

White Pine County Tourism and Recreation Board Meeting Minutes

Date: October 18, 2018
Time: 10:00 am
Location: Bristlecone Convention Center – White Pine Room

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| Members Present: | Steve Stork Jolene Gardner Bryane Goeringer Caroline McIntosh | Staff Present: Kyle Horvath James Beecher |
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Members Absent: Marietta Henry

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| Public Present: | Michael Berry George Chachas | Wayne Cameron Pastor Bob Winder |
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Steve Stork called to order the meeting of the White Pine County Tourism and Recreation Board on October 18, 2018 in the White Pine Room at the Bristlecone Convention Center. Steve Stork led in the Pledge of Allegiance.

I. Public Comment:

Pastor Bob Winder said he attempted to get on the agenda but was eight minutes too late as it had just gone out. He is making a request to be on the agenda for next month for the Ministerial Association to have permission to use the facility for the community Christmas dinner. He said he knows things have changed but he doesn't know how much and he would hope that something can be worked out similar to the past because this community Christmas dinner, even though it is sponsored by the Ministerial Association, it is actually a community owned, community event that the community participates in. I ask that you consider this because I can't wait until the end of next month to begin to plan and get supplies together. Chairman Stork said in the past we have just donated the facility and Kyle said it is a precedent that has been set in the past and that is why he wanted Pastor Winder to come in and address the Board. Pastor Winder said he didn't want any open meeting laws to be violated since he knows a decision can't be made during public comment. He is simply putting a bug in your ear for when he will be on the agenda next month. Chairman Stork said he didn't feel this should be an issue. Member McIntosh said she appreciates all that he does through the Ministerial Association.

George Chachas said re: his request for public information dated August 4, 2014, he did get most of the information but there wasn't a breakdown on the salary. It showed his

gross salary and a bonus of \$603 which he assumes is a Christmas bonus. Kyle acknowledged that was correct. George said if his contract, and I don't have them all, had a set salary and then he got a percentage of anything over a certain amount of room tax collected, that would be a bonus and not part of the salary and I want that differentiation. So if his contract was for a \$100,000 that year, he got a percentage over \$440,000, that 10 percent or 15 percent whatever it was, I want that broken out. I can't really tell because that wage anywhere from 100,000 to a high of 146,000 or \$170,000 (George said he didn't bring that information with him). Kyle acknowledged it was around \$140,000. Chairman stork asked if we had that data and Kyle responded yes we did in the office and he felt sure staff can handle that breakdown. George commented the staff should have known that. Kyle said as the Director he takes responsibility for what was handed out. George understood that but he said they knew exactly because this goes back much farther than 2016.

The other item that George brought up was re: Mr. Spear contracted with this Board and he wanted to know whether or not he had a business license and a home occupation license. I need to know yes or no; Jolene that is your department. We need that clarified.

Another concern is the money given to the community choir for pigeon control needs to come back before this Board. NRS forbids the Board from supporting private business. If they have a 501C status, where is the proof and what is the date it was granted. According to Carol McKenzie, they have one. But even at that, that has nothing to do with tourism. There are a lot of businesses, a lot of clubs and individuals that need money in this community but unfortunately they do not qualify for that money and it needs to come back.

Also Mr. Chairman I am requesting that this Board put on the agenda to re-establish the thirty day rule. A good portion of the room tax that is coming in now has nothing to do with tourism. They can't find rentals. The thirty day rule was gotten rid of it basically to enhance the room tax revenues so Mr. So and So in the past could get a bigger bonus. If it has nothing to do with tourism, let's leave the worker alone. There is tightness in rentals here and that needs to come off. If it is tourist related, I have no problem with that.

Mr. Chairman earlier in the year I asked in regards to the aid given to golf course events if that money was going to be applied to prize money or promotion. If it is prize money, will the recipients be allowed to spend it anywhere throughout the community or does it have to be spent in the golf course pro shop clubhouse? I want to remind you that NRS does not allow you to promote any private business so if it is prize money, those individuals should be able to spend it throughout the City - restaurants, hotels, motels, gas stations. But if it is spent strictly in that pro shop in that clubhouse you are promoting one business and one business only and that needs to stop.

Another concern I have and I have brought this up at other meetings is City street lights, especially from Garnet Mercantile all the way down to the County Park. The lights come on; they go off. The City said they just got their boom truck back. This has nothing to do with the boom truck. We've had big events in town. People are left to go stumbling in the dark. Sometimes there are four strings of lights out; other times there are two. It is either a sensor or something. We have a traffic light that was knocked at 5th and Aultman. You have conduit protruding through the sidewalk. I have tried to tell the Mayor at least three times before she cuts me off. That needs to be addressed. We are promoting a community. We have people in wheel chairs. We have people who don't have the best sight at night. The lights are out. If Roger Brooks saw that, what would he say?

Mr. Chairman I have an ongoing concern in regards to signs out on Avenue D in the location of the new 12 million dollar property that is going to go in. If we are going to put a good foot forward in this community, signs with vulgar phrases, they need to go. There was an effort to put an item on the City Council agenda to have businesses take down their signs if they are not being used or the business is closed. Don't worry about that. Worry about what kind of impression you are going to give in an area like that. There are no curb and gutter in that area. We are allowing this? If we are tourist related and we are going to put these rules and regulations out and you're going to do Main Street America, don't spend any money on that. Take that money and improve our community. I don't want any more government control, government employees. Period.

II. New Business:

1. Approval of agenda, Including Removal of Agenda Items-Chairman Stork:

Motion: Caroline McIntosh. To approve agenda as presented.

Motion seconded: Jolene Gardner **Unanimously approved.** **Motion carried.**

2. Approval of September 27, 2018 Minutes: Caroline McIntosh said she needs to abstain as she was not present.

Motion: Jolene Gardner. To approve the minutes of September 27, 2018.

Motion seconded: Steve Stork. **Unanimously approved with one abstention.**

The Chairman then recognized George Chachas in the audience. He had two small corrections on Page Two. Fourth line down, the word shown is "**strip**" and I believe I said "**stripe** it" and down two more lines where it says "request **as** brought to you" should read "**was**".

Chairman asked for a new motion.

Motion: Jolene Gardner I amend motion to accept corrections as noted.

Motion seconded: Steve Stork

Unanimously approved with two abstentions.

Motion carried.

3. Review of Financial Report: Kyle Horvath reviewed the budget for the year-to-date. You can see that we are right on par with what we had set budget-wise. We pretty much have come to the conclusion of a lot of our reimbursements for the grants and things like that. We had a total income of \$568,042.66; expenses of \$476,342.22; and an operating budget of \$91,700.44. The operating deficit that we had in the beginning of the year due to all of the grant reimbursements has been made up so that we will see an operating surplus from here on out. There are no real percentages that are completely out of whack that need to be brought to the Board's attention. We are right on par with what we budgeted for. Member McIntosh asked where these grant reimbursements would be from and Kyle responded the Aid to Organization, the Capital and what people are requesting back. She requested a spread sheet that tells everyone that was given the money and the status of it. She wanted to make sure we're on top of everything since there had been a bit of a mix up a few meetings ago. Sometimes organizations change officers from time to time and we just want to make sure that we help them. Kyle was in agreement.

Kyle then reviewed the Room Tax Report for September, 2018. He noted there were four properties that did not report by the time it was due. We have received some of those payments since then. On this report it shows essentially that taxable sales were \$1,333,778.68. Tax collected was \$178,426.80. That breaks out to for the recipients of the room tax: WPCT&R received \$114,826 for its operating budget; the Railroad received \$26,750.46; the White Pine County Pool received \$1,069.40; and the City of Ely received \$30,764.57. Member McIntosh inquired about the no reporters. Are you getting Mr. Beecher involved in helping with those things so that they don't get themselves cross wise with the business license? Kyle said yes, absolutely. Kyle said he had reached out to James about a potential problem that we had had but that was resolved before we had to take any action. The property mentioned is aware of what the consequences are of being two months' late and that is ultimately why this came in pretty quick afterwards. At this time, Kyle is not too concerned. If it continues, then having a lunch meeting first in trying to solve it would be the way we go.

Now to the Room Tax Comparison Report. If you look at September it shows that there was a 3.2 percent increase over year-to-date from last year. I have directed staff to go ahead and start compiling actuals from this point on for 2018-2019. While this one still shows an 8 percent comparison all the way back to 2011, I had mentioned to the Board at last meeting, that we are from this point on going to be doing actuals since all of the room tax adjustments have been settled and he doesn't foresee any additional adjustments in room tax, at least for the next couple of years. We are going to start keeping actuals of how much room tax was collected and that will be added to the chart that Joel is creating with occupancy rate as well as average daily rate and things like that. This chart will be becoming obsolete over the next few months; we will keep it

going for this year but we are also going to be compiling for this year actuals and then that will be what we compare next year to. We are still showing growth and that is what you want to show.

4. Approval to Ratify Bills: Member McIntosh said she needed to pull out Check No. 23665.

Motion: Caroline McIntosh. To approve ratification of the bills - Check No. 23648 through Check No. 23692 excluding Check No. 23665 in the amount of \$103.42.

Bryane said that the check to the Jail House will also have to be excluded - Check No. 23672. So noted.

Caroline said to Kyle that it would be helpful if staff could already have that number for us so that we are not using our phone to do this math. He agreed and said that we will have this for you at the next Board meeting.

Motion Amended: Caroline McIntosh. The amount set to pay would be \$63,567.43 excluding Check No. 23665 in the amount of \$103.42 and Check No. 23672 in the amount of \$323.48.

Motion seconded: Jolene Gardner **Unanimously Approved.** **Motion Carried.**

5. Approval to Pay Bill to Bath Lumber: Chairman Stork said we are now moving on to specific Check No. 23665 in the amount \$103.42, Bath Lumber. It was then mentioned about Check No. 23672. The question was asked if we wanted to do them separately. Mr. Beecher said we don't have a separate agenda item for that one so if we can amend or the motion would be to approve those two check numbers at once. Further discussion ensued. Mr. Beecher said the abstentions actually reduce the quorum which is how we got the minutes passed so the two of you can abstain.

Motion: Jolene Gardner. To approve to pay Check No. 23665 for \$103.42 to Bath Lumber and Check No. 23672 for \$323.48 to the Jail House.

Motion seconded: Steve Stork. **Unanimously Approved.** **Motion Carried.**

6. Determination of Financial Commitment to the Ely Air Races in Addition to Marketing

a. Sponsorship of Ancillary Event: Kyle said Lance is keeping us up to date with how things have been going with his presentations at the city and county. What I wanted to bring up before it got too late was in addition to the marketing that we of course offer big events, does the Board have an appetite to sponsor ancillary events such as The Wings of Blue, The smoke jumpers, things like that, in addition to the expense that we would do for the marketing? My estimate of the marketing would be somewhere between a 5,000 to 7,000 dollar value of what we're offering in in-kind marketing services. This would be sponsoring so it would be the Wings of Blue brought to you by the White Pine County Tour and Rec. This was put on before my last conversation with Lance where there is a potential of it going from an air race to an air show and what does that look like. At the time the agenda was made, it was probably more set in stone. In reference to Item 6a, there may be up to an additional \$5,000 commitment.

Is that something we are interested in or should we just stick with the marketing of whatever what gets thrown at us? I told Lance whatever it turns into we are going to market the heck out of it because that is what we do.

Chairman Stork said he would like to see a budget from this group as it is hard for us to figure out what we want to give them when we don't know what they are spending. They need to start supplying some financial information. Last year there was a fair amount of money spent and I am assuming some of that were one-time expenditures that we will not have to spend again. It is incumbent on their group to start providing us with some of these numbers.

Kyle said with a first year event you do have a lot of one-time expenses going into it. There is no guarantee that the bottom line is going to be in black at the end of the second year. You hope that it is not as much in the red, at the very least.

Chairman Stork asked if Kyle has been attending many of their meetings. Kyle advised he has gone to the one that they have had so far. Meg will be attending tonight representing Tour & Rec. She has been directed to help with the sponsorship as it is her role as Tour & Rec liaison and then I as the marketing.

Member McIntosh commented that she recalls we voted for a \$5,000 commitment last year to get them started and to her knowledge we have not gotten any evaluation back from them. She further said she is not in favor of continuing with groups that we don't have any type of report or feedback from of what happened last year. Secondly, in addition, and she was unaware if the Board had made this commitment, essentially one of our staff members focused on the air races, rather than being able to do her normal job, without direction from the Board for several months at the exclusion of any other work within the office which made it a lot more difficult for other office staff. I don't remember that we had any vote in that and I don't want to see that again unless it is brought up to the Board. I don't want to see that we are tasking people to spend all of their time exclusively on an event. This is not what a destination marketing organization is. We have committed to marketing for all of our things but not tasking one staff member to spend months without doing any other jobs.

Kyle agreed. At the very first meeting Kyle made it clear that staff was not going to be doing a lot of things that they were doing last year. The sponsorship aspect that I have asked Meg to take on wouldn't be out of the realm of any of the duties that I would ask her to do for any of the other major events that we partner with. Then again you are correct. Nothing has been voted on; I think this would be a good time to have these conversations and make any votes that are needed.

Member McIntosh stated in addition I don't see any plan that has been presented. We have nothing from last year for the \$5,000 and the several months that Meg was giving in-kind. We have no report on that. And then we have no plan and Mr. Chachas is right.

We have lots of needs in the community and we want to make sure we are spending our money wisely with a great return on investment. We all understand about a first year but we don't need to repeat a huge money loss again. What is going to happen differently? I am a big supporter of hiring somebody who is a specialist and that is an important part. We don't know what we don't know and it was pretty obvious last year. If we are not going to change and really get some technical expertise, I am not sure I can support continuing financial and in-kind support if they are not going to make the necessary leap.

Kyle asked if it would make the Board comfortable to attend the meeting tonight and express those opinions that we would need some sort of plan, schedule, and best case scenario to be presented to us before we can consider any additional commitment other than the marketing that we have already committed.

Member McIntosh asked how many months did Meg dedicate herself to it? That was a lot of money.

Chairman Stork said that was his frustration with the County Commission. We are going at this with him guessing at \$160,000 again because we have no information. He made it clear he was not willing to support it again for \$160,000. He will let them know tonight when attending the meeting stating there have been four valuable months that have gone by and nothing has been done. Seems we should have been utilizing those four months to get something done.

Member McIntosh brought up as an example, last year she attended Race the Rails as their maiden voyage; it was wonderful. There were lots of improvements made this year; the experience was enhanced and it will keep growing. I would like to know what the changes are going to be re: the air races because from all of the input that was received last year from Race the Rails, it appeared that input was acted upon and it was just a magnificent event.

Kyle said for an event the size of air races/air show, it is a year-round process. You can't come into it half way through the year.

Member Gardner said she thought the Board had discussed hiring someone.

Kyle said Yes and that proposal came with a price tag of \$75,000 and that would cover just the F1 racing aspect of it. Getting the pilots, the prize money, still had to be considered. There still wasn't a very sizable commitment from the county or whoever to cover all the additional stuff and that would be everything from porta pottys, to gathering vendors, to dealing with the logistical aspect of it. It certainly did not come with a "this for that." It was "you are going to pay for this but then you are still also going to have to do all of that as well." That is kind of the position everybody is in right now on the decision.

Member McIntosh commented to Kyle that we have endeavored for some community input from a lot of projects. For instance George was talking about Roger Brooks, how we had 130 to 150 people here last year where everyone was invited to listen and give input. I haven't quite seen that with the air races. I actually tried several times to attend their meetings and it seemed to be a very closed group, where they didn't want input or at least that was my impression. I think for our tax payer money, if it's \$160,000 plus all the things we gave which was quite sizeable and every other donation, it seems that a good recommendation is there needs to be more public input on it. I can't imagine the county government saying yes we are going to write a check for \$160,000 again without public input on it. It would be a zero sum game for them and it should be for us too.

Member Goeringer commented that if you have an event that has a potential to be a big event or has the potential to be a big failure, until we can see some solid organization, I would hold off.

Motion: Steve Stork To table No. 6

Kyle asked if that would include a. and b.? Response was yes.

Member McIntosh said I think we are getting ourselves right back into the same position if we are sending our person without any conversation about what really is the plan. I think that the Board was very clear that we are trying to limit travel because staff is pretty limited that they are here working and helping making sure we are really focused on filling our rooms.

Kyle states he feels very comfortable with the Board's opinion on that. This will be passed on to the people at the air races. Thank you.

Member McIntosh asked if we needed a motion.

Counsel Beecher said you can either motion to table or it can die if no one wants to approve it.

Motion: Chairman Stork called for a motion. Hearing none, it dies for a lack of a motion and we will now move onto Item 7.

b. Send Staff to International Council of Air Shows

7. Approval of Updated Grant Guidelines: Kyle referred the Board to the additional papers on the table. He said it was brought to the Board that we wanted to do an adjustment on our grant guidelines to clarify what the intention of each one of those grants is. Kyle took each one and added some additional verbiage to it that he wants to make the Board aware of. We can either approve this, deny this, make some

adjustments with the intention of having a grant workshop in January where we invite all the organizations that have been granted money from us in the past, all the organizations that we feel are eligible for grant money in the future, and do a workshop just to make sure everybody is on the same page.

a. Aid to Organizations: Kyle said that with these Guidelines he included the Tier 1, Tier 2 and Tier 3 breakdown that the Board went over a couple months ago. Some of the adjustments on this one are the addition of an Item 6.d. re: the completion of an attendee survey, adding a No. 8 entitled Requirements and Expectations of Grantees and adding a No. 9 entitled Commitment from Grantor.

He further explained that under item 7.a. Advertising, an approved item that people could ask grant money for. The plan would be that during the workshop to let people know what kind of marketing services we are going to provide so that they are not asking for grant money that would be duplicating what we are doing.

Member McIntosh asked if there could be something that would be a designation for the grant recipient that you are a Tier 1 or 2 and these are the services. Could we be real specific on that? Kyle said absolutely and that is the point of the workshop in January so that we go over everything to make sure everybody is on the same page and there are no assumptions of what is and what is not available.

b. Capital Improvement Projects: On this grant there is an adjustment in the first paragraph to clarify indoor or outdoor facilities, adding an Item No. 6 entitled Requirements and Expectations of Grantees and adding a No. 7 entitled Commitment from Grantor.

c. Outdoor Recreation Facilities Projects: Kyle went through each of the proposed changes to the Guidelines as highlighted in red. The first being in the opening paragraph giving a more thorough definition of "outdoor activities", adding a No. 6 entitled Requirements and Expectations of Grantees, adding a No. 7 entitled Commitment from Grantor and also including the verbiage for NRS 244A.597 for clarification since it is mentioned in the very first paragraph of the Guidelines.

Member McIntosh asked Kyle if the understanding is we are the DMO (destination marketing organization) and we will also be doing the marketing. The response was Correct.

Member McIntosh asked Kyle that when you schedule this grant workshop, could we have the timelines and receive input from potential grantees on whether those timelines really worked for them. It shouldn't be around our schedule; we need to be helping the people that are putting on these events.

Kyle said that is the vibe that has been going out throughout the community from this office - which we are here to help; we are a partner; we are a resource. We choose to work with the people instead of being a stumbling block.

Motion: Bryane Goeringer To approve the updated Grant Guidelines.

Motion seconded: Jolene Gardner **Unanimously approved. Motion carried.**

8. Approval to Pay Invoice TR-0918 in the amount of \$1,000.00 from Matt Weiser:

Kyle said we do have this policy that if a bill is over a certain amount it comes to the Board for approval. This bill is from an agreement with Matt Weiser who is a writer. He has written with Sacramento Bee for several years and I have contracted with him as part of a grant we received from Travel Nevada to update our visitors' guide for next year. He is writing some content for us that is going to be on the website and will also be promoted through social media. He has written two pieces so far and we have a list of about ten that he will be working on.

The Board inquired if he was living in Ely and Kyle said yes. It was also appreciated by the Board that we were using local talent. Kyle is very impressed with the two articles submitted so far. The first one was about the Silver State Classic Challenge and the second one was about the Cave Bear. Our style of marketing when it comes to writing is that we are not just going to write a press release about an attraction but we are going to write an article about a story associated with the attraction or associated with the person who is associated with that attraction. We want to give a little bit more of an emotional connection to the reader.

Motion: Jolene Gardner To approve paying Invoice TR-0918 in the amount of \$1,000.

Motion seconded: Bryane Goeringer **Unanimously approved. Motion carried.**

George Chachas asked if the two articles were available. Kyle said they will be displayed on the website, available in print form in the office and available in the visitors' guide when it comes out.

9. Approval of Costs Associated with the Fall Food Drive Event Featuring

Southern Drawl Band: Kyle said he was first associated with the Southern Drawl band through Carson City. They are from Nashville, TN. They are a country rock, island country sounding band. The band contacted Kyle knowing he is now in Ely and said they were traveling across country and would they have any shows they might do. Kyle said Yes without thinking about the \$500 limitation and went ahead and agreed to cut a deal with them to come out and play on Thursday, October 25 realizing that one of our goals is developing the music scene in town and the arts especially. He also realized that as early in the game as it is we probably won't be able to sell \$20 tickets and get the community to come out in attendance that this band deserves. Therefore, the idea was that we are going to throw a free concert but we are going to partner with White Pine County Social Services which does the food bank for the seniors and partner with the CACH program which fills the food backpacks for our kids in town, turning it into a free concert but making it a food drive. He reached out to the two organizations and they

were really excited about it since we're coming into the holiday season. We have gotten sponsorship commitments for things like the sound; we have a commitment from Hotel Nevada to help fund the bar. It is turning into a really good community wide event but our commitment would be \$2,000 for the band. I again apologize as I learned about the needed Board approval after I had already committed. I feel this is going to look good for Tour and Rec and for the community as a whole and it is going to satisfy a lot of the goals that we had set out in the beginning of the year to develop some assets. Also, Sean Pitts was nice enough to donate the freight barn at the Ely Depot.

Motion: Caroline McIntosh To approve the bill for Southern Drawl for October 25, 2018 in the amount of \$2,000.

Motion seconded: Jolene Gardner **Unanimously approved. Motion carried.**

10. Governor's Global Tourism Summit Update: Kyle said we have been sending out emails and I just want to confirm what we have since we are getting the rooms and tickets now. We have Caroline set up; we have me set up; and we have one staff member set up. Those two staff are actually going to flip flop over the course of the event so we have people here but the talks that are going on that are relevant to each one of them, they will still be able to attend but we are only paying for one. I just want to make sure that Jolene, Steve and Bryane are not going to be able to attend. Chairman Stork asked for the dates. Kyle said he thought the dates are November 14 through 16.

Member McIntosh commented that we are in a softer season as far as visitors coming through the convention center and if we are going to be paying two people two separate round trips, wouldn't it be smarter if we have both of them go and we just put one of our part-time people in here for those two or three days. Kyle responded in that we thought about that and it is a definite possibility. The only thing is that our part-time people have to keep under a certain number of hours or they turn into full time. With us going into the holiday season there is going to be a lot more of a demand on them so that was the debate back and forth. If we sent two, would we still have enough hours to bank on?

Wayne Cameron said the Chamber will be open and he will not be attending the Summit and could possibly help cover in their absence.

Member McIntosh said that if we are going to build capacity with our staff and support them, then just the cost of doing two round car trips and paying mileage, it doesn't make sense. Let's have them go together, one round trip. We can work out something with the Chamber. We have an agreement with the Chamber and they can do some coverage. I would propose that we include both staff members for the knowledge and expertise that we need.

Kyle will bring this up with staff and let them know that this is now an option.

Presentation of New Website: Kyle said we have been talking about this for a while. As he is setting up the projector for the presentation, he said he has a couple waivers to mention. Kelly came in and tried to transfer the website over before he left town to the new URL. We were unable to do that because it broke the emails. When he gets back from Phoenix we will go ahead and put it under the new URL. What this is today is more of a soft opening. When you do a website, it is continuously being improved.

At this point, 10:55 a.m., Chairman Stork called for a five minute recess. Chairman Stork reconvened the meeting at 11 a.m.

Kyle said some of the things that we did not have on the other website is a video slider. He proceeded to go through the various headings on the website page and described what was listed under each heading. We will constantly be putting out new material because every time you update the website with new content, the search engines see that things are happening and they move you further and further up. Most of our pages have the word "Ely-vated something" because we are playing off the GetElevated hashtag that we are promoting. I see this new website as a community resource working with each of our businesses and properties to see that they are represented the way they want to be represented. I appreciate the community working with us on making sure that this is the way we want to be represented. The Board complimented Kyle on the new website and how nice it looked. Kyle said building a website is a full time job and he feels we have made some good progress.

Member McIntosh confirmed that we have contracted for ten articles. Kyle said Yes and that he has also written a grant from this current cycle to go ahead and pay for ten more articles. We will find out in December if that has been approved and granted to us.

Chairman Stork felt the community will be thrilled with what they see. Member Goeringer commented that it is user friendly.

Kyle said this is part of changing the community mindset and awareness that there is nothing going on in this town and being down on it. When you see a website like this, it gets the community excited. That, amongst all of the other marketing materials we are putting out, is all part of changing that culture from boring to excitement.

12. Staff Report:

a. Marketing Report: Kyle started out by thanking the Board and acknowledging my staff for patience and commitment during the transition. I feel like we have crossed through the threshold. This month there were a lot of things that got checked off the list; a lot of things that came into clarity and that only happened because of the efforts of the Board and staff and everyone pulling together to get through this transition. I feel we are going to be moving forward at a much more rapid pace.

Updates on past projects: Murry Canyon billboard is going in the week of October 29. The golf course signs are cut and being painted. Request from George for the last six years of salaries and conventions and events had been satisfied but we now know there is some more information that we need to get. But I did want to update the Board that your directive moving forward with that had been followed up on and I will follow up on the remaining information.

On grant updates, we have a grant out for a GeoTargeted campaign that we are doing with the Reach Local organization. We are doing \$500 a month with them so of the \$9,500 awarded, we have committed \$6,000 of that. We have a trails marketing campaign that we just committed to a YouTube video campaign. That is committing \$4,200 of the \$6,000 that has been awarded. In reference to the Nevada Magazine/Visitors' Guide, we have finished two ads. We sent in a winter ad for November/December and a full page ad going into the year-long visitors' guide. The Visitors' Guide for 2019, which was an \$8,000 award, and the Board just approved \$1,000 of that for content creation.

The second cycle grants that we applied for have not been awarded yet. We will find out in December on those.

Some of the new content that has been created, a suggestion was made to turn the Top Ten brochure that we did as part of a past grant cycle into a poster that could be hung up on windows of businesses, gas stations, hotels, etc. We are very happy with the design and how it turned out. We have ten printed out currently that we did in-house and we are working with a local print company to print out 200 more of those.

We reached out to BLM because we get so much for the Garnet Hill flyer which was designed perhaps a decade ago maybe and printed out on pink paper. For an attraction that gets so much play, we need something better. We are working with a local designer on that one. The design is on BLMs desk at this time to get an approval since it is their property. Initially they were very excited about this. As a partner we are happy to go in and help out with that. When that is approved, I will bring it back.

We are working on a Grand Circle ad for their annual visitors' guide.

The Ten Best brochure is being translated and is in print right now; we will have that brochure in French, German, Chinese and Korean. That will be just in time for the Governor's Conference where we will be speaking with tour operators from France, Germany, Korea and China. I know for a fact that we will be one of the only destinations in Nevada that will be handing out translated brochures to these people. Just from my experience, it will make a much larger impression about our destination. The 5,000 that we had printed from the English brochure is practically gone. We have some money in our community marketing budget so I went ahead and requested 10,000 more be printed out. That bill will come across for approval at the next meeting.

Chairman Stork asked where those brochures were distributed. Kyle said at each one of the hotel properties and some of the restaurants. Member Goeringer said they can barely keep those and the maps of town in stock at the hotel. Member McIntosh said it will be a savings in the end because we won't have so many duplicates. We will have a main one and not have so much clutter.

An update on the Fam Tours. We did complete Ride Hwy 50 NV campaign. That was the mountain bike campaign that was a project from Carson City. Kyle thanked the Board for letting him go ahead and satisfy his commitment to that one even though it transferred over to Ely. There were nine riders that came on. When the riders came to Ely, they rode for two days. Kyle thanked Bryane and Suzie for shuttling us and showing everyone such a great time. Our social media skyrocketed over that time. There was a Travel Nevada Swiss Fam that just came through. Kyle thanked Caroline for joining us on that one. There were 14 tour operators from Switzerland. Unfortunately they got stuck in traffic on Hwy 50 so they were late for a couple events we had planned for them. We went ahead and thought it would be a good idea to do something special for them once they arrived. We went out and bought local chocolate bars and picked up some Jack Daniel's Country Time coolers and then coordinated with LaQuinta, who also had a package for them, so that when they walked in they saw a nice sign that Lori made that said "Highway 50 Traffic Survival Kit." Kyle said he immediately got a text from Travel NV saying something along the lines of You nailed it or This was perfect. He said that is the type of personal touch we want to do.

At this point in the meeting, 11:25 a.m., Jolene Gardner had to leave due to a previous appointment.

Kyle then covered social media involving Facebook, Twitter and Instagram.

b. Events and Conventions Report: Kyle reported on October 20 we have the Ely Lions Punkin Chunkin and Pet Costume Contest as well as Steptoe Valley Trap and Skeet is doing a Taking Aim at Cancer shooting event. On October 25, we have the food drive concert to benefit CACH and White Pine County Social Services in the Freight Barn with the Southern Drawl band. On October 26, is the community trick or treat. November 1st through the 3rd is the State OHV conference. November 26th through the 30th is Festival of Trees open to the public and the public auction is November 30th which is a \$20 ticket. December 1st is the Christmas Crafters Festival from 10 to 4 with the Parade at noon and the tree lighting at 4:30. Next week is our first Fire and Ice meeting where we are bringing together all the different groups that are involved in that.

III. Old Business:

1. Parking Lot Subcommittee Report – Goeringer: Bryane hasn't had a chance to do much on this since we last talked. However, he was able to get an older drawing that had the parking lot kind of like what we talked about. Bryane figures in the next little bit

he will go and talk with Reck Brothers to discuss what they can do and how much they think it will be.

2. White Pine Golf Course Update – Henry: Member Henry was absent.

3. White Pine Trails Update – Goeringer: Bryane has been busy doing trails, working for the past two and a half weeks on a mini-excavator up on the mountain digging. We are almost a mile in now and we will have connector to start things up with the Forest Service backing us on it. They are okay with us digging. We are moving forward. Weather is going to turn which has been making it harder to dig. This Spring Bryane will do it again for another three weeks. He is hoping to connect Ward Campground to Ely trails all the way down to town. The SNIPLMA grant is all finished. BLM has approved it to. We have a BLM Forest Service trailhead at Elderberry Canyon. We will have another BLM Forest Service trailhead up at 60th north, the road that goes to the Pole Line road, up on the Bypass. Those were our big problems that we were having which were getting BLM to back up with us on it. We finished the SNIPLMA grant application and they were completely on board with it. According to Jose at the Forest Service, he is 95% sure we are going to get the 1.4 million dollars to build 50 miles of trail above Ely. They will be hiking and biking, some horseback. We are taking the water shed and making it a non-motorized trail. Another thing Suzie and I have been working on is we have been talking with Kevin Robison at the Golf Course about a three mile trail circular course around the golf course and out into Georgetown Ranch and the surrounding area for biking or walking and possibly incorporate into it a nature walk. It would be more of a community thing than a tourist thing but I think the tourists will enjoy it as well. It would have to be approved by the County first of course. We have started looking at some different grants. We are in the process of designing it now. We thought we would do it in a way that if we later wanted to make a portion of it handicap accessible, we could pave a section of it.

4. Nevada Northern RR Director's Report: Mark Bassett was not present.

5. Executive Director's Report: Kyle had nothing further to add.

6. Board Member Reports: Member McIntosh wanted to say Thank You, that was a great Fam Tour. When I walked into the lounge at the Jail House, you were doing a sales pitch and it was very well done. The Fam Tours that I have been to before have not been that organized. I really appreciated that you gave them that primer before we had dinner.

IV. Public Comment: Wayne Cameron said last week he represented Pony Express Territory at the motorcycle bike fest in Las Vegas, Thursday through Sunday. Wayne mentioned to Kyle that he was surprised the number of motorcyclists who want to know

about the OHV trails here in White Pine County. I told them to come to the conference November 1 through 3. Bryane mentioned that that the Forest Service just re-signed the 30 mile Ward Loop.

Michael Berry stated that he agreed with the Board's approach of needing a solid plan before funding the air races next year and they needed to take the same approach with other entities. I feel like you need to do the same thing with the railroad. We need a way to know how many of the passengers actually get hotel rooms and where all the money is going that Tour and Rec gives them. The railroad also gets a lot of articles written about them and interviews that never mention anything about White Pine County that I have seen, only about the railroad. I feel like this is a missed opportunity to promote tourism in White Pine County. In the articles and interviews we have done for the Hotel Nevada we always incorporate everything we can to promote Ely as a destination and not just our property.

James Beecher said he had been working on a solution during the meeting for the Ratify Bills section. He will send Kyle the language of what he is proposing. I want to let you know where I am going with this so if anybody has any opinions you can contact me before the next meeting. Really what we need is notice. If we just have one agenda item that says Ratify Bills and after that language that says any bill may be voted on individually at the discretion of the Board. We can start off with a request from the Board such as "does anyone on the Board want to vote on any of these bills individually." They could identify those and vote on those and then vote on the balance of the bills all under one agenda item rather than the way it is now. James also stated he realized the way we are doing things now was at his suggestion so this will improve on that.

V. Adjournment: Chairman Stork asked for a motion to adjourn.

Motion: Bryane Goeringer. So moved.

Motion seconded: Caroline McIntosh **Unanimously approved. Motion carried.**

Minutes submitted by: Judi Bourbeau

Minutes approved by:

Name

Date