to approve the request for funding in the amount of \$10,000 for the ECVA graphic design project for the City of Elko water tank. Ms. Connie Campbell seconded the motion. The motion passed unanimously.

6C-0323-10 Discussion and possible approval of \$10,000 to produce the 2010 National Senior Pro Rodeo, June 1,2,3 at the Elko County Fairgrounds - Action Item

Mr. Charlie Myers made a motion to approve a request for \$10,000 to produce the 2010 National Senior Pro Rodeo. Mr. Ruben Abeyta seconded the motion. The motion passed unanimously.

6D-0323-10 Discussion and possible approval of \$10,000 to produce the 2010 Rocky Mountain Professional Rodeo Association rodeo, October 1, 2 at the Elko County Fairgrounds – Action Item

Mr. Don Newman stated that Rocky Mountain Professional Rodeo Association is a group that is primarily s out of Utah. Mr. Newman stated that this association produced a rodeo in Battle Mountain in 2009 which took place during the Silver State Stampede and drew approximately 200 contestants. Mr. Newman stated that the October rodeo would be the last before their Championship Rodeo and would produce at a minimum of 200 contestants. Mr. Newman stated that brining this Rodeo to town had been budgeted under New Events.

Mr. Charlie Myers made a motion to approve funding in the amount of \$10,000 to produce the 2010 Rocky Mountain Rodeo Association’s Rodeo. Ms. Connie Campbell seconded the motion. The motion passed unanimously.

7. STAFF REPORTS:

7A-0323-10 Comptroller’s Report/Approval of the February expenditures and all matters related to – Action Item

Mr. Don Newman stated that Ms. Delynn Jones was unable to be present at this meeting due to a continuing education course that she was attending. Mr. Newman stated that the Room Tax had been received and was down a total of 11% from 2009. Mr. Newman stated that Ad Valorem had been received in the amount of \$23,000 vs. \$49,000. Mr. Newman stated that the claims for February 2010 were \$137,833.87 which includes \$2,698 that is reimbursable through grants.

Mr. Charlie Myers made a motion to approve February 2010 claims in the amount of \$137,833.87. Mr. Ruben Abeyta seconded the motion. The motion passed unanimously.

7B-0323-10 Convention & Tourism Report - Non-Action Item

Mr. Tom Lester stated that he had attended the International Sportsman's Expo with Ms. Cathie Horn and that this was a well attended show. Mr. Lester stated that he would be attending Rural Round up with Mr. Don Newman and Ms. Cathie Horn in March. Mr. Lester further stated that while attending the Rural Round up conference he would be working with Virginal City to organize a FAM as well as following up on some leads and doing sales calls in the Reno/Carson area in April. Mr. Lester stated that in May he would be attending a meeting regarding grants and that in June he would be attending a Tour Operators Conference called TAPS. Mr. Lester stated that he will be attending meetings with Connie Mancellas from the Nevada Commission on Tourism in Las Vegas, NV to talk to different associations and tour operators. Mr. Lester stated that from there he would travel to the Affordable Meetings Conference.

Mr. Lester stated that he is working on a FAM with Virginia City on Nevada's Wild West which will bring in tour operators as well as Media Writers. Mr. Lester stated that he is also working with the Nevada Commission on Tourism to bring in a Canadian FAM which will be attended by twelve to fourteen media writers. Mr. Lester stated that he and Ms. Pat Heningson had attended the RV show in Salt Lake City and that this show was well attended with RV sales up from 2009. Mr. Lester stated that he had placed a full page ad in Meetings West Magazine as well as in Destinations Magazine. Mr. Lester stated that he is currently working on the Annual Carlin Chili Cook Off. Mr. Lester stated that a horseshoe tournament had been added to the Cook Off this year and that this event continues to grow and become better every year. Mr. Lester stated that he is also working with the Carlin Car Show and that the Car Show had received money from the NCOT to help market the event.

Ms. Connie Campbell asked what the date of the Chili Cook Off is.

Mr. Lester stated that the Chili Cook Off will be held September 17-18th and that the Car Show will be held in August after Hot August Nights in Reno. Mr. Lester stated that he is working on the ranch hand rodeo, the Will James Society and OCTA Conventions.

7C-0323-10 Marketing & Events Report - Non-Action Item

Ms. Cathie Horn stated that she continues to run ads in various magazines. Ms. Horn stated that she had attended the ISE show and that it was a busy show with great attendance.

Ms. Horn stated that booths for the Mining Expo continue to sell and that the technical sessions have been scheduled and posted on the ECVA web site. Ms. Horn stated that the silver coins had been designed and were being sponsored by P & H MinePro, Barrick, Newmont and the Convention Center.

Ms. Horn stated that Ms Brandy Notestine had been successful in securing Uncle Cracker as entertainment for the Elko Motorcycle Jamboree. Ms Horn stated that due to budget constraints there will not be a paid concert this year. Ms. Horn stated that the Elko Motorcycle Jamboree Board had put the alcohol sales out to bid for local vendors but no responses were received therefore, Mr. Kevin Doerr will be working with Stockmen's in order to bring in an alcohol vendor.

7D-0323-10 Administrative Report - **Non - Action Item**

Mr. Don Newman stated that the new dish washer had been installed and is working well. Mr. Newman stated that there had been a problem with a drain in the kitchen but that it had been fixed with little problems.

Mr. Newman stated that the new Director for the Nevada Commission on Tourism, Mr. Dann Lewis had made a trip to Elko recently. Mr. Newman further stated that he and Mr. Lester had taken Mr. Lewis to Elko's attractions as well as to dinner and then to breakfast the following morning in order to introduce him to some of the locals. Mr. Newman stated that Mr. Lewis had sent him an e-mail thanking him for being his tour guide.

Mr. Don Newman stated that the AQHA has a challenge race during the Fair this year which should help attendance for the whole event.

Mr. Don Newman stated that he and Mr. Terry Hritz are looking into running a lead in on the NBC station for the information network that advertises all of the different stations in the Nevada area. Mr. Newman stated that he had plans to change the ad currently running in Audubon magazine to draw more attention to the ad Mr. Newman stated that he had placed an ad in the Utah Bees game program book as well as advertising on one of the stadiums concourse signs. Mr. Newman further stated that he had placed an ad on a concourse sign in the Las Vegas baseball stadium as well.

8. Board Comments – **Non-Item**

Mr. Charlie Myers stated that he would like to see more information and advertising on the ATV Jamboree. Mr. Myers stated that there is a lot of opportunity for an event such as this one. Mr. Myers suggested combining this event with trail exploration for hunters.

Mr. Jay Elquist agreed with Mr. Myers and stated that another idea would be to take people shed horn hunting for the shed antlers. Mr. Elquist stated that it would be a very good idea to add to this event.

9. Adjournment

Mr. Charlie Myers made a motion to adjourn the meeting. Mr. Jay Elquist seconded the meeting. The meeting was adjourned at 9:31 a.m.