

ELKO CONVENTION & VISITORS AUTHORITY
REGULAR BOARD MEETING
TUESDAY, NOVEMBER 18, 2008
ELKO CONVENTION CENTER
TIMBERLINE ROOM
8:00 A.M.

1. Roll call

ECVA Board Present: Charlie Myers
Gary Morfin
Jay Elquist (Telephonically)

ECVA Staff Present: Don Newman, Executive Director
Cathie Horn, Marketing & Events Manager
Delynn Jones, Comptroller
Jen Stotts, Administrative Assistant

Visitors: Terri Clark, Communities in Schools
Charlie Ekburg, Sweet Light Photography
Sandy Ekburg, Sweet Light Photography

2. Call to order and Pledge of Allegiance

Mr. Charlie Myers called the meeting to order at 8:08 am

3. Public Comments- Non- Action Item

There was no public comment at this time.

4. Approval of minutes from the Board meeting of October 21, 2008 – Action Item

Minutes from the October 21, 2008 Meeting were unable to be approved at this time.

5. OLD BUSINESS:

5A -1118-08 Terri Clark, Communities in Schools, clarification of immunization program funding –
Non- Action Item

Mr. Charlie Myers made an introduction for Ms. Terri Clark with Communities in Schools.

Ms. Terri Clark with Communities in Schools addressed the board to clarify the immunization program funding.

Mr. Myers stated that he was under the impression that, due to budget cuts, the state of Nevada would no longer supply the vaccination serum to school age kids after January 1st, 2009.

Ms. Clark stated that it is only to some children who are uninsured or underinsured. Ms. Clark stated that underinsured meant that even though the child's insurance would cover the vaccinations, it wouldn't cover all of the cost. Ms Clark stated that the Government stepped in and stated that it was necessary to "crack down" on the immunization programs to be sure that all children were meeting guide lines. Ms Clark stated that this leaves a lot of "gap kids" who don't quite meet the guide line criteria so these children end up falling between the cracks.

Mr. Myers stated that there are approximately 253 children without immunizations in Elko County. Mr. Myers stated that Elko County had given money to ensure that children without immunizations received them. Mr. Myers stated that though the county was able to contribute this year he is deeply concerned about what to do for unimmunized children next year due to the fact that the number of unimmunized children will go up.

Ms. Clark stated that Communities in Schools have gone after grants to ensure that programs will exist in order to ensure these kids to get the vaccinations that are necessary. Ms. Clark stated that there are ways to think out of the box. Ms Clark stated that Communities in School has worked with United Way in other communities where children were able to see a Pediatrician as well as receive medical care. Ms Clark stated that Senator Rhoades and Assemblyman Carpenter have stated that they are willing to try to bring a Community Nurse into the Elko area. Ms. Clark stated that the normal cost for a Pediatric Doctor appointment was \$95 for just being seen.

Mr. Myers stated that there are approximately 16 total immunizations required for children and that immunizations run from approximately \$30 to \$80 per immunization.

Ms Clark stated that Communities in Schools donates \$10,000 per year to a breakfast program for many schools and has seen a drastic improvement in student performance.

Mr. Myers thanked Ms. Clark for the information.

Mr. Jay Elquist stated that he appreciated what Ms. Clark and Communities and Schools are doing for the community.

6. NEW BUSINESS:

6A-1118-08 Discussion of 2009 Elko Mining Expo expansion plans – Non-Action Item

Mr. Don Newman stated that he would like to expand the Elko Mining Expo. Mr. Newman stated that he would like to put up a better tent for Mining Mall do to unpredictable weather conditions. Mr. Newman stated that the exhibitors have still been attending the Expo and are used to Elko weather however others have stated that they would like to see a change. Mr. Newman stated that he would like to take the 10x10 booth spaces in the Mining Mall and move it to the bulk space in the back lot. Mr. Newman stated that in doing this the show would pick up 20 additional booths. Mr. Newman stated that he had met with the Fire Marshall and he is ok with the layout and flow of the traffic. Mr. Newman stated that the show could make the 25x50s into 40x40. Mr. Newman stated that the break down from last year's booth revenue was \$184,000 of the total \$200,000 approximately \$15,000 was electrical in total. Mr. Newman stated that the interior booth space would go up \$30 for the interior which is not bad considering the show would pick up 22 booths in the mining mall and gain 1 exterior booth space. Mr. Newman stated that revenue would go from \$208,000 to \$240,000 to do one big tent instead of two smaller tents for mining mall. Mr. Newman stated that it would help the show's presentation to go with a different electrical company. Mr.

Newman stated that there is a company in Phoenix, AZ that would put HVAC in the Mining Mall tent for about \$30,000. Mr. Newman stated that with the upgrades revenue for the Expo comes out about \$20,000 less but would make for a more professional show. Mr. Newman stated that this is a rough draft but that he would like the opinion of the Board.

Ms. Cathie Horn stated that she had spoken to Lane Christianson recently. Ms. Horn stated that Mr. Christianson had lost money on stock and tool ordering do to the economic downfall. Ms. Horn stated that because of the slight down turn, her concern is putting up a new tent and then not being able to fill it. Ms. Horn stated that she would like to do more research on the subject. Ms. Horn stated that she saw most of the Expo vendors at the Las Vegas Mine Expo no one seemed concerned. Ms. Horn stated that she is still receiving phone calls and e-mails from new vendors looking for entrance into the Expo.

Mr. Newman stated that he and Ms. Horn talked with Mark Amdei with the NV Mining Assoc. and looking to partner with them to bring the professionalism of the Expo up.

Mr. Myers asked what the lost revenue would be used for.

Mr. Newman stated that the revenues would come from the ECVA general fund.

Mr. Myers asked at what point it would be possible to return to the previous set up if necessary.

Ms. Horn stated that the middle of January would be that point.

Mr. Newman stated that we could just look at doing the upgrade on the asphalt instead of in the back lot. Mr. Newman stated that there had been some issues with Diamond Rentals that have recently been resolved. Mr. Newman stated that he was going to look into a price from them however; this other company seemed to be extremely interested.

Mr. Myers stated that not knowing if the economy will impact the Expo with a minimum \$20,000 hit, it may be beneficial to do the upgrades in stages. Mr. Myers stated that if the mining community stays strong and the vendors come despite economic changes it would be great to make these changes; however, this may not be the year to do so.

Mr. Newman stated that he would continue working with the vendors to see what could be done to help upgrade the Expo. Mr. Newman explained that the Expo had been moved back a week in order to try and get better weather conditions.

Mr. Myers stated that he would like to look at this possibility again within the next 45 – 60 days at which point there may be a clearer view of economic stability.

Mr. Gary Morfin stated that he agreed with Mr. Myers opinion to do the upgrades in stages however Mr. Morfin stated that he did admire the enthusiasm.

7. STAFF REPORTS:

7A-1118-08

Administrative Report - Non-Action Item

Mr. Don Newman stated that the ECVA is happy to have Mr. Steve Wehde back on the Maintenance staff.

Mr. Newman stated that Early Voting went well as did the General Elections. Mr. Newman stated that he had received a thank you card from Ms. Win Smith which is available in the board packet.

Mr. Newman stated that he had taken a look at the radio budget. Mr. Newman stated that he had spoken with Mr. Bob Fisher of the Nevada Broadcasters association and for the month of July had picked up 674 Radio spots in Southern and Northern Nevada.

Ms. Delynn Jones asked if these spots were fillers or if they had been bought.

Mr. Newman stated that the spots were fillers however, some of the spots were extremely good times.

Mr. Newman stated that on December 5th he would be traveling to Las Vegas to attend the Board of Regents meeting for the Fire Science Academy.

Mr. Newman stated that December 7-9 he would be in Reno to Attend the Annual Governors Conference on Tourism.

Mr. Newman stated that on December 24th, the ECVA would be holding the Christmas Party and gift exchange at Noon.

Mr. Newman stated that the September room tax continues to show a decline however the ECVA Building is busy having had 19 events over 24 days in November and looks to have 12 events over 22 days in December. Mr. Newman stated that the past weekend was the only weekend the convention center was available. Mr. Newman stated that the building would be completely booked every weekend until August.

Mr. Myers expressed concern in declining room tax and stated that it was extremely important to watch spending at this time.

7B-1118-08

Convention & Tourism Report - Non-Action Item

Mr. Newman went over Mr. Tom Lester's Convention and Tourism report. Mr. Newman stated that Mr. Lester had attached some articles from the Cowboy Poetry Media Fam from the Woodbury Review News.com as well as and article from Germany.

Mr. Newman stated that Mr. Lester had attended a meeting in Ely on October 14th where he met with Susan Sutton and Ed Spears in order to coordinate the itinerary for the Best of Northern Nevada tours. Mr. Newman stated that these tours were being geared to feature the Virginia City, Ely, and Elko area.

Mr. Newman stated that Mr. Lester and Ms. Juli Nelson are in the process of sending out over 3200 Ride Elko snowmobile postcards to promote Elko snowmobiling as well as the RMSHA Hill Climb Event.

Mr. Newman stated that Mr. Lester had attached a lead report which showed a total of 284 information requests from various publications.

Mr. Newman stated that the 2009 Elko area visitors guide is on schedule to be released by the middle of December.

Ms. Cathie Horn stated that an article had been published in SkyWest magazine which was given to us at no cost because of American Traveler Magazine. Ms. Horn stated that because of Mr. Lester bring in the Fam tour, Elko had been put on the map.

Ms. Horn stated that she continues to work on the web site and had recently put a portion of the Elko promotional DVD on the web site.

Ms Horn stated that she has been working with Utah's Classic "The Arrow 103.5" on a promotional package which includes a link on their web site, 20 commercial ads every month and 20 promotional liners. Ms. Horn stated that this package would run from November 2008 through October 2009.

Ms. Horn stated that the Special Events Calendar is in production however its delivery date has been delayed to December 12th due to the ECVA Board Elections.

Ms. Horn stated that the 2008 Festival of Trees is beginning to take shape. Ms. Horn stated that the event currently has 50 plus trees and is going well. Ms. Horn stated that the charity partners have been contacting various businesses' to help encourage auction item entry.

Mr. Myers asked if the ECVA does its own Christmas Cards.

Ms Horn stated that at one time the ECVA did however it did not now.

Mr. Myers stated that he would like to get a picture of the ECVA staff on the last night of Festival of Trees.

Ms Horn stated that she thought this to be a great idea.

Mr. Charlie Sweetwater volunteered to do take the photograph for the ECVA.

Ms. Horn stated that she would be attending the Northwest Mining show on December 4th. Ms. Horn stated that she would also be attending the Governors Conference on December 7-9.

Ms. Delynn Jones stated that in the month of October the ECVA had received \$40,472.93 for the general fund Room Tax for the month of August 2008 vs. August 2007 which was \$43,609. Ms. Jones stated that there had been a decrease in Room Tax Revenue of \$3,136 or 7.9%. Ms. Jones stated that in October the ECVA had received \$40,472.93 for the marketing fund Room Tax for the month of August 2008 vs. August 2007 \$43,609 which is a decrease of \$3,136 or 7.9%. Ms. Jones stated that year to date Room Tax receipts are down 7.4%.

Ms. Jones stated that Ad Valorem Taxes received in October for the month of September 2008 was \$2,334 which is down from \$2,996 from September 2007. Ms. Jones stated that this was a decrease of \$662 however; the Fiscal Year to date Ad Valorem shows an increase of \$15,923 or 28 %.

Ms. Jones stated that the total claims for October 2008 were \$366,048.58 of which \$3,346 is eligible for grant reimbursement. Ms. Jones stated that in October 2007 claims totaled \$388,755 of which \$9,763 was eligible for grant reimbursement. Ms. Jones stated that of the \$388,775, \$300,000 was a transfer from the checking account to the savings account.

Ms Jones pointed out other differences between 2007 and 2008. Ms Jones stated that the Audit Fee was \$32,620, the Nevada Magazine Visitors guide took \$ 10,686 along with other Marketing Ads was \$10,796, and Safety Olympiad which totaled \$13,997 which was reimbursement of excess revenues.

Mr. Gary Morfin made a motion to approve October 2008 claims in the amount of \$366,048.58. Mr. Jay Elquist seconded the motion. Motion Carried.

Mr. Myers stated that the expenditures needed to be looked at and watched to ensure careful spending.

8. Board Comments – Non- Action Item

Mr. Gary Morfin expressed congratulations to Ms. Connie Campbell on her election to the ECVA Board of Directors.

Mr. Charlie Myers stated that he would like to put the ECVA election of officers for the Board of Directors on the December 16th Board Agenda

9. Adjournment

The meeting was adjourned at 9:13 a.m.