

**White Pine County Tourism and Recreation Board
Special Budget Meeting Minutes**

Date: April 8, 2019
Time: 9:00 AM
Location: Bristlecone Convention Center – White Pine Room

Members Present: Steve Stork-via phone **Staff Present:** Kyle Horvath
Bryane Goeringer
Marietta Henry-via phone
Jolene Gardner
Caroline McIntosh

Members Absent: None

Public Present: None

Chairman Stork via phone called to order the Special Budget Meeting of the White Pine County Tourism and Recreation Board on April 8, 2019 in the White Pine Room at the Bristlecone Convention Center. Chairman Stork led in the Pledge of Allegiance.

I. Public Comment: None.

Chairman Stork moved onto the first item of business being the budget.

II. New Business:

1. Approval of Agenda, Including Removal of Agenda Items-Chairman Stork: No action was taken.

2. Approval of FY 19/20 Budget:
Kyle went through the budget line by line.

Income

- Room Tax - City: Proposing five percent increase in revenue based off actuals.
- Room Tax – County: Proposing five percent increase. This does not account for the proposal from the County to increase the room tax to 13.5 percent. It is Kyle’s understanding that whatever money is collected from the additional room tax is going to pass right through to the golf course. It will not affect our budget.

Chairman Stork said this, too, is his understanding.

Member McIntosh asked if this proposal goes through, will it be shown as another line item on the budget. Kyle responded in the affirmative.

- Center Events: It shows a 25 percent increase to \$50,000. This is based on the actuals.
- Interest: Shows an increase of 50 percent that is based off actuals.
- Grant Reimbursement: Holding the same at \$26,000.
- Fund Balance: We took a loan of \$250,000 against our savings last year to do a lot of capital projects. Kyle is suggesting we not borrow against the fund balance this year so keeping our savings the same.
- Miscellaneous Income: Kyle is keeping that at \$20,000; that looks about at what is happening this year. Kyle was asked for an example. He said there are certain times when we do shared marketing since he has been here, and we have been cut checks because we have done marketing for other people or we have split an ad.
- Total Income: Decreased down to \$1,648,800. Member Gardner asked if that was going to be enough. Kyle responded in the affirmative because what we are doing is not borrowing against our reserves. He said you will see on a few lines where some items have been decreased where it won’t hurt but we also increased what we are doing for the community moneywise.

Expense

General Government

- Payroll: Kyle said at the recommendation of the Chairman, he calculated a six percent increase which also warranted a six percent increase in Employee Benefits.

- Office Supplies: Kept at \$2,500.
- Legal Advertising: Kept at \$250.
- Legal Fees: That was increased to \$8,000; that is based off actuals for what we are paying James for our legal fees.
- Accounting Fees: Increase to \$24,000. That is actual for Jeff's fees. Member McIntosh asked if we had an agreement with Jeff. Kyle responded in the affirmative.
- Property Audit: There was no money budgeted last year so there is no money budgeted this year.
- Travel: Kept at \$2,500.
- Miscellaneous Administration: Kept at \$1,500.
- Capital Outlay: Kept at \$5,000.

Culture and Recreation Expense

- Payroll: Six percent increase.
- Employee Benefits: Six percent increase.
- Center Advertising: An amount of \$5,000 is being proposed this year where there was no amount last year. The reason for this increase is Kyle wants to do the facilities guide which would be promoting the convention center and other facilities and meeting spaces in the community.
- Office Supplies: Kept at \$10,000.
- Convention Supplies: Kept at \$7,500.
- T & R Events: Kept at \$40,000.
- Telephone: Kept at \$9,000.
- Travel and Promotions: Kept at \$5,000.
- Travel and Promotions for the Board: Kept at \$2,000.
- Postage: Kept at \$4,000.
- Copy Machine. Kept at \$1,000.
- Internet Connection: We did go over in our budget so far by about \$1,000. We may want to look at increasing to actuals at \$3,500.
- Dues and Subscriptions: Kept at \$2,000.
- Insurance and Taxes: Kept at \$12,000.
- Custodial/Laundry Services: Kept at \$10,000.
- Lights and Power: Kept at \$25,000.
- City Utilities: Kept at \$3,000.

- Trash: Kept at \$2,000.
- Building Maintenance: Kept at \$3,000.
- Equipment/Replace & Repair: Kept at \$10,000.
- Miscellaneous Expense: Kept at \$1,500.
- Billboard Advertising: Last year it was budgeted at \$50,000. We are way under with the two billboards that we do have. Kyle is proposing that we decrease that amount to \$30,000. He is also proposing that we look at picking up a billboard in Wendover to try to direct people south at 93 as they are coming across from Utah. Kyle has a quote and says we will still be under budget significantly at \$30,000.

Member McIntosh said she would like to have a billboard discussion in the future re: one that may be available to us from the Jailhouse.

- Grant Advertising-Reimbursement: Kept at \$26,000.
- Webpage Maintenance: A proposal of a \$1,000 increase from zero from last year.
- Historic Asset Maintenance: This is a new line item shown at \$30,000. This would be geared specifically towards our historic buildings. This is not necessarily meant only for Ely. It could include historic buildings in Cherry Creek, in Baker, in Lund. This would focus on that aspect. This line item could supplement certain things. It could be used as match for other grants. The organizations would need to come with a plan, and we would not fund the plan but fund projects that show results. Kyle proposed the question: Is this another grant program with this \$30,000 available during a certain time and we have these organizations come to us the same way they do for the other grant programs or is it something where we have control over the money, and we pick projects. He is asking what the logistics on how that line would be funded. Historic assets are part of our marketability. It could include Neon sign restoration. That could be a project. Member McIntosh commented that if we could gather those that are in those organizations that have those buildings and ask them what they think, that would be a good place to start.
- Printing: An increase up to \$3,000. That includes all the enhanced printing we are doing for organizations.
- Public Art: This is also a new line item being proposed at \$15,000. The idea behind this is right now we have thirty murals in the community. It is a big asset that we push. We are a mural City, yet we have no restoration plan in place. There is no real plan or understanding of how we progress and

continue to add art to the community. Kyle would like to have a community meeting of the future of public arts in White Pine County. Kyle said he has talked with people who were inquiring how do we go about putting up a mural, who do we talk to, who is the governing body of what can go up, etc. This shows that we are putting some money behind the arts because we recognize its importance. Kyle said this is not just limited to visual art. It could be performance; it could be music; it could be symphony; whatever the community decides.

- Main Street America Program: This has been budgeted at \$20,000 at the recommendation of the Board at the last meeting.
- Community Marketing Campaign: This is shown as a decrease from \$80,000 to \$70,000. Because of all the grants we have received, we are still under budget by about \$40,000. Kyle is comfortable to reducing this item by \$10,000.
- Consulting Services: This is shown as a decrease from \$50,000 to \$40,000. This is Joel, Sherri and the HR services. If you look at actuals, we are under 50 percent spent at what was budgeted. Kyle feels we can retain the services of Joel and Sherri as well as get quality HR for that amount. Member Henry said that if for some reason what Tim proposes to us is not something we feel is proper for us, that we do use Sherri since she has an extensive HR background. We could use her on an as-needed basis. Kyle said that Tim has been great to us whenever we have had a problem and he has been doing a lot for us. Kyle felt both would be excellent.
- White Pine Museum: This is a line item that the Board had agreed to increase to \$22,000 with the stipulation that they make a better sign with hours. Member McIntosh said there are no signs that indicate it is a visitors' center. She said we can help them with the sign. She said that we need a plan from them. That will help them show return on investment.
- Outdoor Recreation Grants: Kept at \$55,000.
- Aid to Organizations: Kept at \$70,000.
- Capital Outlay: You will note that the \$250,000 not being borrowed really affects the expense line. So, where we had \$330,00 budgeted, Kyle is recommending \$160,000. Member Henry asked what the budget for the capital distribution for this budget year is. Kyle said it is part of a percentage is what his understanding is. Kyle said he doesn't fully understand that part of the percentage. Even with the meeting he had with Elizabeth, that was still the one thing that he wasn't quite sure of. With the increase in the room

tax for the County, this is one line where he is still struggling. Member Henry said there are organizations that count on the fact that we have some funding. Kyle said you talk about organizations that depend on our granting, I think that is more out of the Aid to Organizations because those are the events. A lot of the capital projects are one-time big projects that those organizations do need our support for. Kyle said when he looks at this, we are taking a much more fiscally responsible approach while still having the money we are bringing in reach out to the community in new and different ways. Member McIntosh said if she understands this correctly, we are still going to have Capital Grants, but we also are following our Strategic Plan which is refreshing our own Center because we want this to become an increased revenue source for us which really filters down to having more money for Capital Grants essentially. Kyle said when all is said and done, there is a surplus budget of \$28,660.82. When you sum up everything, we are increasing our revenues, we're reducing our overall budget while increasing programs that get money and support into the community. Member McIntosh said our recommended change would be in Internet Connection for a \$1,000. She had a question where it is the total shift in philosophy with how this is the hub for the marketing. She is wondering if the printing shouldn't be increased to \$5,000.

At this point at 9:40 a.m., Chairman Stork left the meeting via phone and Vice-Chair Henry took control.

It was agreed to raise Internet Connection to \$5,000 which now gives a surplus of \$26,660.82.

Motion: Bryane Goeringer made a motion to accept the budget as presented with the increases in the two line items.

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

III. Old Business:

1. Parking Lot Sub Committee – Goeringer: Kyle and Bryane are working on getting the RFP out for the parking lot.

2. White Pine Golf Course – McIntosh: Caroline's first meeting is tomorrow night. She has asked them to consider the development of a strategic plan. She is in favor of the County's discussion and proposal for increasing

the County room tax and putting that to the golf course. Kyle said he heard from Kevin and Randy when the new sign is going to be installed – as soon as the ground has thawed.

3. **White Pine Trails Update – Goeringer:** Bryane said they just had a meeting for Fears, Tears and Beers. On May 1, we are hoping to spend the whole month on the trails building another three miles. Even if we don't get the SNIPLMA grant, we are getting close to completing a full trail system by these small little moves we are making. We have \$16,000 to use with the NDF. We are meeting with them on Wednesday. We are going to go gang busters and dig, dig, dig and the NDF crew will come behind us and clean everything up. We are really hoping this summer to put in about five miles of new trail that will link everything up and give us an uphill trail and three great downhill trails. We are talking with Kyle about getting with the BLM and making a beginner trail up on the BLM side of Ward Mountain that is there already and just needs to be rehabbed. Bryane said they are using the Main Street logo for all the trail markings.
4. **Nevada Northern Railway Update Bassett:** Mark is not present. It was commented that they just had the White Pine weekend and the ridership was terrific.
5. **Board Member Reports:** The next Board meeting is April 18, 2019 at 10 a.m. Also on that day there will be the White Pine horse race meeting in the evening. Member McIntosh said she will be calling in for the April 18 meeting.

IV. **Public Comment:** None.

V. **Adjournment:**

Motion: Bryane Goeringer made motion to adjourn.

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

Minutes submitted by: Judi Bourbeau

Minutes approved by:

Name

Date