

**White Pine County Tourism and Recreation Board
Regular Meeting Minutes
February 23, 2021 4 p.m.**

1. Call to Order; Pledge of Allegiance

Vice Chair Marietta Henry called the White Pine County Tourism and Recreation Board to order at 4:10 pm. She led in the pledge of allegiance.

2. ROLL CALL

Board Members Present Via Zoom/Phone

Kurt Carson Bryane Goeringer, arrived at 4:20 pm Ian Bullis via phone

Board Member Present in Person

Vice Chair Marietta Henry

Board Member Absent

Chairman Caroline McIntosh

Staff Present

Kyle Horvath, Errol Porter via zoom

Legal Counsel

McKinzie Hilton

Public Present via Zoom

None

Public Present in Person

Wayne Cameron, George Chachas

3. Public Comment: George Chachas asked why this Board is paying Rotary dues. He said we need to spread out the business between the hardware stores. He also wants to reiterate that he is not getting the information that he has asked for in the past. He will resubmit his requests again. He said he has not received information on the walkway re: ADA compliance. The money that was given to the community choir for pigeon control needs to come back. The NNR needs to either go under open meeting law or at least be open regarding its operation. George asked again if any members of this Board are on the historical railroad management board. He is concerned about vehicles being in different locations around the community which are commercial. He is asking again the amount of money that the golf course has been given. He is asking again regarding Ed Spear who was a contractor with the Tour and Rec Board whether he had a business license or a home occupation license.

4. New Business:

A. Approval of Agenda, Including Removal of Agenda Items-Vice Chair Henry

Motion: Member Carson made motion to approve agenda as presented.

Motion Seconded: Member Bullis **Motion carried**

B. Approval of Minutes: January 26, 2021 4pm

Motion: Member Carson made motion to approve minutes of January 26, 2021 as presented.

Motion Seconded: Member Bullis **Motion carried**

C. Review of the Financial Report Director Horvath reviewed the Room Tax Collected report. Next discussed was the Room Tax Revenues Comparison Report which shows that we are only down 3.0% from this time last year. The next document shows where we are in keeping track of our year-to-date comparison, so we see how each hotel/motel property is doing. Next discussed is the year-to-date budget. Director Horvath explained the difference in the figures for Grant Reimbursement that were shown in the report in the packets compared to the report just given to the Board members ultimately showing an increase in the Total Income. He felt from an income standpoint we are doing very well. The only expenses that stand out are Internet Connection, Building Maintenance, Grant Reimbursables (which shows we have received a lot more grants than we thought we would), Community Marketing and Consulting Services. He said we are still at an operating surplus.

D. Ratify Bills:

Motion: Member Goeringer made motion to pay check nos. 10204 through 10235 in the amount of \$65,167.09.

Motion Seconded: Member Carson **Motion carried**

E. Approval to Pay Bill to Bath Lumber:

Motion: Member Bullis made motion to pay check no. 10216 in the amount of \$2,062.61 to Bath Lumber.

Motion Seconded: Member Goeringer **Motion carried**

F. Preliminary Budget Director Horvath said next month is when we need to start the discussion on our tentative budget for the next year. We will have two meetings; one to discuss and one to finalize for submission to the State. He suggested items that may need to have some thought given to. Do we expect more or less income in this upcoming fiscal year? What are your thoughts on Center income, grants and the room tax that we will be collecting? How much in grants are we going to go after in this next year? Any upcoming capital improvement projects? We will need to augment our budget at the next meeting reference our marketing, consulting services and our building maintenance. We also have the outstanding bill from the parking lot that we were advised by the auditors to not cut the final check until that electrical meter was moved out of the middle of the street. That has now been moved; Reck Bros. will be expecting the last check so we will have to augment that. The recommendation from the auditor in the most recent report was the line item entitled Capital Outlay which we have used for capital projects as well as our capital improvement grant program be separated out. We would have a separate line item for both our capital projects and capital improvement grant program. How much money are we going to dedicate for grants this year? Outdoor recreation is tied into a

percentage of the City room tax, but we need to decide what we are going to do for Aid to Organizations and Capital Improvements. We need to decide if we want to keep funding the Public Art line item, the White Pine Main Street line item, the White Pine Public Museum line item and the Historic Asset Maintenance line item. He referred to these line items as non-operating items. He said we did apply for the second draw of PPP loans. Payroll is always something that needs to be considered. We have a new employee. We need to talk about what our staffing needs are going to be. Everyone on payroll because of Covid last year did not take a pay increase. Send me an email on your thoughts so we can come to the next meeting with loosely crafted ideas for the Board to consider.

G. Executive Director's Report:

a. Marketing; b. Events; c. Facilities

Director Horvath has submitted another \$50,000 in grants over the last two weeks. Our Aid to Organization grant program is open; we have three grant applications in so far totaling \$30,000. We have a new TV in the White Pine room with a new microphone and a sound bar is coming. We have our first court case next week. The convention center is completely booked for March. We are almost booked up for April and May. There are seven weeks booked in the Fall for trials. September 11 is the date set for the Fab Four concert. The Visitors' Center is open seven days a week. The electrical meter is moved out of the middle of the street. Our digital sign on Great Basin Highway is getting an upgrade.

Errol gave the social media report giving highlights about Facebook, Instagram and twitter. Next discussed was targeted digital focusing on display targeting, targeted Youtube ad and Facebook retargeting. He gave the top five pages visited on the website. We had a lot of new users this month with desktop users being much higher than previously. He gave an update on brochures and the calendar. Director Horvath said that Errol is compiling a master events calendar list. No event is too small or too big.

5. OLD BUSINESS:

A. Board Member Reports Member Goeringer is looking forward to the new SNPLMA grant. Vice Chair Henry said there is a horse race meeting today at 5:30 pm. The dates will be August 20, 21 and 22 for the horse races.

B. Agenda Item(s) for Next Board Meeting Director Horvath said we will be doing a budget augmentation for this year's budget and we will start our tentative budget discussion.

6. PUBLIC COMMENT: George Chachas said in his packet of repeats, he did not see where people are setting up around the community where they are licensed. He said to Kyle that he wants the video that was shot with the snow mobilers,

7. ADJOURNMENT:

Motion: Member Goeringer made motion to adjourn at 4:45 pm.

Motion Seconded: Member Bullis

Motion carried

Minutes submitted by: Judi Bourbeau

Minutes approved by:

Caroline McHugh
Name

March 23, 2021
Date