

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting and Final Budget Hearing for Fiscal Year 22/23 Minutes
May 24, 2022 – 4 pm**

1. Call to Order; Pledge of Allegiance

Chairman McIntosh called to order the White Pine County Tourism and Recreation Board meeting at 4 pm. Member Goeringer led in the pledge of allegiance.

2. ROLL CALL

Board Members Via Zoom	Chairman McIntosh, Marietta Henry, Bryane Goeringer, Ian Bullis
Board Member Via Phone	None
Board Members Absent	Kurt Carson
Staff Present	Kyle Horvath, Errol Porter
Legal Counsel	McKinzie Hilton
Public Present in Person	Wayne Cameron, George Chachas, Gene Ockert, Tony Zamora

3. Public Comment: Tony Zamora, the ride captain for Pony Express Schellbourne riders, spoke. He is a member of the National Pony Express Association which runs across eight states and a member of the ghost riders. This year he has a big dilemma because of the stoppage we have on the pony express trail right here in White Pine County. There is one person, one rancher, Hank Vogler, who has put some cattle guards in. The trail runs right down the middle of the county road. He is trying to get a gate put in there so we can traverse it. He has tried to contact Hank Vogler but to not avail. He spoke with a ranch hand who said they will not be putting a gate in. Mr. Zamora contacted BLM who said they will not be putting a gate in since it is not their responsibility. Under Congressional Law 1992 it says that US Government agencies will take care of the Pony Express, etc., which are supposed to be maintained by the government agencies. BLM says it is a county road and it is the County's responsibility. Time called.

Gene Ockert spoke. He said he was checking the trail earlier and found that when you turn off from Shellbourne and head east, one of our signs was taken down; it was knocked over (it looked as if it had been run over). When you get to the bottom there were two more signs pulled out and laying on the ground.

George Chachas said at the last meeting he requested information about some of the bills paid; in particular, check no. 10870 to Rack's Bar and Grill for \$1,140 for meals for the meeting. What meeting? Mr. Chachas asked at which Tour and Rec meeting was this discussed and approved. You need to account for the monies you spend. In the past he has asked about the money that has been given to the community choir for pigeon control. He has also asked about the railroad receiving monies without operating under the Open Meeting Law. He has asked also about their indebtedness. He has also asked about former Director Ed Spear. He wants to know about his various licenses. He said the new parking lot does not meeting minimum ADA requirements. On numerous occasions he has asked if different entities around the community were licensed for RVs, were they paying utilities, landfill, business license, etc. Regarding bills paid, he has asked about Doris Lawler. Why are you paying that money? On list of bills to pay there

are also Rotary dues for \$233.50. Previously it was for \$1,197. He wants to know why dues are being paid to a private club.

4. New Business:

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

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

Motion Seconded: Member Henry **Motion carried**

B. Approval of Minutes: April 26, 2022

Motion: Member Goeringer moved to accept minutes of April 26, 2022.

Motion Seconded: Member Henry **Motion carried**

C. Review of the Financial Report

Director Horvath reported the room tax amounts collected and disbursements made. In looking at the month-to-month comparison report, it shows that we are 8.4% above where we were in April of 2021. It is modest but shows good growth. In looking at the budget year to date, it shows with two months to go we are at 122% above what we budgeted for City and 126% above what we budgeted for County for room tax collected. We are almost at 100% what we had budgeted for Center events. Grant reimbursements are going to be higher. We will not need to pull from our fund balance even though we are going to augment our budget next month to accommodate the expenses that were over. He briefly went over the few items that were overbudget but overall, he said we are operating in a surplus. Financially this has been a solid year for tourism. The last document breaks down the month-to-month for all the motels, hotels, and campgrounds.

Motion: Member Goeringer moved to accept financial report.

Motion Seconded: Member Henry **Motion carried**

D. Approval to Ratify Payment of Bills

Motion: Member Henry made the motion to pay check nos. 10879 through 10921 excluding check no. 10897 for Bath Lumber in the total amount of \$135,619.27.

Motion Seconded: Member Goeringer **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.

Motion: Member Henry made the motion to pay check no. 10897 for \$287.81 to Bath Lumber.

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

At this time, Chairman McIntosh adjourned the Regular Meeting and opened the Public Hearing on the Final Budget for Fiscal Year 22/23.

F. Public Hearing/Discussion: Budget Hearing for Fiscal Year 22/23

Chairman McIntosh opened Public Comment on the budget.

There was no public comment.

Director Horvath recommended that we take our current budget as a reference point. He said we had our proposed budget that the Board had approved but there has been discussion since that time so that is what we are going over today. On the attached paperwork, the column to the left shows what has been proposed and the column to the right shows the modifications. We budgeted very conservatively in the room tax for the city and the county. From where we originally budgeted is under where we are currently at right now with two more months ago. We will pass two million dollars in room tax collected this year. It was recommended that we change the budget and add more into what we are thinking we will get next year so we up the city room tax to \$1.6 million and the county room tax up to \$190,000. We are currently above what we are proposing for next year. Accounting fees are over in this year's budget, and we will have to augment. This was increased by \$6,000. Under Culture and Recreation expenses, Payroll and Employee Benefits have been increased. Internet Connection was increased because we are looking at getting fiber. Insurance and Taxes was increased, and we will have to augment. We have increased Consulting Services. We are seeing a great return with our PR firm. Capital Outlay is to cover the remodels to the convention center as well as bringing in fiber. We are talking an increase of \$200,000 in expenses.

Chairman McIntosh proposed that we increase the city to \$1.8 million and the County to \$200,000. She felt we needed to add monies to Insurance and Taxes to a total \$17,000. Member Goeringer asked what our savings are. Director Horvath said it is \$2 million. Member Goeringer is comfortable with the increases as said. Member Henry is also comfortable with the increases as said. Member Bullis is also in agreement. Chairman McIntosh said since this is a draft, this will go back to our CPA to make the adjustments and then send to the Department of Taxation.

Chairman McIntosh opened Public Comment to the proposed budget.

George Chachas felt it was good that we are seeing an increase in numbers, but his concern is a lot of the room tax is coming from the workers. He is worried about selective enforcement by the city. At some point he said the Tour and Rec Board must consider taking the tax off the workers that have to stay in motels. He has a concern that the employee count is going up by two added employees.

Chairman McIntosh closed the Public Hearing on the Final Budget for Fiscal Year 22/23 and reconvened the Regular Meeting.

G. Approval of Budget for Fiscal Year 22/23:

Motion: Member Bullis made a motion to approve as presented with an adjustment upwards to \$1.8 million for the City, an adjustment upwards to \$200,000 for the County, and an adjustment upwards to \$17,000 for Insurance and Taxes.

Motion Seconded: Member Goeringer

Motion carried

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

Marketing Manager Porter gave a breakdown on social media, i.e., Facebook, Instagram, and twitter. Videos were up 112% because of videos related to Schellraiser. On targeted digital, he discussed display targeting, search engine marketing and YouTube ads. Chairman McIntosh inquired whether we geofence and suggested we consider starting that up again. He listed the top five pages visited on the website. Updates were given on the calendared events for the month. Errol said he, Kyle, and Shadrach have been

meeting every Monday to go over website updates and statistics. We know which pages people are going to, so we know which pages to update. Chairman McIntosh requested we have a bar graph to show earlier data to use for comparison. She would like to have included in his report our newsletter subscription rate.

Director Horvath said that he went to Richmond, VA for the National Mainstreet Conference. He felt it was very beneficial. He presented what our White Pine Mainstreet did during Covid to support the businesses as well as all the accomplishments White Pine was able to do. It was successful from the standpoint of putting Ely on a national stage. A number of presentations he went to dealt with controlling real estate, how to deal with vacant buildings and absentee property owners. He has a mountain bike influencer in town that is part of Travel Nevada grant. He has a film crew coming in tonight videoing for the next two days our arts promotional video which is also a Travel Nevada grant.

5. OLD BUSINESS:

A. Board Member Reports

Member Goeringer said he is still working on the trails and putting in the final mapping for the SNPLMA project. Member Henry said that at the last City Council meeting, the horse races were awarded \$25,000 for funds that we would have received from the State of Nevada. Chairman McIntosh said that we had two restaurants that went down during Covid; one was All Aboard and the other Evah's. They are both reopened. All Aboard is under a different format and Evah's is being used by Smashburger.

B. Agenda Item(s) for Next Board Meeting

Chairman McIntosh said we need to augment the budget and may need a special meeting for that. She would like to see an expanded marketing report, what is working and what our trends are. Updated job descriptions are needed.

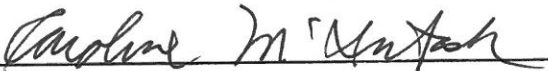
6. PUBLIC COMMENT: Mr. Zamora mentioned the signs saying grant monies were received to do the signs. It is disheartening to see them taken down. He said Commissioner Bybee is working with him on getting the gate put in at the cattle guard. Mr. Zamora said he would like to see the Pony Express trail used by mountain bikes or a tourist bus to the area. He said the highest point on all of the Pony Express is right here in our backyard at Rock Springs. Time called.

George Chachas wants to know how many conventions we had last year and how many of those conventions were new. At earlier meetings, he has commented he has not seen anything on the agenda about Heritage Park. He has not seen anything on the agenda about the grandstand at Broadbent Park.

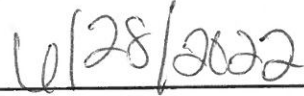
7. ADJOURNMENT: Chairman McIntosh adjourned the meeting at 5:10 pm.

Minutes submitted by: **Judi Bourbeau**

Minutes approved by:



Name



Date