

White Pine County Tourism and Recreation Board Meeting Minutes

Date: June 23, 2020
Time: 4 p.m.
Location: Bristlecone Convention Center – White Pine Room

Members Present: Caroline McIntosh
Kurt Carson
Bryane Goeringer
Marietta Henry

Staff Present: Kyle Horvath
Errol Porter
James Beecher

Member Absent: Ian Bullis

Public Present: George Chachas, Wayne Cameron in person; Maureen Otzelberger on the phone

Chairman McIntosh called to order the meeting of the White Pine County Tourism and Recreation Board on June 23, 2020 at 4 pm in the White Pine Room at the Bristlecone Convention Center. Member Carson led in the Pledge of Allegiance.

I. **Public Comment:** Mr. Chachas said about the agenda item on capital improvement projects regarding White Pine Community Choir requesting \$8,000 to replace their roof – that needs to be denied. It is a private club. He said the \$4,000 given to the Community Choir needs to be returned. They were not a 501c3 when they received the money. On agenda item II.7 regarding capital improvement projects regarding Nevada Northern Railway Foundation Star Train Viewing Area and Locomotive 81 Boiler Work and Tubes – that needs to be denied. They have not given you any required paperwork in previous grants and how it affects tourism. They do not operate under the Nevada Open Meeting Law. You have no way of knowing how that money is being spent. On agenda item II.7 regarding capital improvement projects regarding the golf course request, I remind you that there has been no required paperwork from previous grants on how it has increased play. Time called.

II. **New Business:**

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

Motion: Member Carson moved to accept agenda as presented.

Motion seconded: Member Goeringer. **Motion carried.**

2. **Approval of Minutes:**

Motion: Member Henry moved to approve minutes of May 26, 2020 4 pm.

Motion seconded: Member Goeringer. **Motion carried.**

3. Review of the Financial Report: Director Horvath said we are still feeling the effects of Covid 19 regarding the amount of room tax collected but not quite as dismal as the month before. The amount collected for the Motel/Hotel properties was \$87,869.40; for the RV Parks/Campgrounds, we collected \$10,303.60 for a combined total of \$98,173.00. Mr. Horvath then gave the distribution amounts. He said we are 43 percent down from what we were this time last year in the amount of room tax collected in May. On our year-to-date budget, our total is about 81.65 percent of what we had budgeted for. We are still at an operating surplus going into the end of year of \$93,255.39.

4. Ratify Bills:

Motion: Member Henry moved to ratify bills in the amount of \$136,329.90, check nos. 24678 through 24750.

Motion seconded: Member Goeringer. **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 Henry moved to pay \$871.14 to Bath Lumber, Check No. 24726.

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

6. Review of the 2020 Strategic Plan: Mr. Horvath said it was brought to his attention that the Board did not make a motion to approve the 2020 Strategic Plan at a previous meeting. This is a good opportunity mid- to post-Covid to see where we are at and see if we want to make any changes, additions, omissions, etc. Kyle felt the main thing we need to focus on is the southern Nevada and Utah markets. As far as the Strategic Plan, we would remove California, Arizona, Idaho, Washington, and Oregon. They will still be included in social media boosted posts but when it comes to media buys, commercial radio, PR, he thinks southern Nevada and Utah really is where we should be putting our money. He does not want to limit what we are marketing. The reason that this strategic plan was laid out the way it was is because we were proposing additional line items in last year's budget such as public art, historic asset preservation. Prioritizing this in the strategic plan made sense to why we were going ahead and putting these additional line items in the budget. We need to adopt this and get it up on our website. This has been put out on a calendar year as opposed to a fiscal year. When an item is in the Strategic Plan as a Priority, it is easier to rationalize when you are doing budgeting. Chairman McIntosh proposed that every month Kyle take one of the four priorities and say what has been done and how you have focused on that one priority.

Motion: Member Goeringer made motion to approve the 2020 Strategic Plan with the changes of taking away Arizona, Idaho, Washington, Oregon, and California from the strategic priorities.

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

7. Review and Approval of FY 21/22 Capital and Outdoor Recreation Grants: After a lengthy discussion and review by the Board, \$55,000 was awarded to Capital and \$45,000 was awarded to Outdoor Recreation. Attached to these minutes and incorporated as part of these minutes is Exhibit 1 showing the breakdown of monies awarded. Of the Capital Improvement Grant requests, four were moved to Outdoor Recreation: CAP 001-20 Lund Rodeo Association-Chute Replacement Project; CAP 003-20 Great Basin National Park Foundation-Osceola Trailhead Kiosk; CAP 007-20 White Pine Horse Races-Speakers and Amplifiers; and a portion of CAP 011-20 Nevada Northern Railway Foundation-Star Train Viewing Area. CAP 005-20 Ely Outdoor Enthusiasts-Timing System Laptop will be bought by Kyle and CAP 009-20 Ely Renaissance Society-Security Camera System will be funded out of the Historic Asset Preservation Fund. Member Goeringer made a disclosure that in reference to the Great Basin Trails Alliance project, one of his companies will be working on this project. Mr. Beecher inquired as to which company and Member Goeringer replied Great Basin Construction. Mr. Beecher asked if Member Goeringer would benefit from this grant. He responded yes. Member Goeringer said he owns 50 percent of the company. Mr. Beecher said that Member Goeringer should abstain when a motion is voted on regarding Great Basin Trails Alliance.

On CAP 004-20 White Pine Community Choir Association-Roof Replacement. Chairman McIntosh said this would be the Section 106 part of it. This will be a great event center for us. Kyle said the master plan is that it will be a public performance hall/community arts center. It is not ADA compliant, so they need to go through these steps to get it to that level. Mr. Chachas had a comment. He said if they do not plan on turning that building over to White Pine County, you cannot do it folks. Member Carson asked to hear from the attorney on Mr. Chachas' allegations. Mr. Beecher said this is something that has been alleged for a long time and about a year or two ago, Steve Stork asked him to do extensive research on this and write an opinion paper. Mr. Beecher did do that, and it is his opinion that this does fall not only within the statute, but the AGs office opined on the statute that this grant application uses. It was kind of a similar situation, given the language of the statute is really broad and as long as it is a community recreation center or used to improve or create or build upon, essentially the language was so broad and all encompassing that the AGs office said this statute was intended to give broad discretion to a Board like this to in any way improve the community. They were comfortable with that project that they analyzed and me taking that analysis on this, I am comfortable that that also fits the statute because it is so broad. Kyle said we give money to the Renaissance Village which is owned by a non-profit. It is not owned by the County, but we support them. The Museum is owned by a non-profit; it is not owned by the County, but it is a community asset. We support them. Kyle said precedent has already been set with other organizations we support. He does not feel that this is any different. Mr.

Beecher said he did not even reach that level of analysis because of the AGS opinion is that statute is so broad, it does not even reach the analysis of non-profit or not. If this is doing any of the things identified in the statute it is okay. Mr. Chachas said he would like a copy of the opinion. Mr. Beecher said that is legal advice; it is not a public document. Mr. Chachas said he was led to believe in the conversation that there was some written documentation and that is what he is asking for. Mr. Beecher said it is a legal opinion and it is attorney-client privilege and he does not have to release any legal opinions that I draft for the purposes of the Board's legal questions to the public. It is up to the Board if they want to give that over. It is certainly not a public document. Chairman McIntosh thanked Mr. Chachas for his comments but said this is not a debate.

Motion: Member Carson moved to approve awards except the Trails Alliance request.

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

Motion: Member Carson moved to approve the award for the Trails Alliance request.

Motion seconded: Member Henry. **Motion carried with Member Goeringer abstaining.**

8. Executive Director's Report: a. Marketing; b. Events; c. Facilities: Errol Porter gave the Marketing report. He said we have been boosting to the outdoor markets of southern Nevada and Utah. He showed successful posts for this month of the murals. He gave a breakdown on our Instagram and twitter followers. He highlighted the targeted digital and gave website updates. The calendar of events is always being updated.

Kyle elaborated on one of the mountain biker campaigns out right now. Kyle said two weekends ago he went to Baker and worked with their Business and Tourism Board to help create new content. They want to diversify what Baker has to offer. On the parking lot update, there was a short burst of cement work. The pads and electrical for the lights have been poured. The ground for the handicap parking has been leveled. The crosswalk is going to be put in. The street light on the adjacent corner as you walk out of the Convention Center needs to get approval from the City since it is a City light. We want to replace it so it matches the style of ours. We have two days of meetings in here with the Mine. We are also working with the Judicial Center on some overflow cases. Events are starting to come back in here. From a PR standpoint, we did renew our six-month contract with East River. They are specifically reaching out to southern Nevada and Utah. We are still waiting on all the sanitation stuff we ordered. Kyle brought in a sound AV specialist; we are moving forward with updating all the technology in the back rooms as well as the White Pine room. We have visible white lettering on the front of the building. Member Henry commented that she loves the mural at the Ely Elks Lodge. Kyle said there is a master plan on how to get more interaction from the public with the murals.

III. Old Business:

1. Board Member Reports: Member Henry said there will be a horse race meeting on Thursday. Chairman McIntosh said she really likes the one tank of gas concept to see if there is something we could do on that.

2. Agenda Item(s) for Next Board Meeting:

- A draft of the events venue listing.
- An update on the City partnership with White Pine County Tour and Rec.
- The Chamber master plan as far as the sculpture park for the Christmas tree.
- Take one priority out of the four to delve into as what has happened.
- Report from the strategic plan meeting from the Museum on the 16th.

IV. Public Comment: Wayne Cameron said the next Pony Express meeting will be September 25. Mr. Chachas said the new parking lot at the Convention Center does not meeting minimum ADA requirements. The center walkway has not been put back. At least four street lights within a block of the Convention Center have been out for six months to a year. I have mentioned this to the City Clerk. The whole passage way between Mr. Gs and the Jailhouse is dark. The police should be reporting these lights when they are out. The newly installed ally gutter should have been done the full length of Sixth Street. I have asked in the past and I am asking again, I want to know if Ed Spear, who was a contractor with Tour and Rec, did he have a state business license, a city business license, a commercial location or home occupation. The Nevada Northern Railroad is continuously getting additional grant money from this Board. They are not operating under the Nevada Open Meeting Law. They need to disclose how they are spending that money. Time called.


V. Adjournment:

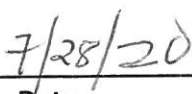
Motion: Member Goeringer. To adjourn.

Motion seconded: Member Carson. **Motion carried.**

Minutes submitted by: Judi Bourbeau

Minutes approved by:


Name


Date