

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, MAY 25, 2010
ELKO CONVENTION CENTER
GOLD 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 8:35 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 April 27, 2010 – Action Item

Connie Campbell pointed out that under item #6C-0427-10 of the April 27, 2010 Board Minutes that the ATV Jamboree Committee was listed as the Elko Motorcycle Jamboree Committee.

Connie Campbell further pointed out that under item #7D-0427-10 and there was a typing error that read statue and should read status.

Connie Campbell made a motion to approve the Regular Board meeting minutes of April 27, 2010 with corrections. Charlie Myers seconded the motion. The motion passed unanimously.

5. OLD BUSINESS:

There was no old business at this time.

6. NEW BUSINESS:

6A-0525-10 Discussion and possible approval of the 2010 Elko Mining Expo electrical labor bid from Ellison Electric in the amount of \$11,250.- Action Item

Don Newman stated that the electrical labor bid from Ellison Electric was the only bid received for the 2010 Elko Mining Expo.

Mike Benzie pointed out that an Invitation to Bid was sent to four local electrical companies and the bid from Ellison Electric was the only bid received. He stated that he felt that Ellison Electric has improved their service in the last two years of the Elko Mining Expo. He further stated that the ECVA will most likely have to invest in more cable and junction boxes for the 2011 Elko Mining Expo.

Gary Morfin inquired when the ECVA would make the additional electrical purchases of cable and junction boxes.

Mike Benzie responded it would most likely be after the first of the year.

Charlie Myers made a motion to approve the bid from Ellison Electric for \$11,250 for the 2010 Elko Mining Expo. Connie Campbell seconded the motion. The motion passed unanimously.

Don Newman pointed out that Jen Stotts has been working directly with the vendors and the electrical company in getting the electricity set up for the 2010 Elko Mining Expo.

Jen Stotts stated that electrical requests from the mining expo vendors go into a database and that she is working on a color coded map from that database to give to Ellison Electric prior to the expo. She further stated that she will need to check any electrical requests for 220V or more.

Ms. Stotts pointed out that there are always last minute requests for electricity prior to the Expo. She further pointed out that Ellison has really stepped up to the plate during the last couple of Expos.

Don Newman stated that Ms. Stotts walks the exhibit floor with Ellison Electric on the first morning of exhibits to make sure electricity is correct for each booth.

6B-0525-10 Discussion regarding Board direction for the renewal of the ECVA earthquake insurance policy – Non-Action Item

Don Newman stated that he received a letter from ICW Group Insurance Company stating that there would be a possible rate increase of 25% or more in the ECVA's earthquake insurance. He pointed out that John Smales would be in to visit with him during the next week and inquired if the Board had any concerns, questions or comments for Mr. Smales.

Charlie Myers stated that he would like to see a definite amount for the rate increase instead of 25% or more. He pointed out that the cost of benefit ratio may not be there and that the ECVA needs to make sure it is covered in the event of an earthquake.

Don Newman stated that John Smales reminded him that a letter sent to the ECVA around the same time last year also indicated a possible 25% increase the rate had actually decreased.

Jay Elquist inquired what was the amount of the policy's deductible. He pointed out that if the deductible was too high and not cost effective that perhaps the ECVA should shop around for other earthquake insurance.

Don Newman stated that the ECVA will continue to pursue other avenues of coverage and make sure that it is not overpaying for the current earthquake coverage.

Gary Morfin stated that he has never been in favor of carrying this type of insurance coverage and feels that it is not necessarily needed.

7. STAFF REPORTS:

7A-0525-10 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 February 2010 General Fund Room Tax was received in April 2010 from the City of Elko. She stated that \$24,268 was received for February 2010 versus \$27,570 received in February 2009 showing a decrease of \$3,302 or -12%. She further reported that the March 2010 General Fund Room Tax was accrued in the amount of \$31,627 versus \$27,967 received for March 2009 showing an increase of \$3,660 or 13%. Ms. Jones pointed out that the March 2010 General Fund Room Tax was actually received May 1, 2010.

Ms. Jones reported that the February 2010 Marketing Fund Room Tax was received from the City of Elko in the amount of \$17,879 versus \$20,311 received for February 2009 showing a decrease of \$2,432 or -12%. She further reported that the March 2010 Marketing Fund Room Tax accrued in the amount of \$23,304 versus \$20,604 for March 2009 showing an increase of \$2,701 or 13%.

Ms. Jones pointed out that the fiscal year to date (10 months) room tax receipts were down 9.28%.

Ms. Jones reported that Ad Valorem Taxes received from Elko County for March 2010 were \$43,438 versus \$60,040 for March 2009.

Ms. Jones reported that year-to-date Ad Valorem taxes for 2009/10 are \$290,207 versus \$243,655 for 2008/09 which is an increase of \$46,552 or 19.1%.

Ms. Jones stated that total claims for April 2010 were \$188,722.74 which included a transfer of \$88,450 to Edward Jones from Capital Funds to purchase a time certificate.

Charlie Myers made a motion to approve the April 2010 claims in the amount of \$188,722.74. Jay Elquist seconded the motion. The motion passed unanimously.

Don Newman stated that he has consulted with the City of Elko concerning attending an ECVA Lodging Committee Meeting to address the action that will be taken against the lodging properties that have not paid their transit lodging tax (room tax).

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

Don Newman stated that he was very impressed with the activity at the Northern Nevada Regional Railport.

7B-0525-10 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 reported that Mr. Lester was out of town attending the TAC Meeting.

Mr. Newman reviewed Mr. Lester's travel schedule with the Board and pointed out that Mr. Lester will be attending TAP on June 2-6, 2010 and Meetings in Las Vegas with NCOT and Affordable Meetings on June 13-22, 2010.

Mr. Newman stated that Mr. Lester has finalized the At Your Leisure television program and that a \$7,000 grant from NCOT was received to do this project which will include television commercials, feature stories, web marketing, etc.

Mr. Newman pointed out that Mr. Lester continues to work on the Annual Carlin Chili Cook-off. He further pointed out that Mr. Lester also is working with Jess Jones to bring in a Ranch Hand Rodeo to the Equestrian and Event Center in Carlin on August 13-14, 2010.

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.

7C-0525-10 Marketing & Events Report - Non-Action Item

Don Newman reviewed the Marketing & Events Report included in the packet.

Mr. Newman reported that June ads are being run through Nevada Broadcasters Association on radio stations throughout the State. He pointed that these ads feature the Elko Motorcycle Jamboree, the ATV Jamboree as well as general local area attractions.

Mr. Newman stated that the ECVA is in the process of signing a new contract to begin in July with Nevada Broadcasters. He further stated that TV spots for summer events are starting with Charter Media and KENV- TV.

Mr. Newman reported that the ECVA ExploreElko.com NBC local news tag ads are running in Reno and Las Vegas and are generating inquiries from many media representatives.

Mr. Newman pointed out that the ECVA is a sponsor for the Senior Pro Rodeo and that the Rodeo will be held June 2-4, 2010 at 6:00 p.m. at the Elko County Fairgrounds. He further pointed out that there will be approximately 200 participants.

Mr. Newman reported that the ECVA will be advertising with Woodall's and Trailer Life RV Parks and Campgrounds publications as well as having a 15 photo Elko activities website advertisement with both.

Mr. Newman stated that the ECVA has invited a travel writer from the Las Vegas Review Journal CERCA Travel section to visit Elko and work on a feature story regarding the Elko area summer events.

Mr. Newman reported that the sponsorship ads for Austin City Limits have been finalized and sponsorship ads will start mid June on the Reno PBS station.

Mr. Newman pointed out that the ECVA is working closely with the High School Rodeo State Finals, the Basque Club, the Elko County Fair, the Gold Diggers Motorcycle Club, the BLM California Trail Days, the Nevada Quarter Horse Association and the ATV Jamboree to help promote their events.

Mr. Newman turned the floor over to Jen Stotts to report on the status of the 2010 Elko Mining Expo.

Jen Stotts reported that as of May 24, 2010 there were 343 vendors in the 2010 Elko Mining Expo with 309 booths sold. She stated that the things have been squared away for the Mining Expo Kick Off BBQ to be held in the City Park on Monday, June 7, 2010 and that ads have been running in The Elko Daily Free Press, The Elko Independent and The Shopper for the BBQ & Tug O' War as well as with Channel 10, Charter Media and some radio PSAs.

Ms. Stotts stated that Sally Meyer has been working on putting together Tug O' War teams for the Tug O' War competition during the Kick Off BBQ. She further stated that Ms. Meyer has 5 to 7 teams participating.

Ms. Stotts stated that Technical Sessions for the Expo were coming together and will be held on Thursday, June 10 and Friday, June 11, 2010 in the Lorena Moren Theater. She further reported that the Opening Banquet on Wednesday, June 9, 2010 was sold out and inquired of the Board who would be attending.

Don Newman stated that he has met with Lou Shack regarding the Expo Golf Tournament. He further stated that Ms. Stotts has broken the golf teams down by round to make it easier for Rick Longhurst at the Golf Course. He further stated that 17 more carts have been made available by locals who were golfing in the tournament.

Jen Stotts turned the floor over to Juli Nelson to report on the status of the 2010 Sponsorships and Expo banner advertising.

Juli Nelson reported that all opportunities for sponsorship have been filled and that sponsorships were up approximately \$14,000 from the 2009 Elko Mining Expo. Ms. Nelson further reported that all banner advertising space on the building has been sold and the only spaces available

were along the fence line at the back of the building and on the light poles around the front of the building.

7D-0525-10 Administrative Report - Non - Action Item

Don Newman reviewed the Administrative Report included in the packet.

Mr. Newman stated that Diamond Rentals will install the tents for the Mining Expo starting May 25th and 26th and that road closures will begin on Tuesday, June 8th and open again by noon on Saturday, June 12th.

Mr. Newman pointed out that the ECVA is in the process of getting bids to repair the front entrance concrete and coating as well as concrete repair at the back entrance to the building. He stated that three bids have been received.

Charlie Myers suggested advertising be done on the monitor in the Convention Center foyer during the Expo.

Mr. Myers stated that the sprinkler system should be well marked before bringing in heavy equipment for the Expo.

Mr. Newman stated that the ECVA maintenance crew has already started to mark the location of sprinkler heads in the lawn.

Mr. Newman reported that the ECVA is in the process of getting prices for new stage drapes in the theater.

Mr. Newman stated that an update on the Fire Science Academy from Denise Baclawski was included in the Administrative Report.

Mr. Newman reviewed scheduling at the Convention Center and stated that there were 21 events being held over 16 days during the month of May and 7 events being held over 25 days in June.

8. Board Comments – Non-Item

Jay Elquist stated that in reviewing the receivables included in the Comptroller's report that he saw some outstanding balances. He inquired if the ECVA was gaining on those outstanding balances.

Don Newman pointed out that the outstanding balance with KRJC will be resolved through trade and that Sally Myers is working on resolving the remaining outstanding balances.

Connie Campbell thanked the ECVA staff for their hard work.

Charlie Myers stated that there was a Forest Service Planning Committee Meeting regarding road closure tonight at Great Basin College.

Don Newman stated that another session will be held at the Convention Center in the near future.

Charlie Myers stated that county commissioners throughout the state are being asked to get involved with the road closure issue.

Mr. Myers inquired about the increase in support funding for the airport and if it was taken out of ECVA funds. He further inquired if support funding for the airport was part of the 5 year agreement that the ECVA had with the City of Elko.

Don Newman pointed out that it was only a 3 year agreement and that the City removed the sunset at the end of the 3 years.

Charlie Myers stated that there had been several political forums held recently in the evenings at the Convention Center and commended the staff for doing a good job in setting them up.

Don Newman stated that the Elko Area Chamber of Commerce has been hosting the political forums and that the forums were either held at the Chamber, the Convention Center or the college depending on availability.

Charlie Myers stated that the forums will most likely decrease during the month of June and pick up during July.

Don Newman pointed out that the Convention Center has been extremely busy with bookings.

Gary Morfin congratulated the ECVA staff for its teamwork. He inquired about filling the Marketing/Events Manager position.

Don Newman stated that the ECVA is focused on the Mining Expo at this time and will look at replenishing the staff after the Expo is over.

9. Adjournment

Charlie made a motion to adjourn the meeting. Connie Campbell seconded the motion. The meeting was adjourned at 9:32 a.m.