**White Pine County Tourism and Recreation Board**

**Meeting Minutes**

**Date:** February 21, 2019

**Time:** 10:00 a.m.

**Location** Bristlecone Convention Center – White Pine Room

**Members Present:** Steve Stork **Staff Present:** Kyle Horvath

Jolene Gardner James Beecher

Bryane Goeringer

Marietta Henry

Caroline McIntosh

**Members Absent:**

**Public Present:** George Chachas Mark Bassett

Joel Dunn Wayne Cameron

Michael Berry Samantha Stroud

Chairman Stork called to order the meeting of the White Pine County Tourism and Recreation Board on February 21, 2019 in the White Pine Room at the Bristlecone Convention Center. Chairman Stork led in the Pledge of Allegiance.

**I.** **Public Comment:** Mr. Chachas commented that he did not see anything on the agenda regarding bringing back the thirty-day rule. He also wanted to remind the Board that the downtown community wants four lanes downtown. Snow has been piled up in the so-called turn lane for over ten days. The $4,000 given to community choir needs to be returned. They are not a 501c entity. At this point, Chairman Stork asked that Mr. Beecher please provide Mr. Chachas an answer to this issue. Mr. Beecher will do a written memorandum to Mr. Chachas. Kyle said that the grant was not to the choir, but it was to the Great Basin National Heritage Area which is a 501c. A debate started which the Chairman brought it to a close saying we are not going to have a public debate during public comment. Mr. Chachas said he has received no information regarding Mr. Spear’s business license or a home occupation for a commercial location.

**II. New Business:**

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

**Motion:** Caroline McIntosh moved to approve agenda.

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

**2. Approval of Minutes:**

**a. January 24, 2019**

**Motion:** Jolene Gardner moved to approve the January 24, 2019 minutes.

**Motion seconded:** Marietta Henry. **Unanimously approved. Motion carried.**

1. **Review of the Financial Report:**

Kyle reported that $85,772.60 was collected in room tax in the month of January. He gave the breakdown to the various entities. The 8% comparison shows that we are up 16.7% from this time last year which most likely can be attributed to the two big events held in January – Rotary Ice Fishing Derby and the Fire and Ice Festival. Looking at the year-to-date budget, the YTD income is $1,069,079.23 which is at almost 59% that is budgeted for the year. Looking at the expenses, we are 54% for the year. The Culture and Recreation expense is only 47% of what we budgeted for the year. We are spending conservatively. Under the Culture and Recreation Expenses, you will see the Employee Benefits and Payroll are high because we had unexpected payouts not foreseen when budgeting. The Internet Connection is over what was budgeted. That needs to be investigated to see exactly what has changed compared to this time last year. Everything else is looking normal. We have an operating surplus of $154,679.74. Budget hearings for our next fiscal year will be held soon. Kyle said there are no major red flags; that we are spending our money correctly. Mr. Chachas wanted to know the numbers on the fishing derby. Kyle said there was a registration of over 700 people; 75% came from outside of the community. Chairman Stork asked Mr. Beecher if a motion is needed to approve financial report. His response was No.

**4. Ratify Bills:**

**Motion:** Marietta Henry made a motion to approve paying check nos. 23852 through 23899 in the amount of $83,073.82 minus check no. 23881 in the amount of $151.50 to Bath Lumber.

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

1. **Approval to pay bill to Bath Lumber:**

Member McIntosh abstained from the vote as she has an interest in Bath Lumber.

**Motion:**  Marietta Henry made a motion to pay check no. 23881 in the amount of $151.50 to Bath Lumber.

**Motion seconded:** Jolene Gardner **Unanimously approved. Passed four with one abstention.**

1. **Approval to appoint Caroline McIntosh to the golf course advisory board:**

Kyle said this item was requested from the County Clerk that this be an official motion that is in the minutes.

**Motion:** Bryane Goeringer made motion to appoint Caroline McIntosh to the golf course advisory board.

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

**7. Review and adoption of the updated draft 2019 Strategic Plan:**

Kyle thanked Members McIntosh and Gardner for their input on this draft strategic plan. In December a six-month review was held, and a lot of things were checked off the list. At that time, Kyle said we found items that were no longer relevant. We removed those items and added clarification as to where our direction is going into this next FY. This document will drive our budget hearing meetings so that we can meet our priorities financially as well. The document shows our Guiding Principles, Mission Statement and Strategic Priorities. Kyle outlined the four strategic priorities and how we may achieve them. The Director will submit a formal quarterly written report to the WPCTR Board detailing progress on all priorities.

M**otion:**  Caroline McIntosh made motion to adopt the updated 2019 Strategic Plan for WPCT&R and have it so noted on the document the adoption date. Kyle said he would add the date and it will go up on the website following this meeting.

**Motion seconded:** Marietta Henry.  **Unanimously approved. Motion carried.**

1. **Approval to send Kyle Horvath and selected staff and/or board members to Rural Roundup in Fallon, NV on April 10-12, 2019:**

Kyle said this is a Travel Nevada sponsored event. This is one of two main conferences that the state tourism does. If we have the Marketing Manager in place by the time of this conference, Kyle would like that person to attend. Mr. Beecher made a brief comment as to the form of the motion. He said if a motion is made to approve Kyle, a number on staff members and a number on board members and then an amount not to exceed should be included in the motion. You can always do less but then you have authorized up to that, then you are good to go if we do have that available.

**Motion:** Caroline McIntosh made a motion to send Kyle Horvath and up to two additional staff members and up to five board members in an amount not to exceed $4,000 total.

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

**9. Proposal to transfer insurance to Warren Reed Insurance Company:** Chairman Stork made a disclosure that he does business with LP Insurance; therefore, he will abstain from any action on this item. He turned the meeting over to Vice Chair Henry.

**Motion:** Bryane Goeringer made motion to transfer insurance to Warren Reed Insurance Company.

**Motion seconded:** Caroline McIntosh. **Unanimously approved. Passed with one abstention.**

1. **Approval to print 2,000 of the redesigned Museum brochures for a cost of $1,220.58:**

**Motion:** Jolene Gardner made motion to approve the printing of 2,000 of the redesigned Museum brochures for a cost of $1,220.58.

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

**11. Update on Marketing Manager recruitment and proposal to offer relocation package to top candidate:**

Kyle said interviews were held last week. Of the top five applicants that we wanted to interview, we held interviews with three of them. There was a stand-out candidate who is a college student currently going to school in New York. He is from New Jersey. Everyone I spoke to had nothing but great things to say about his work ethic, his creativity, his passion. The job was offered to him. He wants to come out and see the community before accepting the job offer. Right now, we are working on the travel plans for he and his parents to come out. He does seem very excited about the opportunity to come out here. He graduates in May. If he does accept the job, he will not be able to start until the second or third week in May. We had no local applicants. Kyle felt it would be good to have a fresh pair of eyes in this position.

**Motion:** Caroline McIntosh made motion to offer the relocation package to top candidate if he so accepts with a ceiling of $12,000 at discretion of our Director but not to exceed $12,000.

**Motion seconded:** Marietta Henry. **Unanimously approved. Motion carried.**

**12. Executive Director’s Report:**

1. **Marketing**
2. **Events**
3. **Facilities**

Kyle said social media is still moving forward. It is still very active on all three of our platforms. There are some new videos up on our YouTube page. Some of the highlights are we have been working on our posters for our two bike events. These will be marketed throughout the West. We have a digital air race campaign going on right now that is essentially targeting from Texas over. We are targeting people that are RV enthusiasts. As for conventions and events, MSHA is going to be here in March. We are extremely busy in March.

Through the direction of the Board as well as a lot of the hotel properties, we were asked to collect a lot more data on our rooms, etc. We have been reporting on room tax but as you know, when you increase room tax or when room rates go up, it shows that your room tax has gone up but that is not a totally accurate indicator of whether we are doing our job here or not. What is an accurate indicator is how many people are coming into our community. With that directive in mind, Kyle has been working with Joel Dunn in devising a system of reporting that has been adopted by Carson City and is encouraged and blessed by Travel NV because they are wanting to collect a lot more data; they realize that the rural communities are very different in the way they collect. Therefore, I would like to see with us changing in this direction so that we will be benchmark rural community in Nevada in showing how reporting should be done. A meeting was held last night wherein a lot of hotel properties showed up and were able to have input into the process.

Joel Dunn, Indeed Consulting, spoke. Going back nearly a year ago, we started working together with the Board on making changes on how White Pine County operates its tourism and recreation business. We put in new ideas on marketing, on grant writing, how to spend the money. You have hired a new director; you are hiring new employees. In that process, we established new job responsibilities for all three of those positions and with that came performance measures. Travel Nevada oversees the tourism marketing for Nevada. Three-eighths of room tax collected goes back to Travel NV and is in turn spent to try to supplement marketing efforts that you are putting together in your own communities. With that they are requiring more information. You will be one of the first communities outside of Carson City collecting the data Travel NV is looking for; that is, attaching occupancy to what you are already collecting with your revenue reports.

Joel provided the new draft form. Going through last night there were no proposed changes from the lodging properties. We did do a comparison to your existing forms. On the existing room tax form, you have twelve items which you are collecting data from your lodging properties currently. These are the same as on the draft form 1 through 11. The twelfth is the monthly guest count that you have not been receiving from most of the properties going back with what you have in your files.

Joel briefly went through the form. We are working with staff to have the opportunity to pay online. None of this requires any change to current policies and procedures. The new part of the form is shown on the back. He briefly went through each item. We are not asking for the properties to give anything that is proprietary. This will be on line next week in an available form that is very easy for the properties to be able to do this on line.

**III. Old Business:**

1. **Parking Lot Sub Committee – Goeringer:**  The Reck Bros. dropped off a quote which will need to go out to bid.
2. **White Pine Golf Course – Henry:** Member Henry explained that she resigned because she wants to place all her emphasis on horse races and, therefore, she felt she needed to resign from this committee.
3. **White Pine Trails Update – Goeringer:** We have put in our SNIPLMA grant for 1.3 million dollars. We haven’t heard back yet. Put in our update for our rec grant. Basically, over this year, we have finalized our 50 miles of new trails proposal. We had three more miles approved to link up ice plant area and make Ward Campground connected to downtown which makes a more flowing, easier trail access. We are also going to be working on signage this Spring. We are going to do another project this Spring. We are going to try to get two more miles of trails done before the bike race hopefully. At this point, we will start signing everything .
4. **Nevada Northern Railway Update Bassett:** We are working on Locomotive 81. To recap, Locomotive 40 goes down May 31, 2020 and will be down between 1 ½ to 3 years. It is important that we have Locomotive 81 up and running by June 1, 2020. In January we carried 205 passengers. A train was run during the Fishing Derby which didn’t do well. Kyle said something to the effect that the timing of the train. If it could be different to where they could do the ice fishing derby and then do the train with the families afterwards, they would be all for it. We need to time it differently. Sometime this year, probably in August, we should carry our 300,000th passenger. Gearing up for transcontinental celebration.
5. **Board Member Reports:** Chairman Stork questioned Kyle re: the air race campaign as to whether he was getting much traffic. Kyle said the digital campaign is doing as well as any of the other digital campaigns we have done. In addition to the RV targeting, he looked at all the RV shows in the west and each week is targeting a different show. This past week it was in Quartzsite, AZ. Then in the next week we are targeting the RV show in Colorado. We are moving around to the people we are trying to attract. We have an air race ad in Nevada Magazine. We have the social media campaign. It hasn’t resulted in a lot of ticket sales. But right now, we are going after the sponsorships which is the priority of the committee. From a marketing standpoint, we are doing our job and hoping it will result in the committee hitting the 70,000 mark for the insurance.

**IV. Public Comment:** Michael Berry said from personal experience in trying to do packages with certain entities, they all generally want something. If you donate, we can do packages which in turn makes it difficult to market a package since so many people want their hand in the pot to make extra money. Hopefully you have better luck. Kyle said the only way to make the packages work is that everybody has to give a little to make the package enticing. That is what his goal will be. When we are doing these, to see what the hotels are willing to do, see what the attractions are and then those packages will be marketed as is.

**V. Adjournment:**

**Motion:**  Bryane Goeringer made a motion to adjourn.

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

**Minutes submitted by: Judi Bourbeau**

**Minutes approved by:**

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**Name Date**