

White Pine County Tourism and Recreation Board
Regular Meeting Minutes
April 27, 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 Via Zoom

Chairman McIntosh, Ian Bullis, Kurt Carson, Marietta Henry

Board Member Absent

Bryane Goeringer

Staff Present

Kyle Horvath and Errol Porter(via Zoom)

Legal Counsel

McKinzie Hilton

Public Present via Zoom

Maureen Otzelberger

Public Present in Person

Wayne Cameron, George Chachas, Mike Cracraft

3. Public Comment:

Wayne Cameron invited the Board to tour the new judicial facility tomorrow at noon and the meet and greet tomorrow night at 6pm at the Convention Center. He gave an update on the number of visitors since the opening of the visitors' center at the Chamber offices.

George Chachas repeated his concerns on the air bnbs. He has not seen any reports from those who have received monies through aid to organization grants. On December 22 of last year Mr. Chachas asked why the Tour and Rec Board paid \$188.50 to Ely Rotary for dues and has not received an answer. He has not seen anything presented to this Board reference the possibility of a ski resort or area that Commissioner Bullis talked about and solicited. Mr. Chachas has not received any information regarding the fact or non-fact if any member(s) sits on the railroad management board. Mr. Chachas is asking that the Tour and Rec Board take a stand against locating a park near Loves truck stop. Time was called.

4. New Business:

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

Motion: Member Carson moved to accept agenda as presented.

Motion Seconded: Member Henry **Motion carried**

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

Motion: Member Henry moved to accept minutes as presented.

Motion Seconded: Member Bullis **Motion carried**

C. Review of the Financial Report: Director Horvath reviewed the Room Tax and Room Tax Comparison reports. He discussed the budget year-to-date with explanations as to the budget augmentations. When you are looking at the year-to-date budget, this is not the augmented budget. The Board needs to decide about augmenting certain line items as previously agreed upon. He explained several options.

D. Ratify Bills:

Chairman McIntosh advised she will abstain from this item due to her interest in Bath Lumber.

Motion: Member Henry made motion to pay check nos. 10269 through 10307 minus the Bath Lumber check in the amount of \$ 444,064.69.

Motion Seconded: Member Carson **Motion carried with one abstention**

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 10283 in the amount of \$393.92 to Bath Lumber.

Motion Seconded: Member Carson **Motion carried with one abstention**

F. Tentative Budget for Fiscal Year 21/22: Kyle said the date range for approving the budget is from May 17 through May 31, 2021. He said the consensus of the Board from the last meeting was to cut only 8% from a regular year. His presentation showed the budget pre-Covid, the one passed for our 17% Covid budget reduction and the numbers for this year. He pointed out that the Capital Improvement Grant is now its own separate line item because our auditor had requested that to be separated from Capital Outlay. The Capital Outlay is now our capital improvement projects. With the budget as it is right now, it is showing an operational surplus of \$40,000.

G. Approval of Special Budget Hearing on Wednesday, May 12, 2021:

Motion: Member Bullis moved to hold a special budget hearing on Tuesday, May 25, 2021 during our regular meeting.

Motion Seconded: Member Carson **Motion carried**

H. Update on All Class Reunion and AVTT Traveling Vietnam Wall: Kyle gave an update on the All Class Reunion activities. He is working with the Vietnam Wall committee on a marketing piece working with their specific schedule. Mike Cracraft spoke about what the City is doing in preparation for the event. The wall will be open

to the public 24 hours a day while set up.

I. Executive Director's Report:

a. Marketing; b. Events; c. Facilities

Errol Porter said April has been designated as mountain biking month. He 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 pages visited on the website. Updates included upcoming calendar events and new brochures for Baker and OHV Guide.

Kyle said the release of the OHV guide was perfectly timed since a representative from NV Magazine was in town and Kyle is hosting an OHV experience tomorrow. He talked about the Baker brochure, that we are trying to finish off all of our grants, about the mountain bike blitz and special events marketing. We are working on the billboards on the west end and center of town. We are working with McGill and Baker on murals there. The ghost and Basque sheep herder murals are both being refreshed.

Chairman McIntosh gave a special thanks to Member Carson and the City of Ely for the magnificent job they have done on all of the OHV signs and brochures.

5. OLD BUSINESS:

A. Board Member Reports:

Member Henry gave an update on the horse races. She said for the first time ever due to the grant monies received for advertising, they have been able to reach Wyoming Downs in Evanston, WY. They will be in the brochure. She talked about activities they are involved in in Idaho and southern Utah.

Member Bullis said a white paper was recently done that will be used for approaching potential investors for the ski resort. He went over specifics from the report.

Chairman McIntosh thanked Wayne Cameron for organizing the judicial center tour and for organizing the meet and greet at the Convention Center. Thank you to everyone who has been working on the all class reunion and Vietnam traveling wall.

B. Agenda Item(s) for Next Board Meeting: Ski resort update, update on all class reunion and traveling Vietnam wall, public hearing for the final budget and augmented budget.

6. PUBLIC COMMENT: Mr. Chachas said he has presented requests for public information numerous times reference the new parking lot that the Convention Center put in does not meet ADA access. He said the Community Choir has not repaid the Convention Center for the \$4,000 for pigeon control. He has asked about the NNR receiving over \$240,000 in room tax money. They need to be cut off until they are operating under the Nevada Open Meeting Law. We need to know how the money

given to the golf course by the Tour and Rec Board is being spent. In regards to the former director Mr. Spear, when he was contracting, did he have the requisite business licenses. Mr. Chachas has given the Board a variety of photos in regards to different businesses. Time was called.

7. **ADJOURNMENT:** Chairman McIntosh adjourned the meeting at 5:05 pm.

Minutes submitted by: Judi Bourbeau

Minutes approved by:

Jacobs M. McIntosh
Name

May 25, 2021
Date