

ELKO CONVENTION & VISITORS AUTHORITY
SPECIAL BOARD MEETING
TUESDAY, MAY 21, 2009
ELKO CONVENTION CENTER
CEDAR ROOM
8:00 A.M.

1. Roll call

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

ECVA Board Absent: Ruben Abeyta

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: Denise Baclawski, UNR Fire Science Academy
Mitchell Baclawski, UNR Fire Science Academy
Gwen King, Wells Fargo
Anne McMullen, McMullen Insurance

2. Call to order and Pledge of Allegiance

The meeting was called to order at 8:03 a.m. by Board Chair, Gary Morfin. Board member Ruben Abeyta was not present at the meeting.

3. Public Comments- Non- Action Item

No public comment was made at this time.

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

Charlie Myers made a motion to approve the minutes from the April 21, 2009 Board meeting. Jay Elquist seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

5A-0521-09

Public Hearing as required by the State of Nevada Department of Taxation for the review and possible approval of the 2009/2010 tentative budget as the 2009/2010 ECVA Final Budget

Gary Morfin reviewed ECVA 2009/2010 tentative budget to be approved by the Board as the ECVA 2009/2010 final budget to be submitted to the State of Nevada Department of Taxation.

Delynn Jones explained the worksheets attached to the tentative budget.

Charlie Myers approved the ECVA 2009/2010 tentative budget as the ECVA 2009/2010 final budget to be submitted to the State of Nevada Department of Taxation. Jay Elquist seconded the motion. The motion passed unanimously.

6. NEW BUSINESS:

6A-0521-09

Update from Denise Baclawski, UNR Fire Science Academy regarding the sustainability plan

Denise Baclawski with the UNR Fire Science Academy (FSA) made a presentation to the Board regarding the current financial status of the Fire Science Academy. She stated that as to date the FSA has collected over \$100,000 in support funds from the local community. She further explained that the FSA will not meet its financial goal set for June 30th due to the cancellation of a major company which scheduled training courses at the Academy but stated that their financial goal is anticipated to be met by the end of the summer.

Jay Elquist asked if the financial goal set in the FSA two year plan would be met.

Denise Baclawski explained that if all the variables fall into place the financial goal will be met. She further explained that the FSA is taking all the necessary steps to ensure that the financial goal is met.

Further discussion of the financial status and the steps being taken for financial stability of the Fire Science Academy and took place at this time.

6B-0521-09

Presentations, discussion and Board direction regarding possible insurance programs for the ECVA medical benefits, Gwen King, Wells Fargo Insurance Services and Anne McMullen, McMullen Insurance

Don Newman stated that Board direction and input was needed at this time concerning the ECVA employee medical benefits. He further stated that he invited Gwen King from Wells Fargo Insurance Services and Anne McMullen from McMullen Insurance to present several benefit plans and costs to the Board.

Gwen King with Wells Fargo Insurance Services made a presentation to the Board introducing three different insurance companies and the medical plans that they offered. She reviewed with the Board a print out of these companies' plans and costs.

Gary Morfin made a suggestion that the Board give direction on which of the benefit plans they thought was the best.

Charlie Myers stated that the ECVA is looking for certain criteria in regards to benefits and stated the plan that meets that criteria would be the best.

Gwen King pointed out that all three companies meet the criteria and stated that the handout was to show the variation in medical coverage.

Jay Elquist stated that the benefit plan which is chosen needs to be competitive with the market. He pointed out that the ECVA did not want employees seeking other employment because of the lack of benefits.

A discussion of the importance of a competitive insurance package took place at this time.

Anne McMullen made a presentation to the Board and suggested tools to use to select a plan that would be good for ECVA employees. She reviewed a printed handout with quotes from several companies using the criteria that the ECVA is looking for. She further suggested other options for covering medical costs.

Don Newman stated that the intent for inviting Ms. King and Ms. McMullen to make presentations to the Board was to see what was available as far as medical coverage for ECVA employees.

Jay Elquist stated that the ECVA was a small group and suggested looking at a plan that would work for the majority of the staff.

Charlie Myers stated that the next step in seeking adequate insurance would be to do a workshop and outline the medical plan the ECVA currently has and what would need to be changed.

Don Newman stated that July would be a good month to hold a workshop to present several medical plans to the ECVA employees.

Gwen King suggested that an employee questionnaire is available that the ECVA employees could fill out confidentially.

Charlie Myers stated that he like the idea of the ECVA employees filling out this questionnaire and moving those suggestions into a workshop.

Anne McMullen stated that plan options could be made available to ECVA employees along with the questionnaire.

Don Newman stated that the plan options would be part of the workshop.

Charlie Myers thanked Gwen King and Anne McMullen for the hard work that they put into their presentations and stated that he could see progress being made in improving the medical benefits of the ECVA employees.

Don Newman asked if action needed to be taken on holding a workshop in July to make employees aware of different medical plans available to them.

Charlie Myers stated that no action needed to be taken at this time and that the item should be included on July's Board meeting agenda to inform the Board on steps being taken for the workshop.

6C-0521-09 Review and discuss bids received for the purchase of a new travel vehicle as planned in the 2008/2009 budget

Don Newman reviewed bid specs for the purchase of a new travel vehicle with the Board. He further reviewed applications of three vendors that had been submitted to the ECVA. He stated that the intent of the ECVA was to purchase the vehicle locally and that he was impressed by the offer made by Riverton Motors in Elko.

Mike Benzie shared his opinion of the vehicle in the offer made by Riverton.

A discussion of each of the vehicles offered in the bids took place at this time with the Board narrowing the choice to vehicles from Riverton Motors and Gallagher Ford of Elko.

Jay Elquist suggested that since the Board has narrowed the decision to two local companies that the ECVA staff should make the final decision. He further suggested getting a Carfax report for the Ford Explorer located at Gallagher Ford.

Jay Elquist made a motion to allow the ECVA staff to choose with digression the best bid contingent on a Carfax report on the Ford Explorer located at Gallagher Ford. Connie Campbell seconded the motion. The motion passed with Board member Charlie Myers abstaining from the vote.

7. STAFF REPORTS:

7A-0521-09 Administrative Report

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

Mr. Newman stated that the ECVA will be hiring an intern to work through the summer months. He further stated that her name was Whitney Lee and she was currently attending UNR.

Mr. Newman stated that plans for the Senior National Pro Rodeo scheduled for May 26-28, 2009 were complete and the Soroptimists Club would be running the snack bar and that a food drive benefiting F.I.S.H. would be the admission fee. He further stated that chute help would be provided by the Elko Youth Rodeo and that the Rodeo had approximately 150 competitors signed up for each day.

Mr. Newman reviewed an electrical bid submitted by Elison Electric for this year's Mining Expo.

Mr. Newman reported that the ECVA would be partnering with Virginia City on July 18-20, 2009 to sponsor a golf hole at the RSCVA's BLC Golf Tournament. He pointed out that this event brings meeting planners and destination organizers to Reno for three

days of facility and community exposure and will provide the ECVA with a great opportunity to promote Elko.

Mr. Newman stated that the ECVA campaign with Nevada Broadcasters in March generated 662 radio spots worth \$51, 750.00. He further stated that year to date the ECVA has received 3,176 spots worth \$267,325.00 which averages out to \$2,500 per month.

Mr. Newman reported that the ECVA will be promoting a free community concert on the ECVA patio featuring the band "Great American Taxi" on August 5, 2009.

Mr. Newman reminded the Board that the Convention Center would be closed for Memorial Day on May 25, 2009.

Mr. Newman reviewed the May room tax comparisons with the Board and stated that the numbers were up \$16,000 with two properties not reporting.

Mr. Newman reported that 20 events were scheduled in the building over 25 days during May 2009 and that 6 events were scheduled over 21 days in June 2009.

Connie Campbell asked if the electrical bid for the Mining Expo was submitted to other companies.

Don Newman stated that it was with Elison Electric having the winning bid.

Cathie Horn stated that the ECVA should be privy to any alterations made to the electrical bid by Elison Electric.

Don Newman pointed out that alterations would be made per the ECVA.

Charlie Myers agreed with Cathie Horn that the final electrical bill from Elison Electric needs a breakdown of each separate cost.

Don Newman stated that he agreed and that this was outlined in the pre-bid meeting with Elison Electric. He then reviewed the electrical specs with the Board that were given to Elison Electric.

A discussion of electrical problems that occurred during past mining expos and what was being done to prevent those problems during this year's expo took place at this time.

7B-0521-09 Convention & Tourism Report

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

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

Mr. Lester stated that he is currently working on the Meet Me in Elko FAM Tour scheduled for May 22-24, 2009. He pointed out that the tour was being funded with an \$8,000 grant from the state.

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 shoots of the Mining Expo and local golf courses along with the Elko Motorcycle Jamboree, Lamoille Canyon, the 71 Ranch and the Balloon Festival will be part of the DVD.

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

Mr. Lester reviewed conventions that he has scheduled to come to Elko along with conventions he is working on bringing to Elko with the Board. He stated that the Nevada Veterans Conference scheduled for 2009 has been rescheduled for 2011.

Mr. Lester stated that the Fire Science Academy is currently working on a schedule for their travel management plan tours. He further stated that the ECVA should be involved with this planning.

7C-0521-09 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. She further stated that an ad was placed with Nevada Business Weekly for the Meet Me In Elko campaign and explained that the RSCVA uses this as their annual planner and in their relocation packets.

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

Ms. Horn stated that she attended Reno River Festival on May 8-10, 2009 to promote Elko as a recreation destination. She further stated that the ECVA created small business card size handouts to direct people to the website.

Ms. Horn reported that she is currently working on a deal with Reno Passport to run a banner on their website to streamline the ECVA's Twitter, Facebook and YouTube pages. She further reported that she has received information from Reno Passport on setting up RSS feeds.

Ms. Horn reported that 365 booths have been sold for the 2009 Mining Expo and that one day of Short Talks & Product Demonstrations for Thursday, June 11, 2009 have been completed. She stated that NIOSH will be presenting all day on Friday, June 12, 2009.

Ms. Horn stated that the Mining Expo Kick Off BBQ is set for Monday, June 8, 2009 at the City Park. She further stated that the golf tournament is completely sold out and that entertainment for the Opening Banquet has been secured.

Ms. Horn reported that a schedule of events for the Mining Expo has been posted on the ECVA website.

Ms. Horn stated that she continues to work on the Board of the Elko Motorcycle Jamboree and that merchandise orders have been placed. She pointed out that the ECVA has co-oped an ad in the NCOT Ride's Guide with the Elko Motorcycle Jamboree.

**7D-0521-09 Comptroller's Report/Approval of April 2009 Expenditures
and all matters related to**

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

Charlie Myers made a motion to approve the April 2009 claims in the amount of \$128,541.32. Jay Elquist seconded the motion. The motion passed unanimously.

8. Board Comments

No Board comments were made at this time.

9. Adjournment

The meeting was adjourned at 10:02 a.m.