

White Pine County Tourism and Recreation Board Meeting Minutes

Date: July 28, 2020
Time: 4 pm
Location Bristlecone Convention Center – White Pine Room

Members Present: Caroline McIntosh
Marietta Henry
Ian Bullis
Bryane Goeringer joined the meeting at 4:09 initially on Zoom; then on the phone because of technical difficulties with Zoom

Staff Present: Kyle Horvath
McKinzie Hilton
Errol Porter

Members Absent: Kurt Carson

Public Present: George Chachas, Wayne Cameron, Maureen Otzelberger

Chairman McIntosh called to order the meeting of the White Pine County Tourism and Recreation Board on July 28, 2020 at 4pm in the White Pine Room at the Bristlecone Convention Center. Member Bullis led in the Pledge of Allegiance.

- I. **Public Comment:** George Chachas said on June 27, 2020 he took a picture of the Silver State Motel showing they have numerous RVs parked in front of it; the picture was given to the Board at the July 17 meeting. He asked if Silver State had a business license, a state business license and a room tax license from the Tour and Rec Board; he has yet to receive an answer. Mr. Chachas gave a request for information on May 26, 2020 regarding the golf course; he has not received any information. Also, on May 26, 2020 Mr. Chachas asked for information on Ed Spear as a contractor with the Tour and Rec Board regarding state business license, city business license, commercial location, and home occupation. He has received nothing yet. Also, on May 26, 2020 he was concerned about the parking lot not having a pathway, not meeting minimum ADA requirements. Again, he has not seen anything on the agenda to address that. He will be filing a complaint if it is not done. On agenda item II.7. there is nothing in the packet to inform the public of what will be discussed. There was no outline of topics of discussion or possible projects contemplated. The Nevada Open Meeting law requires you to be specific. On agenda II.8. there is nothing in the packet of what was discussed or what is being contemplated. Mr. Chachas wants to know if Sculpture Park is private property or does it belong to the Chamber of Commerce. On Agenda II.6. you are to consider the draft of events menu list. It is not clear what you mean. I found only capital improvement projects of 2020/2021. There

was nothing in the packet referring to events. There are still three street lights out within a block or less of the Convention Center. A couple have been out for months. Time was called.

Wayne Cameron complimented the Board on the design of the street lights on the new parking lot. Outstanding. They really enhance the area.

II. New Business:

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

Motion: Member Henry made a motion to remove Item 11 under New Business and to accept the rest of the agenda as presented.

Motion seconded: Member Bullis. **Motion carried.**

2. Approval of Minutes:

Motion: Member Bullis moved to approve minutes of June 16, 2020 2pm Special Meeting, June 23, 2020 4pm Regular Meeting and July 17, 2020 9am Special Meeting.

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

3. Review of the Financial Report: Kyle presented the room tax report. He said grand total collected for RV and lodging properties was \$157,438.57. On the room tax comparison report, it shows we were 13.3% lower than where we were at last year. Even though we are down, it is not as bad as it was in the months of April and May. Kyle moved onto the end of fiscal year budget reports. The first one is how we finished off the 19/20 fiscal year. We are still waiting for our grant reimbursements to come in from Travel Nevada; there will still be additional income. There were several items considerably over budget which will be researched further. Our total income was at 89.83% budgeted. On the 20/21 budget report, it does show a deficit which is usual for the beginning of the fiscal year. We will be monitoring expenses throughout the year.

4. Ratify Bills:

Motion: Member Bullis moved to ratify bills in the amount of \$215,171.41, check nos. 24751 through 24810, minus check no. 24792 to Bath Lumber.

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 Henry moved to pay \$894.34, check no. 24792 to Bath Lumber.

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

6. Draft of Events Venue List: A draft of the Facilities and Meeting Room Guide was provided to the Board and the audience. Kyle said we still want to be working on a printed piece that publicizes and promotes all the event venues we have in town. We have two additional places from Baker that need to be added. We will supply contact, location, maximum capacity, rooms available, amenities, etc. Pictures will be included. This is a working document. Please review and bring any changes/suggestions to Kyle. It will ultimately be on our website.

7. Update on City Partnerships with WPCT&R: Kyle met with Kurt and Jim Alworth from the City to see how Tour and Rec and the City can come together. We are working with the City to create a survey for Broadbent Park. A draft copy of a Community Survey was given to the Board. We want to put something out that asks the community how they feel about Broadbent Park; what do they need or want to see. Chairman McIntosh suggested a visual tour as done by Lovelock in addition to a survey monkey. Kyle said this is not dedicating resources; this is partnering in community outreach.

8. Chamber Master Plan re: Sculpture Park & Christmas Tree: Kyle and Wayne Cameron met with April and Andy from Economy Drug. We assessed who owns what and what their goals as the property owners are for that space. The Chamber has been gracious enough to take on the Christmas decorating in that area for many years. We found we were all on the same page as far as what we want to see in that area. We reached out to Ginda who has helped us with our Christmas decorations at the Center. Unfortunately, a lot of the items were cost prohibitive at this time. This may have to be a multi-phase project.

9. Report from Strategic Plan Meeting with the Museum: Kyle said on July 16 there was an action plan/strategic plan meeting with the Museum Board. It went well. He suggested a five-year vision plan. A WP Museum Master Plan Questionnaire was presented to help determine who does the Museum serve, what are the needs of the population, etc. Then fundraising will be addressed to meet the needs as determined in the five-year plan. Chairman McIntosh said the Museum has come a long way. They have done an amazing amount of work at the Museum; it is a beautiful facility and is only going to get better.

10. Approval of Meeting Dates Schedule for Second Half 2020: The following dates are suggested for future Board meetings through the end of 2020: August 25, 2020; September 22, 2020; October 27, 2020; November 24, 2020; and December 22, 2020.

Motion: Member Goeringer made motion to set the dates of August 25, 2020; September 22, 2020; October 27, 2020; November 24, 2020 and December 22, 2020 for the future Board meeting dates through the end of 2020.

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

11. Annual Review of Executive Director: This item we removed.

12. Executive Director's Report: Marketing; Events; Facilities: Errol gave the marketing report. He focused on Facebook and the itineraries he has shared on that platform. Instagram and twitter followers have increased. For targeted digital he spoke to search targeting, targeted Youtube, Facebook retargeting and display targeting. As far as the website, we are up 6% in sessions, 50% in page views and we have a 61% bounce rate. He listed the top five pages viewed on the website. When we have articles on our website, we have found our bounce rate is lower. Some of the general updates include an article on a restaurant in Baker, mountain bike mission extension, two new features in publications and a poster that list the top 15 places instead of just ten which will be included in a poster and brochure. We are working on a brochure with a list of restaurants and attractions. A draft copy was presented to the Board and audience. We will design this two different ways: one will be for the employees with the other more visibly appealing for the public. Arrangements were made through East River for influencer Allison Laypath to be in town last week as a family traveler. We have a new video on the golf course which was shown to the Board. It was grant project through Travel Nevada.

Kyle said we are finishing up the contract with Bike Magazine. Kyle met with Terry Reck yesterday. Terry said that next week they will be finishing the pavement; the lights will be turned on. Essentially finishing up the project even to the point of planting the trees. Discussed was the cross walk and meeting ADA standards. Terry assured Kyle that everything they are doing is ADA compliant. Terry said what we have for the handicapped spots and the crosswalk follows one hundred percent all ADA guidelines. The City has approved the plans; the City has signed off on them. Everything that has been done regarding changes and modifications over this project have all followed every guideline, policy, and procedure.

III. Old Business:

1. Board Member Reports: Member Henry said tomorrow night at 5:30 is the White Pine Horse Race meeting being held at the Chamber. Chairman McIntosh said Q&D Construction is in town. They will start the actual infrastructure paving of Great Basin Boulevard next year.

IV. Public Comment: George Chachas said there are still three street lights within a block of the Convention Center that are out. 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 or 501e at the time they applied. They misled you. They do not meet minimum ADA requirements. The building is not a

public building. Mr. Chachas has concerns with Nevada Northern Railroad who continues to get additional grant money from this Board in addition to the \$240,000 or more it has received from room tax. They are not operating under the Nevada Open Meeting Law. They need to be cut off or held accountable. At a recent City Council meeting held on September 19, 2019 the railroad was seeking to borrow approximately \$450,000 and for what we do not know. They have yet to report what their total debt is. Now there are recent rumors that tens of thousands of dollars have been embezzled from the railroad. I want to know if that is true. Time called.

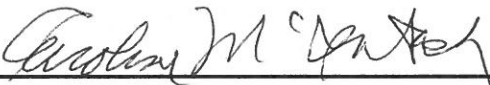
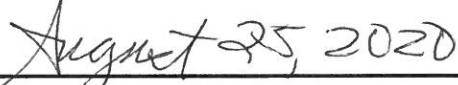
V. Adjournment:

Motion: Member Henry. To adjourn.

Motion seconded: Member Bullis. **Motion carried.**

Minutes submitted by: Judi Bourbeau

Minutes approved by:

	
_____ Name	_____ Date