

**White Pine County Tourism and Recreation Board
Regular Meeting Minutes
November 24, 2020 4 p.m.**

Call to Order; Pledge of Allegiance

Chairman McIntosh called to order the meeting of the White Pine County Tourism and Recreation Board on November 24, 2020 at 4:01 p.m. in the White Pine Room at the Bristlecone Convention Center. Director Horvath led in the pledge of allegiance.

Board Members Present Via Zoom

Caroline McIntosh, Chair Marietta Henry, Vice Chair 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

John Gianoli Michelle Beecher Mark Bassett Chris Stanko

Public Present in Person

George Chachas Janet VanCamp Wayne Cameron

I. Public Comment:

Janet VanCamp gave an update on the Museum. She spoke about the Cherry Creek depot, the Nevada Tourism grant, and the Sunny Martin cabin. The annual membership drive will be held on January 9, 2021.

George Chachas spoke to Agenda Item II.9. He is against it. He spoke to several items concerning the parking lot at the Convention Center. He said money given to the Community Choir for pigeon control needs to come back to the Board. He wanted to know if any Board members were on the railroad management board. Time called.

Wayne Cameron thanked the Board for the Sculpture Park decorations. He is in support of Item II.9.

Michelle Beecher stated she is in support of Item II.9.

John Gianoli stated he is in support of Item II.9.

Director Horvath said there were eighteen letters submitted to the Convention Center in support of Item II.9. They are all the same and will be submitted under Public Comment. Mr. Horvath at this time read one of the letters into the record.

I am writing to voice my support of the proposed resolution of the White Pine County Board of Tourism and Recreation supporting the return of the East Ely Railroad Depot and the East Ely Freight Depot at the Nevada Northern Railway National Historic Landmark back to the City of Ely and the Nevada Northern Railway Foundation.

As a local citizen, I have watched our local Railroad Foundation grow and I am very impressed with what they have accomplished. I especially like the new sign, barrier, and light display in front of the Railroad Depot, and I am very excited that they are restoring another one of our community's priceless steam locomotives. It seems clear that the best course of action is to have the entire Nevada Northern Railway National Historic Landmark complex, including the two buildings in question, owned, controlled and managed by members of the local community through the City of Ely and the Railway Foundation.

I believe this resolution will enable the Railway Foundation, the National Historic Landmark and, by extension, the community's tourism industry, to all realize their full potential.

Thank you for consideration of my views.

Mark Bassett spoke in support of Item II.9.

Chris Stanko, the Foundation's attorney, spoke in support of Item II.9. He wanted to let the Board know that there is already a full and complete legal structure for these buildings to fit right into. We have a very thorough and extensive legal framework in place for managing this complex.

II. New Business

1. Approval of Agenda, Including Removal of Agenda Items – Chairman McIntosh

Motion: Member Henry moved to accept agenda as presented.

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

2. Approval of Minutes: October 27, 2020 4 p.m.

George Chachas spoke saying the material he has given to the Board is not reflected in the minutes. Attorney Hilton commented that pursuant to the Open Meeting Law if any member of the public submits their written comments such as a transcript, we would attach that to the minutes but we do not attach any type of exhibit or other documents to the actual minutes. Those do stay with Judi in her records, but they are not part of the minutes.

Motion: Member Goeringer moved to approve minutes of October 27, 2020 4 p.m.

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

3. Review of the Financial Report

Mr. Horvath reviewed the Room Tax Report. In looking at the Comparison Report, it shows we are 6.3% above where we were last year. He then reviewed the budget report. We currently have an operation surplus. Chairman McIntosh commented she is happy the

Airbnb's are starting to pay room tax and thanked the City for passing the Ordinance. She also thanked Kyle for keeping a keen eye on expenses.

4. Ratify Bills

Motion: Member Henry moved to ratify bills in the amount of \$163,747.99, check nos. 10081 through 10125, minus check no. 10094 to Bath Lumber.

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

5. Approval to Pay Bill to Bath Lumber

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

Motion: Member Henry moved to pay Bath Lumber check no. 10094 in the amount of \$1,289.76.

Motion seconded: Member Bullis. **Motion carried with Chairman McIntosh abstaining from vote.**

6. Update on Facilities Guide

Mr. Horvath said that all the grants Travel Nevada awarded us jumped right up front. By the next meeting, we should have more information on the layout.

7. Review/Update of the Strategic Plan

Mr. Horvath discussed Priority nos. 1, 2, 3 and 4 and the deliverables.

8. Update on deliverables from LoamSeeker, LLC i.e. videos and pictures

Mr. Horvath has been in contact with Travis and the group formerly known as Bike Magazine. They are setting up an on-line publication in late winter/early spring. Kyle just received a drop box of 343 images from the bike test shoot. He gets to pick only forty of them. The five-minute destination video is being finished. Our raw footage will come with the final video.

9. Approval of Adoption of a Resolution of the White Pine County Board of Tourism and Recreation Supporting a 2021 Nevada Legislative Platform Regarding the Transfer of State of Nevada Buildings at the Nevada Northern Railway National Historic Landmark back to the City of Ely and Nevada Northern Railway Foundation, Inc.

Motion: Member Henry made motion that we approve adoption of the resolution.

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

10. Approval of the new White Pine County Tourism and Recreation Logo

Mr. Horvath said we have been rebranding ourselves over the past three years as a mining town with a rich history into a mountain town with a rich history, unique arts and culture and the best outdoor recreation in the State. He went over the three styles being suggested, specifically one for letterhead/administration, visitors, and merchandise.

Motion: Member Goeringer moved to accept the logo variations as presented.

Motion Seconded: Member Bullis. **Motion carried.**

11. Southern Nevada Public Lands Management Grant Act (SNPLMA)

Application for Trails Submitted by USFS

Chairman McIntosh gave a great deal of gratitude to Member Goeringer for his years of work. Member Goeringer said we know the application has been submitted. The grant proposal includes over forty miles of new trail development between Ely and the Ward Mountain Recreation area as well as linking up trails we now have and new ones with a trailhead included, pole line road regrade, and parking lot update with kiosks. The Ward campground trailhead will also be updated.

12. Approval of Meeting Date Schedule for the First Half of 2021

The meeting dates of January 26, February 23, March 23, April 27, May 25, and June 22, 2021 at 4pm were suggested.

Motion: Member Goeringer made motion to approve the meeting dates for the first half of 2021.

Motion Seconded: Member Henry. **Motion carried.**

13. Executive Director's Report: Marketing; Events; Facilities

Mr. Horvath said there was a request for the final event cost and revenue for Race the Rails. For the first time in four years, Race the Rails finished with a profit of \$681.67. Errol gave his report on Social Media, i.e., Facebook, Instagram, and Twitter. He then discussed Targeted Digital, i.e., Display Targeting, Targeted Youtube Ad and Facebook Retargeting. He discussed the Website and the top five pages visited as well as upcoming events.

III. Old Business:

1. Board Member Reports There were none.

2. Agenda Item(s) for Next Board Meeting None.

IV. Public Comment:

Mark Bassett thanked the Board for the approval of the resolution.

George Chachas spoke to Mr. Gianoli's comments. Mr. Chachas said there has been no collection of track rental from S&S Railroad for nine or fifteen years, whatever it is. He spoke to the rumors of embezzlement from the railroad. He had questions on several bills. He asked about play on the golf course and monies paid to the golf course. He has yet to receive any information on Mr. Spear. He spoke to the Silver State motel re: various licenses and the status. He is asking for answers to his requests for information that have been submitted four, five or more times.

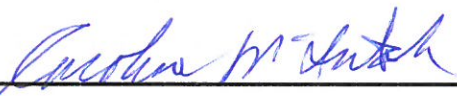
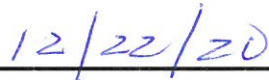
V. Adjournment:

Motion: Member Bullis to adjourn at 5:34 p.m.

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

Minutes submitted by: Judi Bourbeau

Minutes approved by:

	
_____ Name	_____ Date