

**White Pine County Tourism and Recreation Board
Regular Meeting Minutes
December 22, 2020 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 December 22, 2020 at 4:00 p.m. in the White Pine Room at the Bristlecone Convention Center. Director Horvath led in the pledge of allegiance.

2. Roll Call

Board Members Present Via Zoom

Caroline McIntosh, Chair Marietta Henry, Vice Chair Kurt Carson

Board Members Absent

Bryane Goeringer and Ian Bullis

Staff Present

Kyle Horvath Errol Porter via Zoom

Legal Counsel

McKinzie Hilton

Public Present Via Zoom

None

Public Present in Person

George Chachas Wayne Cameron Tim Bunch

3. Public Comment:

Mr. Chachas said at the November 24, 2020 Board meeting, he asked why Tour and Rec paid \$188.50 to Ely Rotary for dues and as of this date he has not received an answer. On the list of bills to be paid, Check No. 10136 is to PERS for a \$32 payment for Doris Lawler. What is the payment for? Mr. Chachas is repeating his concern for the Airbnbs. He has not seen any licensing. Mr. Chachas has not seen anything presented to the Board regarding the possible ski resort or ski area possibilities that Commissioner Bullis talked about at a different meeting. Mr. Chachas has on on-going concern on ADA compliance in the new parking lot.

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: November 24, 2020 4 p.m.

Motion: Member Henry moved to approve minutes of November 24, 2020 4 p.m.

Motion seconded: Member Carson. **Motion carried.**

C. Review of the Financial Report

Mr. Horvath reviewed the Room Tax Report. In looking at the Comparison Report, it shows we are at 2.6% less than what we collected this time last year. He then reviewed the budget report. He commented the grant reimbursement is a little higher than what we had budgeted for. The other item to pay attention to is the internet connection. We are at 103% for what we budgeted so when we do our augmentation in the spring, we will augment that as well. We are still operating at a surplus.

D. Ratify Bills

Kyle pulled the bill for Steptoe Valley Sound, Check No. 10159, for the mural audio recording since that will be paid for by White Pine Mainstreet. The new total is \$131,197.84 minus the Bath Lumber bill leaves a balance of \$118,449.84.

Motion: Member Henry moved to ratify bills in the amount of \$118,449.84, minus check no. 10144 to Bath Lumber and minus check no. 10159 to Steptoe Valley.

Motion seconded: Member Carson. **Motion carried.**

E. Approval to Pay Bill to Bath Lumber

Chairman McIntosh said since we do not have a quorum, this will be pulled until the next meeting.

F. Facilities Guide Update

Mr. Horvath said that we are compiling photographs now waiting for Jade's schedule to open.

G. Updated Job Descriptions

Chairman McIntosh said before we can hire someone to fill the position of tourism in partnership with White Pine Chamber of Commerce, we need to approve a job description. She said that since we just received the ones for the other positions, she proposed that we hold those off for now so that we all have time to review. She proposed that they go ahead and approve the Visitor Liaison position, and this would give everyone a chance to go through the others. Kyle said the Marketing Manager position was updated. Essentially it is all the stuff we had on there before; we did add the duties of going and manning the new visitor center in the Chamber building. The Marketing

Manger position will look similar with just the visitor liaison duties added. The Visitor Liaison position interviews are being held on December 28, 2020.

Motion: Member Henry made a motion that we accept the Visitor Liaison job description as presented.

Motion Seconded: Member Carson. **Motion carried.**

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

Errol gave his report on Social Media, i.e., Facebook, Instagram, and Twitter. He said that we received grant money from Travel Nevada that must be used by the end of the year. In that was a social media campaign aspect. 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. Errol spoke to the upcoming opening of the Chamber Visitor's Center and what people will receive when they come to the opening. It was decided postcards would be given out. They designed five different postcards that people will receive in a bundle.

Kyle said they have been updating all forms and putting the new logo on them. Updated tax forms have been done and sent out. The final bill for the parking lot has been received. It is complete minus one electrical meter box that needs to be moved. The trailhead kiosk at Sport's World is currently on hold for the winter. The Broadbent Park survey is complete. Kyle recently had his interview for the RTP grant. The NCOT open and safe grants include the mailer campaign, reprinting campaign which includes the City of Ely map, WP Public Museum brochure, night sky rack card, WP golf course rack card and lodging brochure, it helped with the Mainstreet mural video and the museum radio ad.

Kyle showed a video he received from Bike Magazine. He said the Convention Center office will be closed after the Christmas dinner and reopen on January 4, 2021.

5. Old Business:

1. Board Member Reports

Member Henry said White Pine Horse Races has been awarded a grant of \$10,000. Chairman McIntosh said White Pine Mainstreet received one of the Travel Nevada awards in the amount of \$13,000 for the mural audio tour. She said we are looking forward to seeing if we are eligible for the new stimulus money for PPP.

2. Agenda Item(s) for Next Board Meeting

Items for the next agenda will be: Bath Lumber check, the job descriptions, an update on the images that Errol has been able to shoot for the facilities guide, strategic plan, and update on the policy manual.

6. Public Comment:

Tim Bunch said he went to the Travel Nevada website. He saw Ely on there and went through the various pages. He was impressed with the pictures and writeups.

Mr. Chachas said Kyle’s laptop needs to be connected to the overhead TV. He said in reviewing some of the bills, he felt there was a need to share some of the hardware needs with the second hardware store in this community. The money given to the Community Choir has yet to be returned. He said he has not received any information regarding what he has asked for in the past. He is still concerned about the new parking lot reference the center walkway. He said he has not received any information reference RVs around the community. He said he has given a packet to the Board for the past six months and he has not received one item of information that he requested. He will resubmit the packet with today’s date. He noticed the golf course received \$10,000 in COVID-19 monies. He is still concerned about the amount of play at the golf course. He had not received any information regarding Mr. Spear or the Silver State Motel.

Chairman McIntosh wished a Merry Christmas to all.

7. Adjournment:

Motion: Member Henry made a motion to adjourn at 4:55 p.m.

Motion seconded: Member Carson. **Motion carried.**

Minutes submitted by: Judi Bourbeau

Minutes approved by:

Carolyn McIntosh
Name

January 26, 2021.
Date