Elko Convention & Visitors Authority
Marketing Committee Meeting Minutes
Elko Convention Center
Wednesday, October 10, 2012

1. **Meeting called to order by Marketing Committee Chairman, Connie Campbell.**

Chairman Connie Campbell called the meeting to order at 8:08 am. Introductions were made around the table.

2. **Roll call of Marketing Committee members-** Non-action Item

Committee Members Present:	Ginna Reyes, El Aero Services, Inc. Tony Buzzetti, Elko County Fair Board Diana Elwess, NNRDA Lynn Rubel, Ruby Mountain Symphony Catherine Wines, Northeastern Nevada Museum
Committee Members Absent:	Shasta Gretch, Gold Dust West Bill Vincent, Red Lion Inn and Casino Heather Tresner, Hilton Garden Inn Darcy Minter, Western Folklife Center Shannon Brorby, DBA Ashley Wilson, Elko Daily Free Press Jennifer Sprout, Elko Area Chamber of Commerce John Rice, Great Basin College Pam Borda, NNRDA David Jamiel, California Trail Center John Carpenter, Cimmaron West Perry White, Elko Daily Free Press James Wiley, City of Elko Parks and Recreation Troy Edler, KENV TV Rhonda Zuraff, Newmont
Ex-Officio:	Connie Campbell
ECVA Staff:	Don Newman, Executive Director Juli Nelson, Marketing Coordinator Tom Lester, Convention/Tourism Rachel Marin, Administrative Assistant
Visitors:	Matt McCarty, TownePlace Suites

3. **Public Comment Period-** 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.

4. **Approval of the August 8, 2012 Marketing Committee Minutes-** Action-Item (public comment)

There was no public comment.

Ms. Ginna Reyes made a motion to approve the August 8, 2012 minutes. Ms. Catherine Wines seconded the motion. The motion passed unanimously.

5. **Report on the ECVA Activities and Room Tax Revenue; Don Newman- Non-action Item**

Mr. Don Newman reported on the Room Tax Revenue for the fiscal year. Mr. Newman reported that June was the strongest month that we have ever had. He further reported $79,000 in the General Fund almost $80,000 and in the Marketing Fund.

Mr. Newman further reported revenue started just slightly down from June during the month of July.

Mr. Don Newman reported that the state of the hotel rooms in the community is continuing at a very strong pace and there shouldn't be any reason for a down turn.

Mr. Newman reported Nevada Broadcasters Association received 619 radio spots throughout the state in the month of July with a valued total of $52,625.00.

6. **Status Report of Convention/ Tourism Activities; Tom Lester- Non-Action Item**

Mr. Tom Lester reported on ECVA Convention/Tourism activities.

Mr. Tom Lester reported his FAM tour that took place September 20th-23rd went well, with 10 media writers attending.

Mr. Tom Lester reported he placed an ad in Group Leisure Travel Magazine. Mr. Lester reported two banner ads will be running in November and December on NTA's web site as well as two print ads leading up to the convention. He further reported some hits on the banners in March and April were as follows, the larger banner with 110 unique hits, 213 total hits and 282,979 impressions and the smaller banner had 89 unique hits, 182 total hits and 328,022 impressions.

Mr. Lester reported the Camel Races in Virginia City had record breaking crowds on all 3 days of events. Mr. Lester reported he was able to do a lot of PR work on Saturday meeting with lldiko Bayer with Design Destinations out of the Los Angeles area.

Mr. Tom Lester reported the next Cowboy Country Territory Meeting will be held October 23rd in West Wendover. Mr. Lester reported the new website for Cowboy Country is up and running at www.cowboycountry.org.

Mr. Lester reported he is working on the 2013 Elko Area Visitors Guide that will be out in December of this year.

7. **Status Report on the Marketing Activities; Juli Nelson- Non-Action Item**

Ms. Juli Nelson reported on ECVA marketing activities and that the ECVA is actively engaged in promoting the Elko area and its events.

Ms. Nelson stated that Jen Stotts, Don Newman and herself just returned from the International MineExpo in Las Vegas where the Elko Mining Expo was promoted. She further reported that contacts were made and a lot of additional information was gained to help in promotion of the 2013 Expo in June.

Ms. Nelson reported that the ECVA continues to be active on social media sights such as Facebook, Pinterest, Twitter and Instagram in promoting Elko and making a presence.

8. **Status Report of the ECVA Events- Non-action Item**

Mr. Don Newman reported on ECVA Events on behalf of Ms. Jen Knight who was on medical leave.

Mr. Newman stated there were 14 teams that participated during the 2012 Safety Olympiad held in July. He added there were 15 to 16 people per team which brought in approximately 140 additional people.

Mr. Newman also stated that planning the Festival of Trees has already begun along with planning of the Event Calendar for 2013 which will include a photo contest.

9. **Discussion of new ideas, referrals or suggestions from Committee members- Non-Action Item**

Mr. Dave Jamiel reported on the grand opening of the California Trail Center, and the four billboards promoting the center.

Mr. Buzzetti reported on the status of the upcoming Elko County Fair and Horse Races. He stated the horse race on August 24th was eliminated due to lack of participation. He pointed out that potential earnings from this race would be added to the other races thus increasing purse money.

Mr. Buzzetti stated that Rep. John Ellison is working on a bill at the state level that will help increase winning amounts on horse betting.

James Wiley reported that the Little League Baseball Tournament held recently in Elko had great attendance with over 200 additional people attending from outside the Elko area.

Mr. Wiley stated that the 2012 Gold Diggers MC Race would be held in November in Winnemucca.

Mr. Wiley pointed out that the grass at Ruby View Golf Course has fully recovered from winter kill.

Mr. Wiley announced that the City of Elko will be moving forward with a new sport complex design within the next couple of months.

Ms. Perry White stated that the Elko Daily Free Press is currently working on the September issue of the Mining Quarterly.

Mr. Troy Edler stated that Channel 10 is currently working on cross promoting Elko area events through both news and commercials.

Mr. Edler reported that the station is working with UNR producing a video on SIDS. He further reported that Channel 10 is gearing up for the upcoming political season.

Ms. Ginna Reyes reported on the status of the 2012 Sky Fair being held on September 8, 2012.

Mr. Matt McCarty stated that lodging revenue has increased at the TownePlace Suites during the last couple of months due to increased stays.

Ms. Rhonda Zuraff reported on the status of Newmont's Long Canyon project. She stated that Newmont anticipates having the project open within 2 to 3 years.

Ms. Diana Elwess announced that ECEDA is now known as NNRDA (Northern Nevada Rural Development Agency). She further reported that NNRDA is working with a panel from the UK sharing ideas on economic development.

10. **Public Comment Period- Non-Action Item**

There was no public comment

11. **Adjourn**

Chairman Connie Campbell adjourned the meeting at 9:30am.