

**White Pine County Tourism and Recreation Board
Regular Meeting Minutes
March 23, 2021 4 pm**

1. Call to Order; Pledge of Allegiance

Chairman McIntosh called the White Pine County Tourism and Recreation Board to order at 4 pm. Director Horvath led in the pledge of allegiance.

2. ROLL CALL

Board Members Present

Chairman McIntosh, Marietta Henry

Board Members Present Via Zoom/Phone

Ian Bullis, Bryane Goeringer

Board Member Absent

Kurt Carson

Staff Present

Kyle Horvath, Errol Porter via Zoom

Legal Counsel

McKinzie Hilton

Public Present via Zoom

Maureen Otzelberger

Public Present in Person

Wayne Cameron

3. Public Comment: None

4. New Business:

A. Approval of Agenda, Including Removal of Agenda Items-Chairman McIntosh

Motion: Member Henry made motion to accept agenda as presented.

Motion Seconded: Member Goeringer **Motion carried**

B. Approval of Minutes: February 23, 2021 4 pm

Motion: Member Goeringer made motion to accept minutes as presented.

Motion Seconded: Member Henry **Motion carried**

C. Review of the Financial Report Director Horvath reviewed the Room Tax Collected report and the Room Tax Comparison report. Next discussed was the year-to-date budget giving the amounts collected for City, County and Center Events. We are 89% of what we budgeted for with three months to go. For expenses, several items are above what we budgeted for and they were discussed. With that being said, we are still operating at a surplus.

D. Ratify Bills:

Motion: Member Henry made motion to pay check nos. 10236 through 10268 in the amount of \$93,402.36.

Motion Seconded: Member Goeringer **Motion carried**

E. Approval to Pay Bill to Bath Lumber:

Chairman McIntosh advised she will abstain from this item since she has an interest in Bath Lumber.

Motion: Member Henry made motion to pay check No. 10249 in the amount of \$450.27 to Bath Lumber.

Motion Seconded: Member Goeringer **Motion carried**

F. Budget Augmentation for FY 20/21: Director Horvath led the discussion. He mentioned several items he wished the Board to consider for augmentation. Internet Connection \$4,000 increase. Building Maintenance \$5,000 increase. Community Marketing \$15,000 increase. Consulting Services \$7,000 increase. We have \$9,000 in Aid to Organizations that is not going to be reimbursed and it is suggested we move that to Public Art. Custodial/Laundry Services monies could be moved into other funds. There is a balance with Reck Bros. for the parking lot in the amount of \$306,502.73. Director Horvath is suggesting we augment the budget, pull money from our savings, put it into the fund balance and then this bill goes into next month's packet for approval which would come out of capital outlay. The question is how much do we want to pull out of savings.

Motion: Member Henry made motion to augment budget as proposed as well as approval for Director to pull up to \$200,000 from savings.

Motion seconded: Member Bullis **Motion carried**

G. Tentative Budget for FY 21/22: Director Horvath posed questions to the Board at the last meeting for consideration. We will be awarding grants for Aid to Organizations tonight and we need to know how much we are comfortable with. The amount of \$80,000 was agreed upon. Director Horvath asked are we proposing raising the tentative budget amount up the 17 percent that we decreased it last year. Chairman McIntosh proposed 8 percent. Director will notify the Board of the special meeting date for the budget hearing.

H. Personnel Policy Manual Update: This item was moved to the next meeting.

I. Review of FY 21/22 Aid to Organization Grants: Twenty-six proposals were submitted. Director Horvath went over each one with the Board with the Board giving their suggested amounts for approval. The total amount approved was \$77,305. A breakdown of the requested and approved amounts is attached to and made part of these minutes. One of the items that had been discussed was earmarking these grants because we want them to grow and improve. We will create a survey that will go with

the award letter and they will have to do a survey of their attendees and come up with suggestions on how the event can be made better. Because one of the goals is more local awareness, we will be asking of each grantee to make a post on White Pine Talking and White Pine Clutter announcing that they have received a grant from White Pine County Tour and Rec and it is for this event on this date, giving information about the event.

Motion: Member Henry made a motion that we accept all of the Aid to Organization grants that were mentioned and that we award a total of \$77,305 for FY 21/22.

Motion seconded: Member Bullis **Motion carried**

J. Executive Director's Report:

a. Marketing; b. Events; c. Facilities

Errol Porter gave the social media report giving highlights about Facebook, Instagram and Twitter. Next discussed was targeting digital focusing on display targeting, targeted Youtube ad and Facebook retargeting. He gave the top five website pages visited and the calendar updates.

Director Horvath said several ads are out right now. We received a grant from Travel Nevada which will be used for our Visitors' Guide. We received \$6,000 to help with our signature event marketing. We also received \$6,000 for a mountain bike marketing blitz.

5. OLD BUSINESS:

A. Board Member Reports Member Goeringer requests people give comments for SNPLMA. Parking lot looks very good. Member Henry said there is a horse race meeting tomorrow night, 5:30 pm, at the Jailhouse conference room.

B. Agenda Item(s) for Next Board Meeting Budget hearing.

6. PUBLIC COMMENT: None

7. ADJOURNMENT: Chairman McIntosh adjourned the meeting at 5:15 pm.

Minutes submitted by: Judi Bourbeau

Minutes approved by: Caroline Mcintosh Date 4/27/21