

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting Minutes
November 23, 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 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, Bryane Goeringer,
Kurt Carson

Board Members Absent None

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 still has ongoing concerns about the information he has asked for and not received – the parking lot, the ADA compliance, money that was given to the Community Choir for pigeon control, money given to the golf course, grant monies given to the NV Northern Railway, former director Mr. Spear who was a contractor, RVs that have been set up in commercial areas, the status of the Heritage Park, and pulling support for Broadbent Park proposal that does not include the grandstand.

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 Goeringer **Motion carried**

B. Approval of Minutes: October 26, 2021

Motion: Member Goeringer moved to accept minutes of October 26, 2021.

Motion Seconded: Member Carson **Motion carried**

C. Review of the Financial Report

Director Horvath went over the Room Tax Report giving amounts collected and disbursements made. He went over the year-to-date month-to-month comparison. In reference to the budget, Director Horvath highlighted that we are not even halfway through the year, and we are already at sixty percent for what we had budgeted for the City and eighty-six percent at what we had budgeted for the County. Center events are at fifty percent of what we had budgeted for. There is nothing on the expenses over what we had budgeted for. We are at an operational surplus.

D. Ratify Bills:

Motion: Member Henry made motion to pay check nos. 10617 through 10656 excluding check no. 10633 in the total amount of \$121,242.80.

Motion Seconded: Member Goeringer **Motion carried**

E. Approval to Pay Bills to Bath Lumber:

Chairman McIntosh advised she will abstain voting on this item because of her interest in Bath Lumber. Legal Counsel Hilton reminded the Board this item will include last month's Bath Lumber bill since there was not a quorum at that meeting.

Motion: Member Henry made a motion to pay check no. 10633 in the amount of 1,417.86 and check no. 10586 in the amount of 153.21.

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

F. Planning of the 2022 Fire and Ice Winer Arts and Athletics Festival: Director Horvath said this will be an ongoing update until the event happens. Permits have been secured for the two nights of fireworks - Saturday off the back of the train and Sunday at Broadbent Park. We are still working on who will be doing the sculpture. With Cave Lake not being available this year, we are trying to figure out how to get the cannon back from Cave Lake and incorporate it into Fire and Ice Festival. We are confirming all our ancillary activities. Travel Nevada said that VIA magazine will be doing a story on Fire and Ice. Chairman McIntosh asked that Director Horvath put together a draft schedule for the Board.

G. Possible Locations to Place the Horse Sculpture Purchased by White Pine County Tour and Recreation:

Chairman McIntosh felt there were several places to be considered and if we have public art, she felt it should be enjoyed. Director Horvath said he felt it should be outside of the downtown so that we start expanding our public art to our external properties. Chairman McIntosh suggested adding public art to high traffic areas and the trails kiosk. Director Horvath will get a price and coordination needed to prepare the Corrals for the artwork. He will have an update at the December meeting.

H. Approval of Meeting Dates for the First Half of 2022: Director Horvath went over the dates for the first six months of next year.

Motion: Member Carson made a motion to accept the meeting dates for the first half of 2022 as January 25, February 22, March 24, April 26, May 24, and June 28.

Motion Seconded: Member Henry **Motion carried**

I. Written Presentation on Utah Outdoor Recreation Summit-Errol Porter:

Marketing Director Porter attended the Summit entitled "Outdoors Elevated," a two-day event held in Kanab, UT. Some of the main points expressed were how important it is to work together with our partners and our community, how we as a community need to make the companies want to come to us meaning that we need to have the infrastructure in place, and how important it is to market responsibly our destination and the tourist needs to take care of our destination. Some of the ideas taken away from the summit that Marketing Director Porter would like to implement are

the recreate responsibly language, keep updating our signage and create tool kits for our local businesses and collaborators for promoting on social media.

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

Director Horvath reviewed the meetings he attended this past month, letters were written for support for GBNP and WPC Round 19 SNPLMA proposals, status of the current grants with Travel Nevada, and submitted Travel Nevada grants. He went over the upcoming events. He reviewed the ongoing projects. As far as the ADA bathroom remodel, we must go out for bids again. The ambassador training dates will be the two weeks before Christmas. He went over the convention center events booked. He talked briefly about the Shop Local campaign held December 4 through December 18.

Marketing Director Porter gave his report on Facebook, Instagram, and twitter. For targeted digital, he talked about search retargeting and search engine marketing. He listed the top five pages on our website. He said we had 88% new visitors and gave the device breakdown.

5. OLD BUSINESS:

A. Board Member Reports: Member Goeringer is glad we got the SNPLMA grants. Fears, Tears and Beers will be held the second week in June. Member Bullis is continuing to be proactive in networking with people who know people so we can get the ski resort built. Member Henry is waiting to hear from the City about a grant that was applied for. She is also working on her final summation report. Chairman McIntosh reported that Maureen Otzelberger passed away. She thanked Kyle for getting the ambassador training off the ground.

B. Agenda Item(s) for Next Board Meeting: Report from Randy Long on Golf Course update.

6. PUBLIC COMMENT: George Chachas expressed a concern reference check no. 10649 that was paid to public employee benefits program for Doris Lawler. He wants to know why that payment is being made. Legal Counsel Hilton said the payment is for a former employee. Based on PERS, we are required to contribute to her retirement. He asked about a credit card transaction for \$90.44 for flowers. He said he would like a copy of any letters written regarding the SNPLMA grants regarding Heritage Park and Broadbent Park.

7. ADJOURNMENT: Chairman McIntosh adjourned the meeting at 5:13 pm.

Minutes submitted by: Judi Bourbeau

Minutes approved by:

 12/28/2021
Name Date