

**White Pine County Tourism and Recreation Board  
Bristlecone Convention Center – White Pine Room  
Regular Meeting Minutes  
September 28, 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**

|                                 |  |
|---------------------------------|--|
| <b>Board Members Present</b>    | Ian Bullis, Bryane Goeringer (Arrived shortly after roll call) |
| <b>Board Members Via Zoom</b>   | Chairman McIntosh, Kurt Carson, Marietta Henry                 |
| <b>Staff Present</b>            | Kyle Horvath   |
| <b>Staff Present Via Zoom</b>   | Errol Porter   |
| <b>Legal Counsel Present</b>    | McKinzie Hilton  |
| <b>Public Present in Person</b> | George Chachas   |
| <b>Public Present Via Zoom</b>  | None   |

**3. PUBLIC COMMENT**

George Chachas is again reminding the Board he is requesting a copy of the consultant's report who did the ski resort study. He has yet to see any reports from those who have received monies through Aid to Organization grants from the Tour and Rec Board. If the organizations are not complying, all funds need to be denied and stopped until compliance is made. At the City Council meeting held on August 12, 2021, the City Council gave a reduction in property taxes for a property located 790 Avenue I. The outstanding bill had not been paid for seven years. He wants to know if that property is on the air bnb list.

**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: August 24, 2021, 4pm:**

**Motion:** Member Goeringer 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 August 2021, giving amounts collected and disbursed. Mr. Chachas said he wanted to know the difference between taxable receipts and tax collected. Mr. Horvath said he will come by and give him the information once reviewed what distinguishes non-taxable sales. He then went over the Comparison Report. We are up 12.9% from this time last year. In reference to the budget report, we are in an operational surplus currently. The last report is the hotel comparison. We look at this report periodically to see if there are any spikes or drops where

we need to determine the cause. Chairman McIntosh asked that the 2019/2020 column be included for comparison.

**D. Ratify Bills:**

**Motion:** Member Henry made a motion to pay check nos. 10503 through 10572, less Bath Lumber, in the amount of \$160,618.90.

**Motion Seconded:** Member Carson

**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. 10546 in the amount of \$1,060.94.

**Motion Seconded:** Member Henry

**Motion carried**

**F. Executive Director's Report:**

Director Horvath announced that we did expand our public art inventory this last month. It is a metal work horse sculpture made from old ranching equipment. In reference to Race the Rails, we scaled down the size of the medals yet keeping the quality. We received a price break on the t-shirts due to an error not on our part. We had twenty people less on race day than we did last year. We ended with a loss of \$208. A post survey was done. Kyle went over the responses. The council of State community development agencies had a conference and Ely was invited to do a presentation about our destination. Kyle did a 17-minute pre-recorded presentation. We received the EDA grant for the Toyaibe trails institute. We received a Travel NV grant to reprint materials. We were funded to do an art specific promotional video. We received money to hire a writer to continue our story telling campaign. For our marketing projects, we are waiting for one more mural before our mural brochure is done. Jade is wrapping up the shooting sports brochure. We are still working on the facilities guide. The back rooms are all wired up for the technology. TVs are being installed; rooms are being painted.

Errol spoke to Facebook, Instagram, and Twitter. We are finishing out the month of September with a Fall campaign on Facebook. Followers are up in all aspects of the social media for Facebook, Instagram, and Twitter. Targeted Digital is our display targeting which includes search retargeting and search engine marketing. Our website breakdown shows the top five pages. He gave the updates for the calendar for the month of September.

**5. OLD BUSINESS:**

**A. Board Member Reports:** Member Henry told of the new cooler/freezer that goes underneath the fairgrounds. It will be here October 18.

**B. Agenda Item(s) for Next Board Meeting:** Ambassador training and rollout.

**6. PUBLIC COMMENT:**

George Chachas said he has yet to see anything on the agenda regarding this Board pulling support for Heritage Park. His other concern is with the parking lot across the street. He has not seen anything regarding the money to be given back from the Community Choir for pigeon control. He has not received anything regarding the Nevada Northern Railroad. It is spending hundreds of thousands of dollars, and it is not operating under the Open Meeting Law. Part of his concern is from years past where Shane Bybee

was chair for fifteen years and no money was collected in rent. He has also asked about money given to the County golf course. He wants to know increase in play. He has an ongoing concern with the former Director Mr. Spear. Did he have a business license, commercial location, home occupation permit. Time called.

7. Chairman McIntosh called for adjournment at 4:38 pm.

Minutes submitted by: Judi Bourbeau

Minutes approved by:

Carolyn McIntosh  
Name

10/26/2021  
Date