

**ELKO COUNTY ECONOMIC DIVERSIFICATION AUTHORITY
REGULAR MEETING MINUTES**

**ECEDA Regular Board Meeting
Great Basin College
Foundation Conference Room
Wednesday, October 27, 2010
1:00 p.m. PST**

STAFF:

Pam Borda- Executive Director
Diana Duncan Elwess- Operations Coordinator

BOARD MEMBERS:

Donetta Skinner- City of Carlin
Jolene Supp- City of Wells
Chris Melville- City of West Wendover via phone
Charlie Myers- County of Elko
Dan Hoover- Frontier Communications
& John Rice- Great Basin College
Shirley Alen- Nevada State Bank
Mary Korpi- Newmont Gold
Jeff Brigger- NV Energy-via phone
Nichole Volk- Northeastern Nevada Regional Hospital
Kelly Wilson- Pacific Steel & Recycling
Gayle Ratliff- US Bank

GUESTS:

Danielle Switalski- Elko Daily Free Press
Carl Diekhans (left after presentation)-Great Basin College

MEMBERS ABSENT:

AMEC Earth & Environmental
City of Elko
Elko Daily Free Press
Gold Dust West
P & H MinePro Services
RAM Enterprise
Red Lion Hotel & Casino
Savage Services
Stewart Title Company

A. CALL TO ORDER: By ECEDA Immediate Past Chairman of the Board Mary Korpi

The agenda for this meeting of the Elko County Economic Diversification Authority (ECEDA) has been properly posted for this day and time in accordance with NRS requirement. **ECEDA's monthly board meeting agenda and board meeting minutes are now posted for public viewing on our website at www.eceda.com. They can be found under the *ECEDA at Work* link.**

B. ROLL CALL: Introductions of Board Members and Guests.

C. PUBLIC COMMENT PERIOD:

This agenda item is to provide time for the general public to address the authority regarding items of concern. Action cannot be taken at this time, but a matter can be set on the agenda for a future meeting, as appropriate.

None

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**** DENOTES POSSIBLE ACTION ITEM**

D. APPROVAL OF THE SEPTEMBER 2010 REGULAR MEETING MINUTES**

ACTION: Nichole Volk motioned approval of the September 2010 Financials. Dan Hoover seconded the motion. Mary Korpi abstained. The motion passed.

E. ECEDA FINANCIALS:**

1) ****APPROVAL OF WARRANTS FOR SEPTEMBER 2010:**

Review and approval of expenditures and financials for the month of September 2010

ACTION: Charlie Myers motioned approval of the September 2010 Warrants. Jolene Supp seconded the motion. The motion passed.

F. NEW BUSINESS

1) ****REVIEW, DISCUSSION AND POSSIBLE APPROVAL OF THE NORTHEASTERN NEVADA REGIONAL RAILPORT ECONOMIC IMPACT STUDY.**

Elko County is very pleased with the information provided from the Economic Impact Study.

ACTION: No action was needed.

2) ****REVIEW, DISCUSSION AND POSSIBLE APPROVAL OF THE NCED 1ST QUARTER REPORT.**

Jeff Brigger said that the report looks good. Pam Borda Executive Director explained that this is the first time that we have used this format for the NCED report.

ACTION: Charlie Myers motioned approval of the NCED 1st Quarter Report. Nichole Volk seconded the motion. The motion passed

3) ****REVIEW, DISCUSSION AND POSSIBLE APPROVAL OF NEW MEMBERS TO ECEDA INCLUDING A REQUEST FROM FRONTEER TO UTILIZE MEMBERSHIP FEES FOR THE MARKETING COLLATERAL PROJECT.**

Pam Borda Executive Director recommended approval of Fronteer Gold and the Elko County Convention and Visitors Authority as a new ECEDA Members.

Fronteer Gold: They were asked to join at the Premium level, then invited to help with the marketing collateral project. Fronteer Gold countered with becoming a member and requested that dues be assigned to the marketing collateral project. Pam Borda pointed out to the Board that the funds were not included in the FY 2010-11 budget and the marketing collateral project needs the funds. Mary Korpi stated that Fronteer Gold is an exploration company and is currently an exporter of funds. Meaning that they are not a producing a product. Mary Korpi supports Fronteer Gold as a new member. Charlie Myers also supports them and is glad that they would want to help out the project. Jolene Supp is also in support of Fronteer Gold. They have been very supportive of the City of Wells, donating to the pre-school program. They understand that assisting the community is their economic development future.

Elko Convention and Visitors Authority (ECVA): Pam Borda asked that the Board approve ECVA as a new member as we work hand in hand with them for the community. She requested that they be considered a trade membership and that ECVA would have a voting seat on the Board. Don Newman has asked that Pam sit on the ECVA Marketing Committee and she has agreed. John Rice supported ECVA as a new member because it makes sense that tourism is another aspect of economic development.

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ACTION: Jolene Supp motioned approval of Fronteer Gold and the ECVA as new members of ECEDA. John Rice seconded the motion. The motion passed.

4) ****REVIEW, DISCUSSION AND POSSIBLE APPROVAL OF THE MARKETING COLLATERAL REDESIGN PROJECT AND ALL MATTERS PROPERLY RELATED THERETO.**

ECEDA has been successful in the funding efforts of the marketing collateral. Everyone who was approached agreed to the benefits of the project and pledged the money. Elko County voted to donate \$4,000.00 instead of the requested amount of \$2,000.00 and Pam Borda will appear before the Carlin City Council this evening. ECEDA will also be providing \$2,000.00 to the marketing collateral project. Jolene Supp asked "What do you intend to do with the funds?" Pam Borda explained that we had sent out an RFP for redesign of our marketing collateral and website. The RFP requested that a fact sheet be created for each member city, fact sheets created for targeted industry, redesign of the website with built in options for ECEDA to update as needed so the marketing collateral stays useable. John Rice asked if staff have the mobile devices to access the information in the field. Pam Borda has recently upgraded her cell phone to a smart phone. Jolene Supp also questioned who would maintain the website and material. Pam Borda explained that staff will be able to maintain the majority of the site. Dan Hoover questioned the maintenance fee of \$150.00 per month and would ECEDA have to pay for major overhaul changes. The maintenance fee is for website hosting and for the CMS Software (Content Management System). We would pay for as long as we want Atlas to host the site and use their software. In reference to the major overhaul, yes, ECEDA would have to pay. Kelly Wilson is supportive of the project as he feels that marketing is not the area to cut. Jolene Supp asked who decides what is on the fact sheets for the cities. Pam Borda explained that she would be contacting each city and requesting current information. The Board would assist in formulating the target fact sheets, and that Atlas Advertising will be advising ECEDA on the best course.

ACTION: Shirley Alen motioned approval of the marketing collateral. Donetta Skinner seconded the motion. The motion passed

5) ****REVIEW, DISCUSSION AND POSSIBLE APPROVAL OF A POLICY TO AUTHORIZE THE CHAIRMAN AND EXECUTIVE DIRECTOR TO CONDUCT ECEDA BUSINESS WHEN THE ITEM IS DEEMED IMPORTANT AND TIME IS NOT SUFFICIENT TO BE TAKEN TO A REGULAR BOARD MEETING OR TO CALL A SPECIAL BOARD MEETING.**

The intent of this policy will be to enable specified persons to make immediate responses during special sessions of the state legislature. It is more the exception than the rule. The Executive Director would have to get direction from the Chairman, or Vice-Chairman. Charlie Myers suggested adding that there be no fiscal impact and that this is only appropriate during the legislative session. He stated that a letter is ok but not a committal of funds. He would also like to see that the business is brought back to the board for discussion and ratification. Jolene Supp indicated that this is how the private sector would handle this and not the local government. She also stated that there may be dissention among the board as to how the Chairman and Executive Director handled the business, Charlie Myers felt that was ok as it would help the Chairman and Executive Director handle the next item that may come up.

ACTION: No action was taken. Staff will revise the policy and bring back to the Board for approval.

- 6) ****REVIEW, DISCUSSION AND POSSIBLE APPROVAL TO ESTABLISH A POLICY FOR A CONTINGENCY FUND INCLUDING HOW FUNDS ARE ALLOCATED AND IN WHAT AMOUNT.**
- 7) ****REVIEW, DISCUSSION AND POSSIBLE APPROVAL OF ECEDA BALANCE FORWARD AND PROPOSED ALLOCATION TO THE FY2010-2011 BUDGET.**

Agenda Items 6 & 7 will be discussed together.

Pam Borda met with Cash Minor and Debbie Armuth of Elko County Fiscal Affairs to get a better handle on the ECEDA Budget. It appears that the estimated balance forward is around \$30,000. ECEDA's spending has been

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based on the budget without the knowledge of what the balance forward amount was. ECEDA does not have a contingency fund and the Executive Director feels that it would be prudent to have one. It would be possible to split the balance forward FY 2010-2011 in two, half for the budget and half to start the fund. Each year following a percentage would be set aside for the fund, working towards 15% to 25% of the budget to maintain the fund. From continued discussion the Staff has a list of items that Pam Borda will need to meet with Cash Minor about.

ACTION: No action was taken. Staff will meet with the county and bring back to the Board for approval.

8) ****REVIEW, DISCUSSION AND POSSIBLE APPROVAL TO REPLACE COMPUTERS AND ALLOCATE UP TO \$5,000.00 FROM BALANCE FORWARD FUNDS FOR REPLACEMENT.**

Staff is currently having computer problems. Elko County IT has graciously worked on them so the staff can get by. Pam Borda asked that IT give ECEDA a quote on new machines that would be up to Elko County standards, with remote IT applications.

ACTION: Charlie Myers motioned approval to replace computers and allocate up to \$5,000.00 from the balance forward funds. Nichole Volk seconded the motion. The motion passed

9) ****REVIEW, DISCUSSION AND APPROVAL OF FUNDS REQUIRED TO ESTABLISH THE OPERATIONS COORDINATOR AS A NOTARY PUBLIC.**

ACTION: Charlie Myers motioned approval of using ECEDA funds to establish the Operations Coordinator as a Notary Public. Adding and including an ECEDA Policy establishing rules and regulations of the Notary Public John Rice seconded the motion. The motion passed

G. REPORTS

- 1) **LEADS:** Staff will provide a summary of ECEDA's active leads.
- 2) **NNRR PROJECT:** Commissioner Charlie Myers and staff will report on the progress of the County's NNRR Planning Committee and the Railport Project.
- 3) **RNDC** – report from Shirley Alen on the NRDC meeting
- 4) **STATUS REPORT:** Staff will provide status on various activities and projects.

H. BOARD MEMBER REPORTS

Members will be provided the opportunity to give a short report on their business or their city/county.

I. SCHEDULE NEXT MEETING

ECEDA's next regular Board of Directors meeting is normally scheduled for Wednesday, November 24, 2010 at 1:00 pm at Great Basin College, Discussion and direction for November and December meetings which both fall on the Wednesday before Thanksgiving and Christmas.

The ECEDA Board decided to forgo the November 24, 2010 meeting and instead meet on December 8, 2010 at 1:00 pm. Staff will research the availability of rooms and notify Board of the location.

J. ADJOURN

Respectfully submitted:

Diana Duncan Elwess
Operations Coordinator