

**White Pine County Tourism and Recreation Board
Regular Meeting Minutes
January 26, 2021 4 p.m.**

1. Call to Order; Pledge of Allegiance

Chairman McIntosh called to order the meeting of the White Pine County Tourism and Recreation Board on January 26, 2021 at 4pm in the White Pine Room at the Bristlecone Convention Center. Kyle Horvath led in the Pledge of Allegiance.

2. Roll Call

Board Members Present

In Person

Caroline McIntosh, Chair

Via Zoom

Marietta Henry, Vice Chair Bryane Goeringer Ian Bullis

Board Member Absent

Kurt Carson

Staff Present

Kyle Horvath Errol Porter, via Zoom

Legal Counsel

McKinzie Hilton

Public Present via Zoom

Mary Cain 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 Goeringer moved to accept as presented.

Motion Seconded: Member Henry **Motion carried**

B. Approval of Minutes: December 22, 2020 4pm

Motion: Member Henry moved to accept as presented.

Motion Seconded: Member Goeringer **Motion carried**

C. Election and Approval of Board Positions, Including Chair, Vice-Chair, Treasurer and Secretary

Motion: Member Henry nominated Caroline McIntosh as Chairman.

Motion Seconded: Member Goeringer **Motion carried**

Motion: Chairman McIntosh nominated Marietta Henry as Vice-Chairman.

Motion Seconded: Member Goeringer **Motion carried**

Motion: Chairman McIntosh nominated Bryane Goeringer as Treasurer.

Motion Seconded: Member Henry **Motion carried**
Motion: Chairman McIntosh nominated Ian Bullis as Secretary.
Motion Seconded: Member Henry **Motion carried**

D. Appoint Member to Golf Course Advisory Board:

Motion: Member Goeringer nominated Ian Bullis to serve as the Tourism and Recreation liaison to serve on the Golf Course Advisory Board.
Motion Seconded: Member Henry **Motion carried**

E. Review of the Financial Report: Kyle went over the room tax report giving the breakdown for each entity. He reviewed the room tax comparison report which showed a 9.5% drop in revenues compared with this time in December 2019. Next discussed was the year-to-date budget. Right now, we are almost at 75 percent for what we had budgeted for City room tax and 91 percent for what we had budgeted for County room tax. Center events income is at 23 percent of what we had budgeted for. We are pretty much where we are supposed to be year-to-date with our percentages.

F. Ratify Bills:

Motion: Member Henry moved to pay check nos. 10167 through 10203 minus check nos. 10186 and 10144 in the amount of \$121,090.20.
Motion Seconded: Member Goeringer **Motion carried**

G. Approval to Pay Bills to Bath Lumber:

Chairman McIntosh advised she will abstain from this item since she has an interest in Bath Lumber.
Motion: Member Henry moved to pay check no. 10186 in the amount of \$157.22 and check no. 10144 in the amount of \$686.77 for a total of 843.99.
Motion Seconded: Member Bullis **Motion carried with one abstention.**

H. Annual Auditor's Report: Mary Cain of Eide Bailly made the presentation. Report has been finalized. She thanked the staff for all their hard work. She went over the financial statements and opinion. Further supplemental information is management discussion and analysis and then a couple of schedules. She went through the various reports page by page. Chairman McIntosh thanked the auditor for all their hard work.

Motion: Member Bullis moved to accept the annual auditor's report.
Motion Seconded: Member Henry **Motion carried**

I. Updated Job Description: Kyle said the updated job description was done by Tim Bunch. The Marketing Manager is essentially the same that was approved initially when the job was advertised. What has been added are duties over at the new visitors' center with the space share at the Chamber building. Errol will be working over there several days a week. Chairman McIntosh said all job descriptions will be reviewed after the Legislative session to reflect any changes and/or updates.

Motion: Member Goeringer moved to accept the updated job description.

Motion Seconded: Member Henry **Motion carried**

J. White Pine County Tour and Recreation Grant Dates: The grant period for Aid to Organizations will open February 5 and close March 5, 2021. The Capital Improvements and Outdoor Recreation grant period will open May 14 and close June 11, 2021.

Motion: Member Henry moved to accept the White Pine County Tour and Recreation grant dates as stated.

Motion Seconded: Member Goeringer **Motion carried**

K. Facilities Guide Update: Kyle said Jade is working on the layout. Kyle has started writing content.

L. Strategic Plan Update: Chairman McIntosh said we are trying to update the Strategic Plan every January. She said Kyle has simplified our previous document. Kyle went through the Guiding Principles, Mission Statement and Strategic Priorities. All members approved of the simplified document.

Motion: Member Goeringer moved to accept the new Strategic Plan.

Motion Seconded: Member Bullis **Motion carried**

M. Approval to Apply for the Paycheck Protection Plan – Second Draw Loan from the CARES Act: Chairman McIntosh said we did receive the PPP from the first draw. She said this second draw will be a big help if it is available. The first PPP was forgiven; it became a grant instead of a loan. The approximate amount for the second draw will be \$50,000.

Motion: Member Henry moved to apply for the Paycheck Protection Plan - Second Draw Loan from the CARES Act.

Motion Seconded: Member Bullis **Motion carried**

N. Executive Director’s Report:

a. Marketing; b. Events; c. Facilities

Kyle gave a recap on the Fire and Ice weekend events. An article recently came out from Mountain Bike Rider magazine from the UK. It asked the most intrepid mountain bike travelers the places they most looked forward to visiting and when asked, taking a mountain bike trip across Highway 50, and hitting up the trails in Ely, NV was mentioned. Kyle told about the materials freshly reprinted – lodging brochure, updated museum brochure, an updated night sky rack card, golf course rack card and then the big map that the Chamber does. Great Basin National Heritage partnership grants are coming to a close on February 5. Kyle said he will be helping the Museum with the start of construction on the ping pong train that goes between the Depot and Nevada Northern Railway to the Museum. We are two weeks deep into the shared space agreement with the Chamber. The Visitors’ Center has been set up. We have our Visitor Liaison working now. Main Street is doing a program where if you bring in a receipt from any business in White Pine County, write your name and address on it and put it in a box, they will be doing drawings for some really great prizes. This will run from February 1 through 14, 2021.

Errol gave his marketing report. He spoke about Facebook and Instagram and the uptick in followers. Next was the targeted digital ads. Search engine marketing, cyber targeting, targeted Youtube ad and Facebook retargeting were next discussed. The top five pages of the website were given. You can also see how people visited our website either via mobile, desktop or tablets. The amount of time people spent on our site was up 75 percent. Page views were up 56 percent. The mural tour videos came out this last month. We recently had an article come out in Business View magazine. We had partnered with the County and the Ely airport. We have new brochures out with the new logo. Errol spoke to some upcoming events. Happy Birthday to Lehman Caves - 99. Great Basin National Park will be doing events throughout this year and wrapping up next year to celebrate the 100th birthday.

5. OLD BUSINESS:

A. Board Member Reports :

Member Henry said she has someone to help in setting up the new horse race office. She said we will be working with Ag 13 to fill out the application for the State of Nevada for the official race dates which are August 20, 21 and 22, 2021.

Member Bullis said he has continued to move the ball down the field with the possibility of diversifying our industry here by potentially bringing a ski resort to the area.

Chairman McIntosh thanked Wayne for our partnership with the Chamber.

B. Agenda Item(s) for Next Board Meeting: None mentioned at this time.

6. PUBLIC COMMENT:

Maureen Otzelberger commented about the fireworks on Sunday during the Fire and Ice events that were fantastic. It was a great weekend.

Wayne announced that the White Pine Rodders stopped by. They are intending to set up a show for August 13 and 14, 2021. They are requesting Tour and Rec to assist them in marketing.

7. ADJOURNMENT:

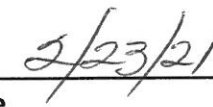
Motion: Member Henry moved to adjourn at 5:23 pm.

Motion Seconded: Member Bullis **Motion carried**

Minutes submitted by: Judi Bourbeau

Minutes approved by:


Name


Date