

**White Pine County Tourism and Recreation Board  
Bristlecone Convention Center – White Pine Room  
Regular Meeting Minutes  
July 26, 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 4:06 pm. Member Bullis led in the pledge of allegiance.

**2. ROLL CALL**

**Board Members Present/Zoom** Chairman McIntosh, Bryane Goeringer

**Board Members Present** Ian Bullis, Marietta Henry

**Board Member Absent** Kurt Carson

**Staff Present** Kyle Horvath, Errol Porter

**Legal Counsel** McKinzie Hilton

**Public Present in Person** Trisha Goulter, Jess Trask, Michael Couch, Wayne Cameron, Nathan Robertson, Janet VanCamp

**3. Public Comment:**

Trisha Goulter spoke. She and her boyfriend came up with the idea of having a Halloween parade and bash right along with the trick-or-treat festivities. She was asked to leave her contact information.

Jess Trask spoke. She manages a ranch in Lund. Recently they had visitors from Poland visit their ranch who were interested mainly in the horses. This gave them the idea of bringing more people around horses. One idea would be a horse drawn carriage that would take people around to the murals or the railroad. She would love to be a sounding board for the idea. It could be seasonal or work around the weather.

Janet VanCamp spoke. She gave an update on the rock show at the White Pine Museum. They had 273 visitors at the show. They had visitors from White Pine County, Alamo, Henderson, Las Vegas, Caliente and Elko as well as many from out of state. They received four new memberships from the attendees. She thanked Tour and Rec for the grant that allowed them to put on this show.

George Chachas spoke. He has yet to see anything on the agenda reference Heritage Park. He has yet to see anything on the agenda regarding Broadbent Park and retaining the present grandstand. He said it appears that the City Council is out to destroy downtown venues. On agenda item 4F, you are to consider a grant to Nevada Northern Railway Museum in an amount of not to exceed \$33,602. That request needs to be denied. They do not operate under Nevada Open Meeting Law. Mr. Chachas observed on the list of bills to be paid a check made out to Rack's Bar and Grill for a meeting held on April 22, 2022. He is again asking what meeting this was for and at which Tour and Rec Board meeting was this discussed and approved. Mr. Chachas continues to see RVs sitting out around the community. He wants to know if proper fees are being collected. Time called.

**4. New Business:**

**A. Approval of Agenda, Including Removal of Agenda Items-Vice Chair Henry**

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

**Motion Seconded:** Member Bullis

**Motion carried**

**B. Approval of Minutes: June 28, 2022**

**Motion:** Member Bullis moved to accept minutes of June 28, 2022.

**Motion Seconded:** Member Henry

**Motion carried**

**C. Review of the Financial Report**

Director Horvath discussed the end of last fiscal year's budget, the one that was augmented. Everything came in under or at one hundred percent except for public art; it was overspent by \$300. He will deal with that with our auditor. We finished with a \$524,524.91 operating surplus. Over fifty percent of what we collect for room tax is reinvested back into the community. He then gave the amounts given to the various entities. For the month of June's room tax, there were a couple of penalties and late payments. He gave the amounts collected and the disbursements made. On the room tax comparison report, it shows that we finished almost three percent above from where we were at this time last year. For the entire fiscal year of 2021/22, we finished 17.2 percent above where we were at this time last year. He pointed out that if you look at 2018 to 2019, which is a non-covid year, his first year here, still learning White Pine County, you can see the jump in how much room tax our team has been able to do between the marketing, the conventions, the community development and the relationship building - over 2.2 million dollars this year in room tax collected and over fifty percent of that reinvested right back into the community. He said we may be approaching our ceiling in the summer months; that if we want to see major gains in our tourism, we need to start developing our winter activities.

**D. Approval to Ratify Payment of Bills**

**Motion:** Member Henry made a motion to pay check nos. 10973 through 11050 minus Bath Lumber in the amount of \$310,880.98.

**Motion Seconded:** Member Bullis

**Motion carried**

**E. Approval to Ratify Payment of Bill to Bath Lumber:**

Since Chairman McIntosh has an interest in Bath Lumber, she will be abstaining from voting on this item.

**Motion:** Member Henry made a motion to pay check no. 11019 in the amount of \$880.73 to Bath Lumber.

**Motion Seconded:** Member Bullis

**Motion carried with one abstention**

**F. CAP 013-22 Awarding Grant to Nevada Northern Railway Museum in an amount not to exceed \$33,602:**

Chairman McIntosh disclosed that she is a member of the Nevada Northern Railway Museum Foundation.

**Motion:** Member Henry made motion to approve \$10,000.

Chairman McIntosh asked if she was allowed to vote on this item. Legal counsel Hilton said that Chairman McIntosh is on the Board as noted in the funding application; however, since she receives no compensation for her volunteer work on that Board, she is permitted to vote on this item. She was advised by legal counsel to disclose. The legal advice is that she can vote on this item.

**Motion Seconded:** Member Bullis

**Motion carried**

**G. Review and Possible Acceptance of Events Assistance Agreement 2022/2023 Between White Pine County Tourism and Recreation Board and White Pine Chamber of Commerce:**

Director Horvath said this an updated version of an agreement that has been long-standing with the Chamber where for certain Tour and Rec events, the Chamber helps us find event assistants. They used to be called volunteers but because there was a financial exchange, they couldn't be called volunteers but more correctly assistants. The amount is still the same at \$350. Wayne Cameron from the Chamber said their Board wanted to ensure that they would have assistants for the three that were identified but if there were any others, they couldn't make any guarantees for the others. The three events are Fire and Ice, the Fourth of July breakfast and Race the Rails. Chairman McIntosh expressed her appreciation to the Chamber for giving us assistance throughout the year.

**Motion:** Member Bullis made a motion to approve the Events Assistance Agreement 2022/2023 Between White Pine County Tourism and Recreation Board and White Pine Chamber of Commerce.

**Motion Seconded:** Member Henry

**Motion carried**

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

Marketing Director Porter gave a breakdown on social media. Facebook broke the 7,000-follower mark. He spoke of the posts that were successful. Instagram followers were also up as well as Twitter. He discussed targeted digital through Reach Local giving the clicks and impressions. Search retargeting basically takes key words, search items and websites that people have visited and tracks them. Search engine marketing also takes key words and prior searches. He talked about our geofencing campaign. It is a way to track tourists or potential tourists by setting up parameters. This geofencing campaign is specifically for the horse races. Our Youtube ad is continuing to do better. He gave the top five pages visited on the website and advised of upcoming calendar events.

Director Horvath reported on the meetings he attended. He has been working with East River PR and the Abbi Agency. We have just received our Not Just Elevated stickers. Race the Rails registration is open. We have uploaded new Ward Mountain trail run and motorcycle rodeo photos. We launched the new Ely arts video which was a Travel NV grant. It is up on Youtube. He gave the status on current grants. All past grants have been submitted and reimbursed. He gave an update on arts projects.

**5. OLD BUSINESS:**

**A. Board Member Reports:**

Member Bullis said as of tomorrow the County Commission will be presented with an option to go ahead with funding of our report on feasibility of a ski resort project. Member Henry thanked everyone for the money for the interlock panels, four hundred feet of them, for turn one at the fairgrounds. She said we have a photo op with KGHM for their generous donation. Chairman McIntosh congratulated our Little League Allstars.

**B. Agenda Item(s) for Next Board Meeting:**

None.

