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

Date:

July 17, 2020

Time:

9 a.m.

Location

Bristlecone Convention Center - White Pine Room

Members Present:

In Person: Ian Bullis

Staff Present: Kyle Horvath

McKinzie Hilton

Via Zoom: Caroline McIntosh

**Bryane Goeringer** Marietta Henry

Via Phone: Kurt Carson

Members Absent:

None

**Public Present:** 

George Chachas

Chairman McIntosh called to order the special meeting of the White Pine County Tourism and Recreation Board on July 17, 2020 at 9 a.m. in the White Pine Room at the Bristlecone Convention Center. Member Bullis led in the Pledge of Allegiance.

Public Comment: Mr. Chachas said that there are individuals camping out at the old Silver 1. State Motel. He has not seen any business license at City Hall. He said this is not the first time. He is concerned about people just squatting anywhere. We either have rules and regulations or we do not. Mr. Chachas will provide a copy to Kyle and that copy will be included as an attachment to these minutes. Back in May 2020 Mr. Chachas had a request for public information regarding putting the walkway back in the Convention Center parking lot. The cold patch has been put in. The Ely City Code policy is not being followed. It has been months. What is the hold up? If we do not put that center walk way back in and I am going to tell you right now I am going to file a complaint against all of you. On new construction you must meet ADA and that means you do not put people out in the street, especially those in wheelchairs. Another item I presented to you in May of 2020 was that I asked regarding information with Mr. Ed Spear who was a contractor with the Tour and Rec Board. Again, did he have a state business license, a city license, a home occupation, a commercial location. Again, I want to remind you that he took over \$300,000 just in bonus money from this utility. He was a contractor, not an employee. He needs to step up and prove that he was properly licensed. I also put in a request in May of 2020 for all the money that this Board has given to the County golf course. Again, what is their increase in play over the last four years. This request is three or four years old. Now they are asking for additional grant money with no apparent increase in play. We need to prove increased play, not stagnation. Where are the reports required by the Tour and Rec Board?

## II. New Business:

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

Motion: Member Bullis moved to accept agenda as presented.

Motion seconded: Member Henry. Motion carried.

2. Approval of Paycheck Protection Program Application from the Small Business Administration; the forgivable loan will be under \$65,000: Chairman McIntosh said the Paycheck Protection Program has been successful for small businesses. Our bank has submitted a request to the SBA of Nevada and has written confirmation that we are eligible. We need Board approval to be able to apply for a loan. Up to eighty percent can be used for wages and other expenses for employees and then the other twenty percent can be used for utilities. It is fully forgivable. It is anticipated it will probably be about \$52,00 to \$60,000.

**Motion:** Member Carson moved to approve the Paycheck Protection Program Application from the Small Business Administration with the forgivable loan to be under \$65,000.

Motion seconded: Member Bullis. Motion carried.

3. Approval of Expenditures Related to Bike Magazine Influencer Campaign in the Amount of \$60,000 Split Between Four (4) Payments: Director Horvath said a solid opportunity has been brought to us by Bike Magazine to do a multi-month influencer campaign. One of our goals for expanding the outdoor recreation industry but bring the industry in is to have more manufacturers here to test out their products here and use our mountains as their testing grounds. That puts the industry seal of approval on your destination. It solidifies you in the greater national market among all the other mountain bike destinations. The goal is to try to get more influencers out here that are doing organic marketing for us. Bike Magazine is one of the top industry magazines in the world. They have a huge following not only through their subscriptions but also through their on-line presence. This is having Bike Magazine coming out for a month and creating videos that highlight the town. They are creating print and digital content. We will get to keep a lot of that content royalty free to use on our own. The Bike Magazine crew would be out here in September. We can do four payments over the course of the year ending in April 2021. Kyle would be looking for partnership with the train and opening Ely up as a destination. Kyle said we will be paring down some of the other marketing but still making sure we will be providing marketing to the entire community and events that are going on.

Mr. Chachas felt this was a good idea. His only concern is that for the next year to a year and a half we will be pressed to find accommodations with the construction going on. He wanted to know when the people would be coming in. Kyle said they will be coming out in the month of September and then there is a lag time. The release of the edition will be in early Spring.

**Motion:** Member Goeringer made the motion to approve the expenditures related to Bike Magazine Influencer Campaign in the amount of \$60,000 split between four (4) payments.

Motion Seconded: Member Henry. Motion carried.

III. Public Comment: Mr. Chachas spoke to proper lighting. In speaking with Mt. Wheeler, four lights have been taken care of between Mr. Gs and the Jailhouse. One light has also been taken care of located near Mrs. Nardi. The rest of the lights have not been taken care of. Mr. Chachas spoke to Member Carson saying it is dark downtown. We have a major restaurant on main street where the light in front of it has been out for years. The lights on Lyon have been out for close to a year. Whatever we must do we have to address it. Mr. Chachas is still concerned about the failure to put in the walkway in the new parking lot. It does not meet ADA for new construction. If that is not in, Mr. Chachas will be filing a complaint.

Kyle said we will be having our regular meeting on July 28 and as a reminder, if anyone has agenda items, we will be working on that agenda now.

IV. Adjournment:

Motion: Member Goeringer. To adjourn.

Motion seconded: Member Henry. Motion carried.

Minutes submitted by: Judi Bourbeau

Minutes approved by:

Caroline Myntah



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Attachment from Iseo. Chackes