

White Pine County Tourism and Recreation Board
Regular Meeting Minutes
August 24, 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 at the Bristlecone Convention Center in the White Pine Room. Director Horvath led in the pledge of allegiance.

2. ROLL CALL

Board Members Present	Ian Bullis, Bryane Goeringer
Board Members Via Zoom	Chairman McIntosh, Kurt Carson, Marietta Henry
Staff Present	Kyle Horvath
Staff Present Via Zoom	Errol Porter
Legal Counsel Present	McKinzie Hilton
Public Present in Person	George Chachas, Rudy Herndon, Dawn Black
Public Present Via Zoom	Wayne Cameron

3. PUBLIC COMMENT

George Chachas said earlier this month the County Commission held an informational meeting with the White Pine Water Pump Storage Project here at the convention center. He said there was a lack of microphones for those in the audience to be held. Nothing was provided except for the speaker. The audience could not hear public questions asked or comments made. Mr. Chachas is again requesting a copy of the written report from the consultant who did the ski resort study. He has yet to receive any information regarding if any of the Tour and Rec board members are on the NNR Foundation management board. He has yet to see any reports from those who have received monies through Aid to Organization grants from the Tour and Rec Board. This is the fifth time the request has been made. At the City Council meeting held on August 12, 2021, the City Council gave a reduction of utilities for property located at 790 Avenue I. The outstanding bill had not been paid for seven years and amounted to \$8035.41. The owners paid a little over \$4,000. He wants to know if the property is on the Air B&B list. Time called.

4. NEW BUSINESS

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

Motion: Member Henry made motion that we accept the agenda as presented.

Motion Seconded: Member Bullis **Motion carried**

B. Approval of Minutes: July 27, 2021, 4pm:

Motion: Member Bullis made motion to accept minutes as presented.

Motion Seconded: Member Henry **Motion carried**

C. Review of the Financial Report:

Director Horvath went over the Room Tax Collected Report for the month of June 2021, giving amounts collected and disbursed. He then went over the Comparison Report. We are up 20.3% from this time

last year. In reference to the budget report, we are still early in the fiscal year so a lot of the items, unless they were paid in full, we are for the first time since I have been here sitting at an operational surplus in the second month of the fiscal year.

D. Ratify Bills:

Motion: Member Henry made a motion to pay check nos. 10456 through 10502, less Bath Lumber, in the amount of \$168,420.99.

Motion Seconded: Member Bullis

Motion carried

E. Approval to Pay Bill to Bath Lumber:

Chairman McIntosh advised she will abstain voting on this item since she has an interest in Bath Lumber.

Motion: Member Bullis made motion to pay check no. 10476 in the amount of 809.91.

Motion Seconded: Member Henry

Motion carried

At this point in the meeting, Member Carson, who was in attendance via Zoom, left the meeting.

F. Presentation by Rudy Herndon on the Shellraiser Music Festival:

Rudy Herndon introduced his event planner, Dawn Black. She helped organize a music festival in its sixth season in southern Utah. Mr. Herndon said she, her husband and another partner came on board to help him organize his festival. Ms. Black said the music festival she has been involved in in southern Utah has brought in anywhere from 900 to over 3,000 people. She is here today to ask this Board to consider granting whatever they can towards marketing for the Shellraiser Music Festival. Mr. Herndon gave an overview of how the festival came into being. The site being developed is on eighty acres. The festival will be for four days, the first weekend June 2022. Thirty-one bands are lined up with thirty to forty vendors including food trucks. Chairman McIntosh requested they submit a specific list of ways that WPCT&R can support them. Director Horvath said we offer a certain level of marketing support; that is what we put our room tax towards. We reinvest through marketing. Chairman McIntosh said she appreciated the presentation, for them to work with Kyle and his staff to work up a proposal and work out the details.

G. Letter of Support for the Ely Shoshone Tribe's NTIA Grant Application:

Chairman McIntosh explained this is a grant for a broadband update. We are giving our support to the Ely Shoshone tribe for their application.

Motion: Member Goeringer made the motion to have Director Horvath write the letter of support.

Motion Seconded: Member Bullis

Motion carried

H. Review of 2021 Strategic Plan:

Chairman McIntosh said this was carried over from last month. Director Horvath went over each priority as laid out in the Plan. He said we need to focus more on getting awareness out to the local community which involves ambassador training. It has been reinforced that the hotels are bringing in a lot of groups on their own. One of our goals will be to get a better relationship between the hotels and us about sharing information on what is coming in so we can get our marketing material out to the visitors. We are starting tomorrow doing weekly posts of two-week forecasts of what is coming up. Chairman McIntosh said by the end of the year she would like to see the Renaissance Village tour video done. She also said she would

like to see the completion of the facilities guide by the end of the year as well as the mural brochure update. She commented about having a working relationship with Mt. Wheeler Power in getting information out to all the new hookups. She would like to have Director Horvath include in his monthly report the progress on the ambassador training, the AM1610 and any upcoming conventions.

I. Executive Director's Report:

Director Horvath said we were just awarded the EDA workforce grant we had applied for to develop the Toyaibe Trails Institute. We are now moving forward in developing the curriculum. We are scheduling our annual audit for October. He is getting together with YESCO to go over all our contracts. He did a screen share of East River marketing recap for July. He spoke about the Q&D Construction end of summer BBQ and concert on August 25 in Broadbent Park.

Errol spoke to Facebook, Instagram, and twitter. Targeted Digital is our display targeting which includes search retargeting search, search engine marketing and the horse race ads. Our website breakdown shows the top five pages which are like last month. He then gave the updates for the calendar for the month of September.

5. OLD BUSINESS:

A. Board Member Reports:

Member Bullis said he is doing a lot of networking, connecting with people that would be developers for ski resorts. Member Henry said we had a wonderful horse races event. We made more money this weekend than we ever have. She said we received a beautiful note from Deborah Fairman on behalf of CACH for the \$1,950 that was collected on the July 4th weekend. Member Goeringer said there are 18 kids that will be racing this year. He is looking at different trail apps. Chairman McIntosh congratulated Kyle on the EDA grant. She also congratulated AG 13 for adding the fireworks to the horse races this weekend.

B. Agenda Item(s) for Next Board Meeting: Chairman McIntosh would like Kyle to walk the Board through the Ambassador training and where we are on that.

6. PUBLIC COMMENT:

George Chachas said he has yet to see anything on the agenda regarding pulling their support for Heritage Park. He said the City has adopted a plan to remove the grandstand from Broadbent Park and put in grass tiers. You want to address usage, you want to accommodate people – you give them a nice grandstand, you can put the platform/stage out in front, and all is good. Grass tiers is not going to cut it. In the past he has asked for information and has not received anything. He still has concerns with the ADA compliance with the new parking lot. He still has concerns with money given to the Community Choir. He said he has an ongoing concern with the NNR continuing to get money from the Tour and Rec Board and they don't operate under the Open Meeting Law. Time called.

7. Chairman McIntosh called for adjournment at 5:15 pm.

Minutes submitted by: **Judi Bourbeau**

Minutes approved by:


Name


Date