

ELKO CONVENTION & VISITORS AUTHORITY  
**REGULAR BOARD MEETING**  
TUESDAY, SEPTEMBER 16, 2008  
ELKO CONVENTION CENTER  
CEDAR ROOM  
8:00 A.M.

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

The meeting was called to order at 8:00 a.m. by Board Vice-Chairman, Charlie Myers. Board Chairman, Dave Huckaby was not present at this meeting.

**2. Roll call**

ECVA Board Present:           Charlie Myers  
  Ruben Abeyta  
  Jay Elquist  
  Gary Morfin

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

Visitors:                            Connie Campbell, 2009 ECVA Board Member

**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.**

No Public Comment at this time.

**4. Approval of minutes from Rescheduled Board meeting of August 26, 2008 – Action Item**

*Gary Morfin made a motion to approve the Board Minutes from the August 26, 2008 meeting. Ruben Abeyta seconded the motion. The motion passed unanimously.*

**5. OLD BUSINESS:**

**6. NEW BUSINESS:**

**6A-0916-08**

**Approval of the Seal Coating Casual Bid received for parking lot-  
Action Item**

Mike Benzie explained that there was only one company in town that does the type of sealing that is needed and that company is Superior Services. Mike Benzie stated that he had only one quote in the amount of \$22,549.72. Mike stated that he didn't have a comparison however he did have Superior Services proposal from four years (2004) ago in the amount of \$14,015.00. Mike Benzie stated that even though the amount had gone up due to product price increase; it is still a good investment. Mike Benzie stated that he could research further however; Superior Services specializes in this type of crack sealing. Mr. Benzie stated that he felt comfortable with this quote.

Gary Morfin asked what the square footage was.

Mike Benzie stated that the square footage was approximately 100,000 square feet. Mr. Benzie stated that this was done in 2004 the square footage was approximately 90,800 square feet due to the fact that the back drive was not done.

Gary Morfin asked how long the seals lasted.

Mr. Benzie stated that it lasted almost four years. Mr. Benzie stated that if it wasn't done now, that it could be potentially more expensive due to the deterioration of the cracks in the back lot.

Gary Morfin asked if this was just a seal on top of the original.

Mike Benzie stated that the company would actually clean everything first then they rubberize all of the cracks and then squidge the product on so that it seals more efficiently.

Don Newman stated that this project had been budgeted and the cost of Petroleum had been taken into consideration. Mr. Newman stated that while he was out of town, Delynn Jones had received a phone call from a gentleman named Courtney Welch who was inquiring about the Seal Coat project.

Mike Benzie stated that there is another company in Elko who does do seal coating however this company sprays on the product instead of squidge. Mr. Benzie stated that this form of applying the product was completely different and not as effective in even dispersment.

The Board agreed with Mr. Benzie.

Delynn Jones stated that she told Mr. Welch that there were some specifications that were needed however she was unsure as to what they were.

Ruben Abeyta stated that he knew of Mr. Welch's company. Mr. Abeyta stated that he wasn't sure that Mr. Welch's product was completely petroleum based.

Jay Elquist asked if there was an actual invitation to bid placed.

Mike Benzie stated that he had opened this bid under the Casual Bid policy which stated that he had to contact two companies, which was done.

Jay Elquist stated that when the City and most likely the County open a bid, they get unit costs. Mr. Elquist stated that this way if there is more money than originally planned, more can be added to the project.

*Gary Morfin made a motion to use Superior Services to do the seal coat project in the amount of \$22,549.72 for 100,000 square feet. Ruben Abeyta seconded the motion. The motion was passed unanimously.*

**6B-0916-08            Discussion of amendment to ECVA Policy Procedure manual regarding Purchase order Limits and Expenditure of Funds. Increase purchase order requirements for office staff from \$25 to \$100; Increase Facility Manager's purchase order requirement from \$1,000 to \$2,500. – Action Item**

Delynn Jones stated that these figures were based on what the current policy manual states. Ms. Jones stated that she believed that at some point this was most likely updated however she was unable to locate the amendments. Ms. Jones stated that these figures are what the Personnel Policy Manual currently states. Ms. Jones stated that the \$25.00 amount for office staff worked well at first because the office staff was able to fax in orders for office supplies. However, it has become more cost effective to go through Office Max a \$25 purchase order is too small to be efficient. Ms. Jones stated that since the auditors have been here, it is important to follow the Policy Manual. Ms. Jones stated that \$100.00 is more realistic for the office staff. Ms. Jones stated that for Mike Benzie the \$1000.00 was very minimal which is why she is recommending that this amount be increased to a \$2500.00 purchase order limit. Ms. Jones stated that at this time hers was at \$500.00 which was fine because there was no need for her to do any purchasing. Ms. Jones stated that currently Don Newman's limit was up to \$5000.00 which would still require a Board approval.

Attachments from the Policy Manual are available in the Board Packet.

Charlie Myers stated that he thought that approving this was important due to the fact that the cost of merchandise has gone up. Mr. Myers stated that because all of the Board members are extremely busy it is important to give some latitude.

*Ruben Abeyta made a motion to amend the ECVA policy procedure manual regarding purchase order limits expenditure of funds to increase purchase order requirements for office staff from \$25.00 to \$100.00 and increase Facility Manager's purchase order requirements from \$1000.00 to \$2500.00. Jay Elquist seconded the motion. The motion passed unanimously.*

**6C-0916-08            Discussion of a possible amendment to authorized check signer limits and authorized charge limits. Increase the Facility Manager's limit to incur charges on behalf of the ECVA from \$1,000 to \$2,500; Increase the Facility Manager & Comptroller check signing limits from \$500 to \$2,000; Increase the Executive Director's limit with an authorized staff member from \$500 to \$2,000. - Action Item**

Delynn Jones stated that it was her understanding that actual check signing limit was \$1000.00 and anything over that would need a Board member's signature. Ms Jones stated that upon reviewing in the Policy Manual it was still listed at \$500.00. Ms Jones stated that though this looks like a large increase, it is actually being based on a \$1000.00 check signing limit. Ms. Jones stated that once again she believes this was amended however she was unable to locate that

amendment. Ms. Jones stated that this is for function efficiency at the ECVA. Ms. Jones stated that these days it is easy to go over \$1000.00 and with the Board members being as busy as they are it is difficult at times to find a board members signature.

*Gary Morfin made a motion to approve the increase of the Facility Manager's limits to incur charges on behalf of the ECVA from \$1,000.00 to \$2,500.00, and increase the Facility Manager and Comptroller check signing limits from \$500.00 to \$2,000.00 and increase the Executive Director's limit with an authorized staff member from \$500.00 to \$2,000.00. Jay Elquist seconded the motion. The motion passed unanimously.*

## 7. STAFF REPORTS:

**7A-0916-08**

### **Administrative Report - Non-Action Item**

Don Newman reviewed his Administrative Report included in the packet.

Don Newman stated that the Patsy Cline show for the fair went very well. Mr. Newman stated that attendance was light however everyone who attended enjoyed it. Mr. Newman stated looking forward to next year that Friday or Saturday of the Fair week would be better for holding a concert. Mr. Newman stated that he and Cathie Horn had discussed getting more involved in the Fair Board's meetings and planning so that the ECVA could offer some assistance in next year's event if needed.

Don Newman stated that he and Cathie Horn had gone to Tahoe at the first part of the month to the Nevada Mining Association's annual conference. Mr. Newman stated that from Reno he then traveled to Butte, MT for the National Summit of Mining Communities conference. Mr. Newman stated that this conference is mining communities talking to mining communities about historical mining as well as what to do with reclamation and problems left over from mining. Don Newman stated that this conference started out in Leadville, CO and will be rotated every odd year back to Leadville, CO because they are the founders of this conference. Don Newman stated that in 2010 Elko will be bidding for this conference.

Don Newman stated that next week he and Cathie Horn will be attending the Minexpo in Las Vegas, NV with the Mining Quarterly. Mr. Newman stated that this should be a positive show due to the fact that most of our vendors for Mining Expo will also be attending and/or exhibiting in the Minexpo.

Don Newman stated that he and Mayor Franzoia spoke regarding the 2010 National League of Cities conference. Mr. Newman stated that the 2011 conference would most likely be held in Elko.

Don Newman stated that the Convention Center had picked up the Elko County Library convention in 2009 which would be another good State meeting and will be rotating in.

Don Newman stated that he would also be meeting with Jim and Ralph with the Silver State Stampede in order to get more involved in the event and assist them where needed.

Don Newman stated that June was extremely strong month with a \$4.00 rev par and July continued to be strong with a \$20,000.00 increase in Revenue. Mr. Newman stated that September had 15 events over 17 days with October having 13 events over 19 days. Mr. Newman stated that the Convention Center had been busy over the weekend with both Morrodders and the EMS conference going on simultaneously.

Charlie Myers stated that he thought it was great that both conferences were going on simultaneously. Mr. Myers stated that the only problem he encountered was parking.

**7B-0916-08                      Convention & Tourism Report - Non-Action Item**

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

Tom Lester stated that there was a media fam coming up Sept. 17-20 in conjunction with the Western Folklife Center's 25<sup>th</sup> Cowboy Poetry Gathering. Mr. Lester stated that there were 10 national media coming in and two German journalists.

Tom Lester stated that Bryan Wignall with PBS was coming in to film different communities through out Cowboy Country Territory. Mr. Lester stated that Mr. Wignall would be doing some horseback riding, touring Lamoille Canyon, riding in a hot air balloon with Donna Engdahl and attending the Baxter Black concert.

Tom Lester stated that he had attached a lead report which showed 2,247 requests for Visitor's Guides most of which came from Outside Magazine which is a cooperative advertisement run through Nevada Commission on Tourism.

Tom Lester stated that the next Cowboy Country meeting would be held here at the Convention Center October 16, 2008.

Tom Lester stated that he would be traveling to Boise, ID to attend the Snowmobile Show and then going to Virginia City to promote Elko. Mr. Lester stated that he would be going to Fallon to do a presentation to the Nevada Museum Association.

Tom Lester stated that the EMS Convention went really well. Mr. Lester stated that the EMS people were very happy and that they would be back next year.

Jay Elquist asked if Baxter Black tickets could be purchased at the Convention Center or at the Western Folklife Center.

Tom Lester stated that the tickets could be purchased at the Western Folklife Center.

**7C-0916-08                      Marketing & Events Report – Non-Action Item**

Cathie Horn reviewed her Marketing & Events Report included in the packet.

Cathie Horn stated that radio ads are running for Oktoberfest as well as running a television spot with Charter Media in the Winnemucca district for Morrodders 21<sup>st</sup> Gamblers Run. Ms. Horn stated that the banner ads continue to run with performances tripling. Cathie Horn stated that Juli Nelson had designed some very beautiful banner ads and is doing a great job.

Cathie Horn stated that American Traveler Magazine had approached the Elko Airport to put an American Traveler Magazine rack in the terminal; in return, American Traveler Magazine would give the Elko area an ad for free. Ms. Horn stated that Trent with the Elko Airport had asked if the ECVA would design and post the ad for the Airport.

Ms. Horn stated that she was recently elected to the Elko Motorcycle Jamboree Board of Director's. Ms. Horn stated that she is very excited to be on the board and is looking forward to being a part of this event.

Ms. Horn stated that she and Brandie Notestine would be attending a biker rally in Las Vegas to promote the Jamboree and would like to attract some national sponsorship for the event.

Cathie Horn stated that she and Don Newman had attended the Nevada Mining Association conference in Tahoe and that this was a great opportunity to network with the members of the Nevada Mining Association. Cathie Horn stated that she met with a lot of seniors and vice presidents of the Association that she had talked with but never met face to face. Ms. Horn stated that the Nevada Mining Association liked the Elko Mining Expo and she would like to eventually have them sponsor and headline the Elko Mining Expo.

Cathie Horn stated that she would be going to the Las Vegas Minexpo at the end of the month. Cathie Horn stated that this will be a great show to help increase the attendees of the Elko Mining Expo.

Cathie Horn stated that it was time to begin work on Festival of Trees. Ms. Horn stated the theme would be Celebrating Holidays' Around the World. Ms. Horn stated that next week the ECVA would begin sending out letters to different charities in the community with a response deadline of October 8, 2008. Ms. Horn stated that she would compile the letters of interest and present them at the next board meeting. Ms. Horn stated that the priority is for charities for children and charities that did not receive funding the prior year.

Tom Lester asked what the actual dates were for the Festival of Trees

Cathie Horn stated the dates are going to be December 1<sup>st</sup>-3<sup>rd</sup>, 2008. Ms. Horn stated that she sent out a press release yesterday for the 2009 special events calendar and that the form for the Calendar is available on our website. Ms. Horn stated that the bids went out yesterday for the 2009 Events Calendar and have to be in by 5:00 p.m. September 26, 2008. Cathie Horn stated that the bids would be opened at 9:00 a.m. October 1<sup>st</sup>, 2008.

Cathie Horn stated that the new accommodations guide is done and turned out very nicely.

Cathie Horn stated that there was an ad for the balloon festival on Reno.com with a great value of \$700.00.

Jay Elquist stated that he would prefer to have the ECVA prescreen the charities for the Festival of Trees rather than have the charities present. Mr. Elquist stated that giving to five charities instead of ten would have a better monetary impact for the receiving charities.

Don Newman stated that there were a few changes that would be made. Mr. Newman stated that in regards to the VIP party, it may be a good idea to have the VIP party for the first ½ hour to 45

minutes before opening it up to the public. Mr. Newman stated that this may make the auction go smoother.

Cathie Horn stated that giving the money to the charities is the pleasure of the board. Cathie Horn stated that the money could be given to multiple charities or one.

Don Newman stated that it's weighted more to the kids of the community.

Cathie stated that with the cost of everything going up it would be more effective to give more money to fewer charities than a little bit of money to more charities.

The Board agreed.

Charlie Myers stated that when the criteria is set, it may be a good idea to have the board take a look at the charities letters of interest and move forward from there.

#### **7D-0916-08                      Comptroller's Report/Approval of August Expenditures – Action Item**

Delynn Jones reviewed her Comptroller Report & August Expenditures included in the Packet.

Delynn Jones stated that because of the audit the ECVA has accrued all the room and property tax because it relates to last fiscal year. Ms. Jones stated that revenue looks behind but that is because she has not received any of the revenue for July 2008. Ms Jones stated that when you look at the financial statements it doesn't look like much is there however, that is because the money has not been received yet.

Ms Jones brought the profit loss statement to the Boards attention for the General fund the only thing was \$80.00 in profit loss. Ms. Jones stated that it is typical for the first few months of the new fiscal year to show quite a bit of loss but this is due to the fact that the revenue has not arrived yet.

Ms. Jones stated that the actual amount of claims for the month of August is \$154,960.95 and approximately \$8,076.00 is eligible for grant reimbursement. Delynn Jones stated that in August the Convention Center wrote checks in the amount of \$117,129.00 with a little over \$3,000.00 eligible for grant reimbursement. Ms. Jones stated that the biggest difference was the heating and air conditioning units that were purchased and installed for \$25,686.00 as well as adding additional insurance in the Convention Center.

Jay Elquist asked about an amount with Employee advance as the description.

Delynn Jones stated that this was for an employee who had asked for an advance on their paycheck.

Jay Elquist asked if this was a common practice.

Delynn Jones stated that it was not but that it was necessary for this employee. Ms. Jones stated that the advance was payment on hours that the employee had already earned.

Delynn Jones stated that the audit field work was done and is now in the process of making some changes in processes. Ms. Jones stated that she would have the budget with the profit/loss for the next board meeting.

*Jay Elquist made motion to approve the August expenditures in the amount of \$154,960.95. Gary Morfin seconded the motion. The motion passed unanimously.*

#### **8. Board Comments – Non- Action Item**

Jay Elquist stated that he appreciates all of the hard work that the ECVA staff does.

Gary Morfin stated that the calendars coming out in December is wonderful and expressed his appreciation for all of the hard work.

Charlie Myers stated that he thinks it is wonderful that the ECVA staff is traveling however now that the holidays are drawing closer it would be good to back off of the traveling as to not forget our families. Mr. Myers stated that he appreciated all of the ECVA staff's hard work.

#### **9. Adjournment**

The meeting was adjourned at 9:30 a.m.