

**White Pine County Tourism and Recreation Board  
Bristlecone Convention Center – White Pine Room  
Regular Meeting Minutes  
August 23, 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. Roman Mariani led in the pledge of allegiance.

**2. ROLL CALL**

<b>Board Members Present</b>	Chairman McIntosh, Ian Bullis, Kurt Carson, Marietta Henry
<b>Board Member Absent</b>	Bryane Goeringer
<b>Staff Present</b>	Kyle Horvath, Errol Porter
<b>Legal Counsel</b>	Not Present
<b>Public Present in Person</b>	Roman Mariani, White Pine Rodders Club

**3. PUBLIC COMMENT**

None.

**4. PRESENTATION: WHITE PINE RODDERS CLUB**

Chairman McIntosh introduced Roman Mariani from the White Pine Rodders Club. Director Horvath said that for the organizations that have been supported by Tour and Rec, he wants to bring them back to the Board after the event to give a recap of how the event went. This is something we will be doing monthly. Mr. Mariani thanked the Board and White Pine Mainstreet for their participation and support. They had a record breaker this year with 71 cars. A new event was added this year called a burnout. They are open to new ideas. Mr. Mariani said there is a fund raiser component where kids buy hot wheel cars, race them and the money that is raised is used for scholarship programs.

**5. ACTION ITEMS**

**A. Approval of Agenda, Including Removing 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: July 26, 2022**

**Motion:** Member Henry moved to accept minutes of July 26, 2022.

**Motion Seconded:** Member Bullis **Motion carried**

**C. New Business**

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

**Motion:** Member Henry made a motion to pay check nos. 11051 through 11091 less Bath Lumber in the amount of \$164,492.31.

**Motion Seconded:** Member Bullis **Motion carried**

**2. Approval to Ratify Payment of Bill to Bath Lumber**

Chairman McIntosh disclosed she has an interest in Bath Lumber and will abstain from voting.

**Motion:** Member Carson made a motion to pay check no. 11068 in the amount of \$470.27.

**Motion Seconded:** Member Henry

**Motion carried with one abstention**

**6. DISCUSSION/INFORMATION ITEMS**

**A. Update on the Request for Proposals for Broadband Improvements to the Bristlecone Convention Center**

Chairman McIntosh said an RFP was put out to get fiber in the Convention Center. In the meantime, the Office of Science Innovation and Technology in the Governor's office is handling about \$500 million in monies. The priority will be State offices; second priority is County facilities. Since we are considered County, we are on the list of facilities. That is why we have not done anything on the RFP. We are very happy for this opportunity. The timeline is not known at this time.

**B. Upcoming Tourism Survey and Draft Questions**

Director Horvath said what precipitated this is we are in our fifth year and with the community starting to turn over, he felt like it was important to put out a community-wide survey to see how much of an impact tourism is making. Essentially where do we stand with the community and how does the community feel we should be moving into the future. We will be sending the survey out digitally and it will be on our website. It touches on the four pillars: history, arts and culture, outdoor recreation and events. Member Bullis suggested an insert in the newspaper that could be filled out and either be returned by mail or dropped off to us.

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

Marketing Director Porter gave a breakdown on social media. Facebook had a very productive month. We have reached over 7,000 followers. Instagram and Twitter were both up. He discussed targeted digital through Reach Local giving the clicks and impressions. He pointed out that Search Retargeting and Search Engine Marketing figures have not only been consistent during his time, but they have grown. The ads are doing their job and people are seeing our website. Member Bullis brought up the huge number of followers to Nevada Northern Railway and asked what we could do to leverage our positive relationship with them to piggyback on some of their ads to bring people to our social media. Director Horvath said they would love to see more cross promotion. Errol talked about our geofencing campaign for the horse races which is officially done. Our Youtube ad is continuing to do better. He gave the top five pages visited on the website and advised of upcoming calendar events. He listed in his printed report his tool kits from last week and the hashtags.

Director Horvath said our main PR firm is East River and they have been sending out press releases for all our events and the Abbi Agency is working on mountain biking influencers. We have them doing two separate things and being successful at both. He is also working on and in collaboration with Main Street and the City of Ely on a façade improvement incentive program. We are working on the verbiage so we can present the idea for the incentive program and apply for grants that are available. He is going to Eureka on September 19 to talk to their tourism committee on the benefit of trails. We had modest growth

