

4B

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting Minutes
October 26, 2021 - 4pm**

1. Call to Order; Pledge of Allegiance

Chairman McIntosh called to order the White Pine County Tourism and Recreation Board meeting at 4:04 pm. Director Horvath led in the pledge of allegiance.

2. ROLL CALL

Board Members Present	Ian Bullis
Board Members Present Via Zoom	Chairman McIntosh, Marietta Henry
Board Members Absent	Kurt Carson, Bryane Goeringer
Staff Present	Kyle Horvath, Errol Porter via Zoom
Legal Counsel	McKinzie Hilton
Public Present via Zoom	None
Public Present in Person	George Chachas

3. Public Comment: George Chachas has ongoing concerns about the new parking lot at the Convention Center. It does not meet ADA minimum requirements. The money given to Community Choir for pigeon control needs to come back. They are a private club. I have asked and have yet to receive any information reference the money given to the golf course. What is the increase in play? Regarding the railroad and the funding they receive, they do not work under the open meeting law. I have not received any information regarding the railroad asking for an amendment. I have not received any information regarding Mr. Spear who was a contractor with the Tour and Rec Board. I brought to your attention on several occasions RVs setting up throughout the community. I want to know if those properties are licensed and if this Board is collecting room tax. Time called.

4. New Business:

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

Motion: Member Henry moved to accept agenda as posted.

Motion Seconded: Member Bullis **Motion carried**

B. Approval of Minutes: September 28, 2021 4pm

Motion: Member Bullis moved to accept minutes of September 28, 2021.

Motion Seconded: Member Henry **Motion carried**

C. Review of the Financial Report

Director Horvath went over the Room Tax Report giving amounts collected and disbursements made. He explained the difference between receipts and taxable receipts. He went over the Comparison Report which shows a three-year comparison. The next item reviewed was the year-to-date budget. We are currently operating at a surplus.

D. Ratify Bills:

Motion: Member Henry made motion to pay check nos. 10573 through 10606 excluding check no. 10586 in the total amount of \$193,632.30.

Motion Seconded: Member Bullis **Motion carried**

E. Approval to Pay Bill to Bath Lumber:

No action taken on this item. Chairman McIntosh advised she will abstain voting on this item because of her interest in Bath Lumber. Because of that, there was no quorum.

F. Ambassador Training Rollout: Director Horvath has been working with Abby, our Ambassador and Visitor Liaison. We have produced an outline of what this will look like. It is advocating and letting people know what White Pine Tour and Rec does for the County; the economic impact of it. It goes into good customer service, the questions you ask to build rapport. It finishes with what tourism offers to organizations and events. I would like to do a community test run having our partners come in and look at this, where we are asking questions how you market your community and what could we add. We want to get buy-in from all our partners in the community. I am in the process of choosing a date to proceed. Chairman McIntosh asked that the Board members be included in the presentation.

G. Travel Nevada Marketing Grant Applications for White Pine County Tourism and Recreation that are due November 7, 2021: Director Horvath said the applications are due November 7 and the end of the project period is June 30, 2022. For this new grant cycle two ideas suggested are the reprinting of the 50 Fabulous booklets and Rudy's music festival. Some other suggestions revolve around the gap in our PR during the summer months. Kyle is thinking of writing a trail-based outdoor recreation PR campaign specifically to drive more trail-based use. Another idea is the Hermann tour group. They do a domestic tour that is geared more toward national parks. If we are looking for more domestic travel to Great Basin National Park in Baker, then this is something we could write a grant for. Member Bullis asked what amounts are usually given for the grants. Kyle said they are between \$5,000 to \$15,000. Member Bullis indicated a potential grant project could be to get money to help market and promote the ski resort proposal. Business and user end marketing or marketing to investors.

H. Planning of the 2022 Fire and Ice Winter Arts and Athletics Festival: In starting to plan for this festival, Kyle has begun putting out feelers for the wood sculpture bon fire at the train yard. He reached out to Steve Gray at Cave Lake State Park. We all know that aspect of fire and ice is extremely weather dependent. We are asking for public input for events for the three days. Chairman McIntosh suggested a marketing grant from Travel NV for the first three months of the year since those are our lowest room revenue months.

I. Possible Locations to Place the New Horse Sculpture Purchased by White Pine County Tour and Recreation: Kyle said someone had produced an idea that is worth a public discussion about this art piece. This item was purchased with the idea of moving art outside of the downtown area, getting it out into the community. The initial thought was placing it at the corrals. One of the other ideas that came up was the fairgrounds. He felt that we now have two facilities that are suitable for this but felt that a public discussion was needed. A discussion was

held on placing the item at the fairgrounds. The consensus was that before we place this piece of art at the fairgrounds, we need to see what the architecture and art direction of the new project that was just approved through SNPLMA looks like. Member Bullis felt it was appropriate to put the sculpture where we intended to initially but look back to this artist when we want to do more. Chairman McIntosh felt we ought to consider placing future art sculptures in the Baker and Lund areas.

J. Executive Director's Report: a. Marketing; b. Events; c. Facilities

Kyle said we are working on the grants that were awarded through the last Travel Nevada grant cycle. We are currently redesigning the cheat sheet. We just got word that the Copper Queen is working with Smashburger about opening a location where Evah's used to be. We are working on the Baker brochure. The Top Fifteen brochure is in the queue to print. We are getting the maps for the mountain brochure updated. The OHV brochure has been sent off to print. The art promotional will not get started until the springtime. The story telling campaign was for eight to ten stories. We have contracted to get them written. The SNPLMA grants for White Pine County were fully funded. Kyle attended the McGill Town Council meeting last week. They are incredibly happy with the Pony Express mural. They are ready to start talking about the baseball mural. We are still working on the bowling alley location. NV Recovers is open now for suggestions on how to use Covid relief money in the communities. You need to go onto their website to submit your ideas. We are geared up for the holidays with the various train events.

Errol zoomed in for his report. He said we were up 119 followers on Facebook. Our post reach and page views were also up, as well as our Instagram and Twitter followers. Under targeted digital for display targeting, we have two ads running right now. He gave the breakdowns under Search Engine Marketing and listed the top five pages on our website. Eighty-six percent of visitors to our website were new with mobile use far higher than desktop or tablet use. As an update, Jen from LaQuinta came in and said this month was even more successful than last month. The Ely Film festival officially opened their short film contest. Deadline is February 14, 2022.

5. OLD BUSINESS:

A. Board Member Reports: Member Henry said they are waiting for the new ice freezer which will go underneath the grandstand at the fairgrounds. Chairman McIntosh would like Kyle to have Randy Long, the golf professional, give a written end-of-the year report at our next meeting.

B. Agenda Item(s) for Next Board Meeting: Fire and Ice Winter Arts Festival, Horse Sculpture Location, End-of-Year Report from Randy Long.

6. PUBLIC COMMENT: George Chachas expressed a concern that the City Council at its August 12, 2021, meeting gave a reduction of utilities for a property located at 790 Avenue I. He wants to know if that property is on the Airbnb list, do they have a room tax license, do they have a special use permit and if they do, when did they obtain it. George is concerned about the security of the horse sculpture from vandalism. At the August 24 meeting he reported that the City approved a renovation plan for Broadbent Park that would include the removal of the present grandstand that was remodeled/renovated by the Reck Bros. The new plan would have grass terraces and would not accommodate as many people as the grandstand does now. I am asking this Board to approach the City Council and tell them they need to consider a plan that includes the grandstand. George is dead set against Heritage Park being developed. Time called.

