

White Pine County Tourism and Recreation Board Meeting Minutes

Date: October 27, 2020
Time: 4 p.m.
Location Bristlecone Convention Center – White Pine Room

Members Present: Caroline McIntosh
Ian Bullis
Kurt Carson via Zoom
Bryane Goeringer via Zoom
Marietta Henry via Zoom

Staff Present: Kyle Horvath
Errol Porter
McKinzie Hilton

Members Absent: None

Public Present: George Chachas, Maureen Otzelberger, Wayne Cameron, Tim Bunch, Donna Bunch

Chairman McIntosh called to order the meeting of the White Pine County Tourism and Recreation Board on October 27, 2020 at 4 pm in the White Pine Room at the Bristlecone Convention Center. Member Bullis led in the Pledge of Allegiance.

I. **Public Comment:** Mr. Chachas said he had not received any information on the following items. The new parking lot appears to be close to completion. The center walkway has not been put back in and does not meet minimum ADA standards for the handicapped. One of the lights involved in the renovation on the corner of 7th and Lyons was installed on private property. You are required on City easement only. Pedestrian stripes were painted on one corner of the lot but not on the other. The money that was given to the Community Choir for pigeon control needs to come back to this Board. NRS forbids you from assisting a private business. The Nevada Northern Railroad continues to get additional money from this Board in addition to the \$240,000 it received from room tax monies. It is not operating under the Nevada Open Meeting Law. At a City Council meeting held on September 19, 2019, the Railroad was seeking to borrow approximately \$450,000 and for what we do not know. There are recent rumors that tens of thousands of dollars have been embezzled from the Railroad. Is that true? I also heard rumors that the Railroad has purchased Avenue A. Is that true? Mr. Chachas wants to know if any of the Tour and Rec Board members are on the Historical Railroad Management Board. Time called.

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 Minutes:

Motion: Member Carson moved to approve minutes of September 22, 2020.

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

3. Review of the Financial Report: Mr. Horvath went over the Room Tax collected report. He gave the total motel/hotel receipts; the total RV receipts; and the distributions to the various entities. New this month are two Airbnb properties that are now remitting room tax. There are two reports from Motel 6. The second one is a late remittance. The second report discussed was the Room Tax Revenues Comparison Report. We were 8.4% above where we were this time last year regarding room tax. The next report is the breakdown for each property and the amount of room tax they have remitted over the course of a year. The next report was the Year to Date Budget. He pointed out Community Marketing is at 45% of what we had budgeted for. The only other standout are the two annual items that we pay – the insurance and taxes and dues and subscriptions – have stayed the same since the start of the fiscal. Other than that, the only other item that is getting close would be building maintenance. We are at 92 percent; this is for a lot of the sanitation items that we needed to buy early in the year reference Covid. We are at 45 percent for the City room tax collected and 62 percent for what we budgeted for the County.

4. Ratify Bills: Chairman McIntosh removed Check No. 10074 from the list of payables. There was a misprint; the check needs to be reissued.

Motion: Member Henry moved to ratify bills in the amount of \$132,453.70 for Check Nos. 10043 through 10080 minus Check No. 10074.

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

5. Approval to Pay Bill to Bath Lumber: Chairman McIntosh said there is no bill for Bath Lumber this month. No action necessary.

6. Update on Sculpture Park Progress: Mr. Horvath said they took a lot of suggestions from the meetings taken recently. We received some new decorations for the Park from two casinos in Las Vegas. We are going to get started a little bit earlier this year. We do not have the use of the Honor Camp; therefore, we are hoping to get a great deal of help from the community. We will have displays other than the Christmas tree to encourage people to come into down town. Tentative timeline is to start November 17.

7. Update on Facilities Guide: Mr. Horvath said we have received all the information that we need; it is now time to take pictures. When the Travel Nevada grants get awarded, we will be able to move forward with our designer.

8. Reallocation of Funds Originally Approved for Beatles Concert: Wayne Cameron addressed the Board. He said the Chamber had received \$600 for the Beatles concert.

Since we are not able to hold that this year, he would like to reallocate that money to the Christmas tree lighting project that has already been started. Chairman McIntosh said this is money that has already been earmarked in our budget and it is a cause we are already involved in.

Motion: Member Henry made a motion to approve the reallocation of funds in the amount of \$600.

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

9. Approval of Modified Contract with LoamSeeker, LLC with payments of \$7,500 to be made on 10/9/20 and 11/9/20 for a total of \$15,000: Mr. Horvath spoke. He said we were working with Bike Magazine. Unfortunately, the parent company for Bike Magazine decided to shut down the entire operation. We took the weekend to talk with bike manufacturers to come up with Plan B. This modified contract is just that. The deliverables will include a professional destination video that will show the legacy of mountain biking in Ely. We will get three to four minutes of raw unedited video footage. We will get forty high resolution images that we can use free and clear for any marketing purposes that we want. The manufacturers still wanted to have their each and individual bike review video. All of those will be shared on the bike manufacturer's social media. We will still get that destination promotion. It just will not come from a magazine; it will come from fifteen bike manufacturers from around the world. The distribution will still be there even though we do not get the Bike Magazine brand.

Motion: Member Bullis made motion to approve the modified contract with LoamSeeker, LLC with payments of \$7,500 to be made on 10/9/20 and 11/9/20 for a total of \$15,000.

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

10. Executive Director's Report:

a. Marketing; b. Events; c. Facilities

Errol presented the marketing report. Facebook followers broke 4,000. To finish out October, we have done a Spooky Places in White Pine County campaign across all our social media. We did a fall colors campaign, and we highlighted the elk viewing a couple weeks ago. We are at 2,099 followers on Instagram: up 41. On Twitters, we are at 324 followers: up 7. On display targeting, we have search retargeting, search engine marketing and site retargeting. We have targeting YouTube ads with 32,000 impressions with a new one soon from LoamSeeker and Facebook retargeting with 30,000 impressions with a demographics of 35-44-year-old males. On our website, our top five pages are the Homepage; Lodging; Fears, Tears and Beers MTB Enduro Race; Dining; and Things to Do. New vs. returning visitors showed 85 percent new and 15 percent returning. As far as an update on articles, we will have an Ely Cemetery article coming out the last week of October. Another article will be coming out next month focusing on the disc golf course. We also did our Broadbent Park survey. There is a link on our website.

Kyle spoke to the Broadbent survey. He said it is a partnership between the City of Ely, Tour and Rec and White Pine Main Street. He said there is money and desire to do something with Broadbent Park so it is more utilized by the community but instead of one

group driving that based on their experience, we have put out a community wide survey to see what the community wants to see happen with Broadbent Park. As of yesterday, there were 250 responses. For the parking lot update, all the lights were not working. Gust Electric had to fix the light meter. The sculpture is in and should be installed soon. The landscaping is done. The electrical meter in the street is what we are working on right now. It needs to be moved; we are working with the City, Mt. Wheeler Power, and Reck Bros. to get that accomplished. We have not received any update on whether we have received the grant for the Trails University. Reference the disc golf course, that was a project between BLM and us. We did use some of our outdoor recreation money to cover the baskets. BLM received a grant to cover the rest of it. For the trail map kiosk, we are gathering the rocks and drilling the holes in the location across from Sports World for a downtown trailhead kiosk for motorized, non-motorized and horse. We have Festival of Trees coming up. We are working that now to see if we can make it happen. It would be November 30 through December 3. The tree auction will be December 4. The crafters' festival will be December 5. The downtown Christmas lighting will be December 5. Fire and Ice is still on the calendar for January 15 through 17, 2021. We are working with the County Health Officer and everyone involved to see how we can have that event. The Rotary Ice Fishing Derby is January 30, 2021 at Cummins Lake and the Ely Film Festival is on March 12-14, 2021. We have the sanitation stations installed in the Convention Center now. Elections are set up for November 3. A mine safety class is on the calendar and the PEO auction is November 7. We are working with the Nevada Farm Bureau for their convention of November 19-21. 2021 is filling up. The Forest Service is putting in for the OHV Commission grant; it will be a partnership with Ruby Mountain for winter grooming equipment. We wrote a letter of support. We are working on the RTP grant for Cave Lake State Park trail expansion for planning and mapping on where our opportunities are to take our current trail system and expand it further out. The Travel Nevada grant cycle opened and closed for proposals. We will find out on November 4 what we will receive. There are two billboards at the entry to the downtown: one at the west side of town and one at mid-town. The owners of those two billboards have gifted permission for us to update those. Kyle said he will be out of town from the night of November 3 through November 10, returning on November 11 to the office.

Chairman McIntosh expressed the Board's thanks to our outdoor recreation from the State of Nevada mainly Carl Robertson. He brought us the opportunity, including a grant writer.

III. Old Business:

1. Board Member Reports: Member Bullis gave a shoutout and a Thank You to Mary Kerner. Before Wayne and I could come to a solution to the issue of dues, Mary stepped up and said the Tour and Rec group are not members of the Chamber but partners with us. The value they bring to the table far outweighs anything with these fees. She suggested that we just be granted membership and not be charged anything, at least for this year. Member Bullis made a comment that someone asked the Health Officer

permission to hold an event. He said there may be a misconception. When the Health Officer was hired, he is not approving or disapproving events. Those kinds of things come to Board so that we do not have an unelected bureaucrat making decisions. He can make recommendations based on his expertise. Member Henry said she has been working on some grants and would like to thank Chairman McIntosh for all her help, assistance, and direction. She also thanked Chairman McIntosh for all the work that she is doing to help the businesses and non-profits in this community. Member Goeringer said they are waiting for the SNIPLMA grant to finalize. Chairman McIntosh thanked all who are working on the fourteen or fifteen grants that were written in a truly short time.

2. Agenda Item(s) for Next Board Meeting: Chairman McIntosh would like to discuss the Facilities Guide progress and review of the strategic plan. She would also like an update from Member Goeringer on the SNIPLMA grant. Also, an update on the deliverables from LoamSeeker, perhaps a show and tell from Kyle.

- IV. **Public Comment:** Wayne Cameron said this Friday from 1-5 we are having trick n treat in the streets. He said the Chamber is taking the lead on the Christmas parade on December 5 with the Christmas lighting to be at approximately 4:45 pm. Maureen Otzelberger asked if the Christmas dinner will be held this year. Kyle said that Pastor Bob Winder came in recently and we are trying to figure out what the best way is to hold that dinner.

Mr. Chachas said on Agenda Item II.4 you were considering ratifying bills, there was nothing in the packet for a member of the public to view. When I made out my request for an agenda packet, I requested a copy of everything that is presented before the Board. I want a copy of the bills please. Mr. Chachas said earlier this month he noticed several vans parked at the auxiliary building behind the Center. There were lights on in several of the rooms. He wants to know what was going on. Mr. Chachas said the minutes do not contain any of the written requests for information that I have given the Board over the last several meetings. I have not received any answers. I am resubmitting my request for information that goes back to May 26, 2020. With all the money that this Board has given to the golf course, I want to know what the increase in play has been for the past four years. I also have something that went back to May 26, 2020. I have not received any information regarding Ed Spear being a contractor of the Tour and Rec Board. On June 27, 2020 I submitted a picture of numerous at the Silver State. I want to know if they have a business license. There is still activity at that location. I will give these written requests to the secretary to date stamp. I am asking for some answers.

V. **Adjournment:**

Motion: Member Bullis to adjourn at 5:09 pm. To adjourn.

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

Minutes submitted by: Judi Bourbeau

Minutes approved by:

Caroline McEntee 11/24/20
Name Date