

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting Minutes
March 22, 2022 – 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	Chairman McIntosh, Ian Bullis
Board Member Via Zoom	Marietta Henry
Board Members Absent	Kurt Carson, Bryane Goeringer
Staff Present	Kyle Horvath, Errol Porter
Legal Counsel	McKinzie Hilton
Public Present in Person	Michael Couch, Great Basin Pyrotechnics Wayne Cameron, Chamber of Commerce

3. Public Comment: None.

4. New Business:

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

Motion: Member Bullis made motion to approve the agenda as presented.

Motion Seconded: Member Henry **Motion carried**

B. Approval of Minutes: February 22, 2022

Motion: Member Henry moved to accept minutes of February 22, 2022.

Motion Seconded: Member Bullis **Motion carried**

C. Review of the Financial Report

Director Horvath reported the amounts collected and disbursements made. In looking at the budget, we are still operating at a surplus and for total revenue budgeted, we are at 91 percent. In the expense category, we are going to have to augment insurance and taxes, building maintenance and repair, tour and recreation events and consulting services.

D. Approval to Ratify Payment of Bills

Motion: Member Henry made the motion to pay check nos. 10793 through 10837 excluding check no. 10812 for Bath Lumber in the total amount of \$130,269.53 for the month of February.

Motion Seconded: Member Bullis **Motion carried**

E. Approval to Ratify Payment of Bills to Bath Lumber

Chairman McIntosh will be abstaining from this item because of her interest in Bath Lumber. With this abstention, there was not a quorum for action on this agenda item. It will be carried

over to next month.

F. Approval of Preliminary Budget for Fiscal Year 22/23

Director Horvath said the items highlighted are the items he is making suggested changes on. Those items are an increase in City and County room tax. Center events are similar to this year. Under General Governmental expense, there is a budget increase in employee payroll and employee benefits. Under Culture and Recreation expense, there is an increase in Tour and Recreation Events. That will give us the flexibility to partner with more events with guidelines put in place. Insurance premium increase shows the actual as well with Building Maintenance. Community Marketing shows an increase because there are marketing opportunities that we have not taken advantage of which we should. Capital Outlay is a new line item for big ticket items. Chairman McIntosh said our internet connection is residential grade; we will have to go out for an RFP for an upgrade with unlimited access. This preliminary budget needs to be to the Department of Taxation by April 15th.

Motion: Member Bullis made motion to approve the preliminary budget for fiscal year 22/23 with the intergovernmental expenditures to be determined by the accountant.

Motion Seconded: Member Henry **Motion carried**

Chairman McIntosh said for the Aid to Organization items, they will be done individually. Director Horvath said the total amount requested is \$104,844.50.

G. ATO 01-22 – Awarding Grant to Great Basin Pyrotechnics in an amount not to exceed \$10,000

Motion: Member Bullis made motion to approve \$6,000.

Motion Seconded: Member Henry **Motion carried**

H. ATO 02-22 – Awarding Grant to White Pine Rodeo Team in an amount not to exceed \$8,000

Motion: Member Henry made motion to approve \$4,000.

Motion Seconded: Member Bullis **Motion carried**

I. ATO 03-22 – Awarding Grant to Ely Outdoor Enthusiasts in an amount not to exceed \$4,000

Motion: Member Bullis made motion to approve \$4,000.

Motion Seconded: Member Henry **Motion carried**

J. ATO 04-22 – Awarding Grant to Eastern Nevada Landscape Coalition in an amount not to exceed \$1,500

Motion: Member Bullis made motion to approve \$700.

Motion Seconded: Member Henry **Motion carried**

K. ATO 05-22 – Awarding Grant to White Pine Public Museum in an amount not to exceed \$1,190

Motion: Member Henry made motion to approve \$1,200.

Motion Seconded: Member Bullis **Motion carried**

L. ATO 06-22 – Awarding Grant to White Pine Production Events in an amount not to exceed \$19,000

Motion: Member Henry made motion to approve \$14,000.

Motion Seconded: Member Bullis **Motion carried**

M. ATO 07-22 – Awarding Grant to White Pine Chamber of Commerce in an amount not to exceed \$1,500

Motion: Member Bullis made motion to approve \$500.

Motion Seconded: Member Henry **Motion carried**

N. ATO 08-22 – Awarding Grant to Steptoe Valley Trap, Skeet & Target in an amount not to exceed \$3,500

Motion: Member Henry made motion to approve \$3,500.

Motion Seconded: Member Bullis **Motion carried**

O. ATO 09-22 – Awarding Grant to White Pine Chamber of Commerce in an amount not to exceed \$900

Motion: Member Bullis made motion to table this grant request to next month.

Motion Seconded: Member Henry **Motion carried**

P. ATO 10-22 – Awarding Grant to White Pine Horse Races in an amount not to exceed \$20,000

Motion: Member Bullis made motion to approve \$20,000.

Motion Seconded: Member Henry **Motion carried**

Q. ATO 11-22 – Awarding Grant to Lund Rodeo Association in an amount not to exceed \$2,254.50

Motion: Member Bullis made motion to approve \$2,300.

Motion Seconded: Member Henry **Motion carried**

R. ATO 12-22 – Awarding Grant to White Pine Main Street Association in an amount not to exceed \$2,250

No motion was made since there was not a quorum. This grant request to be listed on next month's agenda.

S. ATO 13-22 – Awarding Grant to White Pine Main Street Association in an amount not to exceed \$3,000

No motion was made since there was not a quorum. This grant request to be listed on next month's agenda.

T. ATO 14-22 – Awarding Grant to Nevada Northern Railway Foundation in an amount not to exceed \$9,975.

Motion: Member Bullis made motion to approve \$9,000 with caveat that Director Horvath gets approval on the design, that our logo is on it and access to the auto club database.

Motion Seconded: Member Henry **Motion carried**

U. ATO 15-22 – Awarding Grant to Great Basin Service Club in an amount not to exceed \$10,000

Since this is a second request for fireworks display and action was taken on the first request, no action was taken.

V. ATO 16-22 – Awarding Grant to White Pine Main Street Association in an amount not to exceed \$5,000

Motion: Member Bullis made motion to approve \$2,500.

Motion Seconded: Member Henry **Motion carried**

W. ATO 17-22 – Awarding Grant to Christian Motorcyclists Association Nevada in an amount not to exceed \$2,775

Motion: Member Henry made motion to approve \$700.

Motion Seconded: Motion Bullis **Motion carried**

Chairman McIntosh said we will not have a total on the grant award amount until next month. Director Horvath asked if for the ones approved, are we okay to send out letters advising award amount approvals. The legal response was Yes.

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

Director Horvath went over the meetings attended last month, the accomplishments, status on current grants, status on the arts, i.e., sculpture location and mural brochures, timeline for the Prometheus display, upcoming outdoor recreation events, other upcoming events, on-going projects, and Bristlecone Convention Center events.

Marketing Manager Porter gave a breakdown on social media, i.e., facebook, Instagram and twitter. On targeted digital through Reach Local, he discussed display targeting, search engine marketing and YouTube ads. He listed the top five pages visited on the website. He gave updates on the calendared events for the month. He has developed a media tool kit for International Dark Sky Week which will be April 22nd through the 30th.

