

2.

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

Date: December 19, 2019
Time: 4 p.m.
Location Bristlecone Convention Center – White Pine Room

Members Present: Bryane Goeringer – Via phone
Ian Bullis
Marietta Henry – Via phone
Caroline McIntosh

Members Absent: Kurt Carson **Staff Present:** Kyle Horvath
James Beecher

Public Present: George Chachas, Robert Moore, Tim Bunch, Ken Kliewer,
Wayne Cameron

Chairman Goeringer called to order the meeting of the White Pine County Tourism and Recreation Board on December 19, 2019 at 4pm in the White Pine Room at the Bristlecone Convention Center. Chairman Goeringer led in the Pledge of Allegiance.

- I. **Public Comment:** George Chachas said he had a concern on Item II. 6 regarding possible approval of the proposed shared-used agreement with the Chamber of Commerce. I don't have a problem with the hotel-motel industry working together. I want to remind you that the Chamber of Commerce is a private club. It doesn't promote those that do not belong to the Chamber so if you want to do something hand-in-hand, that is fine. If you want to share in a project, that is fine. But other than that, you need to stay separate. Private club. Do not mix the two. On Item II. 7, possible approval for the Main Street America conference. It is my assumption, or I thought Main Street America program was separate. I want to remind you that they need to pay their own way. It has nothing to do with this facility or how the taxes are collected and promoting the community. Main Street America is a different program and they need to stand on their own. I believe this Board gave them some money, as well as the City and as well as the County. They need to live within their means. Kyle said that we are just talking about me. George said he didn't know why Kyle should be there. Kyle said that is what will be discussed later. George said some of these informational signs that were put up there is no measurement – feet, inches, miles. We just put up signs with arrows. Not going to cut it. We must be specific. We want to spend our money and spend it properly the first time. George said he is repeating himself here but Nevada Northern is continuing to get

additional grant money from this Board in addition to \$240,000 received from room tax. They are not operating under Nevada Open Meeting Law and the taxpayers cannot see how those monies are spent. Again, they need to be cut off and held accountable. I remind you that Mr. Bassett manages, and his wife is the bookkeeper. There must not be any nepotism. But there is. At a recent City Council meeting held September 19, 2019, the railroad was seeking to borrow approximately \$450,000 and for what we still do not know. They have yet to report what the total debt is. George asked if any of the Board members here know? I'd like to know. George said the money that was given to the Community Choir for pigeon control needs to come back to this Board. NRS forbids you from supporting a private business. They were not a 501c at the time they applied. They misled you. Failure to properly disclose or apply under false pretenses I believe is a violation of the law. They do not meet minimum ADA standards for the handicapped to use that facility. That building is not a public building. The sign posted on the front of the building states "No Soliciting, No Loitering, No Skateboarding, Private Property." You can't do that. I want that money to come back. George said he has asked in the past and he is asking again, with all the money that this Board has given to the County golf course, what is the increase in play over the last three years. This request is almost three years old. I need an answer, please. George said he has not received any information regarding Mr. Spear who was a contractor for the Tour and Rec Board for years. I want to know if he had a state business license, city license, commercial location or home occupation. He is no different than any other contractor in this community. He was on the City Council; he was a member of this Board and he knows what the rules are or should be.

II. New Business:

1. Approval of Agenda, Including Removal of Agenda Items-Chairman

Goeringer: Kyle recommended that since Robert Moore is here to discuss the audit, that we move that item up from No. 9 to the next available.

Motion: Member McIntosh moved to re-arrange the meeting items for No. II New Business, Item 9, to be moved to the beginning of the meeting to accommodate our auditor.

Motion seconded: Member Bulli . **Motion carried.**

The Board then moved to agenda Item No. 9.

9. Review and Approval of Audit Conducted by Robert Moore, CPA: Mr. Moore was present to go over the audit. He said the audit is somewhat repetitive this year. His opinion is the financial statements fairly represent the financial situation of the organization. That is called a clean audit. He then went through the various financial statements, the reconciliation of the balance sheet and statement of revenues and expenditures. Next are your footnotes. He went over the budget report shown on Page 28. It showed that \$1.7 million was brought in as revenue which is about \$150,000 more than the prior year. Expenses in general are down. You are over what you projected to

be in Fund Balance. You have a good strong Fund Balance. Mr. Moore then went over his comments in the three letters he provided with the audit report. Mr. Moore said this is his last year of auditing. He wanted to thank the Board for all the years that he has been auditing. He said it has been a pleasure to work with the Board. Member McIntosh thanked Mr. Moore for his audits and solid recommendations. Chairman Goeringer thanked Mr. Moore for working with us. Mr. Moore said he will supply a list of names of the auditors that come to town. Mr. Moore said the Board must accept this audit before it becomes a public document and then the Board must send copies to the State and the County.

Motion: Member McIntosh moved that we approve the audit conducted by Robert Moore, CPA and thank him for his services.

Motion Seconded: Member Bullis. **Motion carried.**

The Board then went back to agenda item No. 2.

2. Approval of Minutes:

Motion: Member Bullis moved to approve minutes of December 19, 2019.

Motion seconded: Member Henry. **Motion carried.**

3. Review of the Financial Report: Kyle presented. He went over the Room Tax Report and the Room Tax Revenues Comparison Report. He then discussed the Budget Report. We are not quite at fifty percent of the fiscal year. You will notice we are at 55+% for City room tax revenue and almost 71% room tax revenue for the County. At not being quite at fifty percent for the year, our income is looking good and our expenses are below budget.

4. Ratify Bills:

Motion: Member Bullis moved to ratify bills in the amount of \$103,798.48, Check Nos. 24408 through 24453, excluding Check No. 24422 to Bath Lumber in the amount of \$275.96.

Motion seconded: Member Henry. **Motion carried.**

5. Approval to Pay Bill to Bath Lumber: Member McIntosh advised she will abstain from this item due to her interest in Bath Lumber.

Motion: Member Bullis moved to pay Check No. 24422 to Bath Lumber in the amount of \$275.96.

Motion seconded: Member Henry. **Motion carried with Member McIntosh abstaining from vote.**

6. Review and Approval of Proposal to Enter Into a Shared-Use Agreement

with the Chamber of Commerce: Kyle presented. He said this is a necessary follow-up conversation from a meeting that we had with the Chamber of Commerce that was a group meeting where we were talking about the needs and goals of those organizations and how we could accomplish those through a shared space agreement. This is truly step number one in this idea that has come out. Kyle said he would like to have an official visitors' center on Aultman Street. With discussion with Wayne, it was suggested that we put the official visitors' center shared space with the Chamber in their building, retrofit the interior so that it could accommodate a Chamber office, a visitors' center and possibly the Main Street Director. Included in today's packet is an email from Gayle Bartlett, President of the Chamber, and the notes Kyle took from the initial meeting. Kyle went over his notes and Ms. Bartlett's concerns. Member McIntosh said she is in favor of this proposal and appreciates the Chamber being a willing participant in this. Member Henry said that in Elko at their Chamber, when no one is present, they have outside of their building bags that are full of pamphlets and booklets, etc., that people can grab and take when the office is closed. Ken Kliewer, Treasurer of the Chamber, spoke. He has looked at the proposal; he thinks this would be a good opportunity for the community. Chairman Goeringer felt this also is a good idea and would help revitalize the Chamber. He suggested that maybe we put this on the agenda each month for discussion. Member Bullis wanted to move on this as soon as possible. This is a mutual exchange of value where the Chamber can serve as a Chamber and we can function as a visitors' center in a better location. Kyle suggested we set a date right after the new year to get back together. Member McIntosh disclosed that she has been representing the Tour and Rec Board on the Chamber. Member Bullis, however, will now be the liaison for Tour and Rec with the Chamber from now on.

Motion: Member Bullis moved that we keep negotiating with the Chamber.

Motion Seconded: Member Henry **Motion carried.**

7. Approval to Attend IPW Conference May 30-June 3 and Main Street

America Conference May 18-20: Kyle said he went to the Main Street Conference last year in Seattle. He said the IPW Conference is an international trade show/travel convention where you are dealing with tour operators, media people, booking agents, etc. Kyle is asking to attend IPW.

Motion: Member McIntosh moved that we approve our Executive Director to attend the IPW Conference, May 30-June 3 in Las Vegas, including all expenses.

Motion Seconded: Member Bullis. **Motion carried.**

8. Review and Adoption of Proposed Fee Schedule at Bristlecone

Convention Center: Kyle presented. Kyle said that what is in the packet is what was discussed at the November Board meeting. Kyle said he went out and spoke to a handful of renters. The goal of making it more streamlined and more user friendly

without having a major impact to the people renting out the facility was accomplished. The new fee schedule with all the changes is included in the packet.

Motion: Member Bullis made motion to approve new fee schedule as presented.

Motion Seconded: Member McIntosh. **Motion carried.**

10. Executive Director's Report:

a. Marketing

b. Events

c. Facilities

Errol Porter, the Marketing Manager, will be giving the Marketing Report from now on. Kyle will then follow with the Director's Report.

Errol gave an update on social media which included Facebook, Instagram, Twitter and Youtube. In reference to digital targeting, we have three campaigns out through Reach Local which are targeted Youtube Ads and Facebook retargeting. Errol spoke about the website reference our page views, the top five visited pages, new articles, and the calendar. An interesting stat is the people referred to the website and come in through the Nevada Northern Railway site, on average, tend to stay on the site longer. He gave the upcoming events for January. He explained the new duties he has taken over – digital sign, hotels and lodging, keeping them up to date, and article writing. Member McIntosh asked that in addition to Errol's verbal report, that they be given a written report. Member McIntosh also requested in addition to hotels and lodging, that restaurants and business also be kept up to date.

Kyle gave a parking lot update. The three handicapped spaces that were to be placed at the end by the convention center, they will go ahead and modify and regrade that area so we can get ADA compliant spaces there. The lights are dark sky compliant; we are getting quotes on how many we need. Two different variants of trees are going to go in between the lights. The sculptures for the bookends are starting to be created. We contracted with East River PR firm. Kyle gave an update on our print pieces as well as our grant reimbursements. He said we were recently awarded \$4,000 to advance the marketing efforts to promote the bike-train experience. We were also awarded \$1,000 to advance marketing efforts for the golf course trying to target college-aged golfers on summer break to come play the most remote course in the country. The office will be closed tomorrow morning for a meeting with HR. The Convention Center will be closed December 26th through the 30th. Kyle has an updated list of the fire and ice schedule.

III. Old Business:

- 1. Parking Lot Subcommittee Report-Goeringer:** Already reported on by Kyle.
- 2. White Pine Golf Course Update-McIntosh:** No report.
- 3. White Pine Trails Update-Goeringer:** We will be hot building new trails this Spring. Kyle added that NDF and BLM have both agreed to enter into a volunteer

agreement with Ely Outdoor Enthusiasts to snow mobile groom the trails in the winter time. We will have groomed cross-country ski and fat bike trails this winter.

4. Nevada Northern RR Director's Report: No report.

5. White Pine Public Museum Update: No report sent in. Member McIntosh asked if we had done a template for them. Response was in the negative. She asked that we get that done to help them out with the information we need.

6. Main Street Update: Not addressed.

7. Board Member Reports: Member McIntosh said the Chamber of Commerce was very excited about the possibility of us helping to create table tents for our restaurants. She asked that the sign on the door when the center is closing that we refer them to the Chamber and the Museum for visitor information. She would like to request that we organize a meeting for designing a 2020 events calendar.

IV. Public Comment: None.

V. Adjournment:

Motion: Member Bullis moved to adjourn.

Motion seconded: Member McIntosh. **Motion carried.**

Minutes submitted by: Judi Bourbeau

Minutes approved by:

Name

Date