

**White Pine County Tourism and Recreation Board  
Bristlecone Convention Center – White Pine Room  
Regular Meeting Minutes  
September 27, 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. Judi Bourbeau led in the pledge of allegiance.

**2. ROLL CALL**

<b>Board Members Present</b>	Chairman McIntosh, Kurt Carson, Marietta Henry (Zoom), Bryane Goeringer, Ian Bullis (arrived at 4:35 pm)
<b>Staff Present</b>	Kyle Horvath, Errol Porter
<b>Legal Counsel</b>	McKinzie Hilton
<b>Public Present in Person</b>	Brandon Stocksdale, NPS; Bill Wolf, Ski Ely; Jimmy Jordan, White Pine Productions; Ben Noyes, White Pine Productions, High School Rodeo; Wayne Cameron, WP Chamber; George Chachas
<b>Public Present Via Zoom</b>	Monte Sanford; Roshell Gist

**3. PUBLIC COMMENT**

Brandon Stocksdale with National Park Service spoke. He is with the Rivers, Trails and Conservation Assistance Program which is the community assistance arm of the Park Service. My job is to go around and help communities with conservation and recreation projects. Earlier in the year White Pine County applied to our program for assistance; we are working with the County to help complete a county-wide recreation assessment. We are looking at where there may be gaps or missing links in the system. How can we strengthen relationships between local user groups, non-profit groups, the various agencies in the community, and what kind of grants and funding sources are there.

Ben Noyes thanked the Board for the monies the high school rodeo club received this year. We had 250 horses here with 176 contestants. It was a three-day event. He offered a big Thank You to the Board.

**4. PRESENTATION: WHITE PINE PRODUCTIONS**

Jimmy Jordan and Ben Noyes took turns speaking. Nineteen events were put on this year. All successful. For our motorcycle rodeo, we had thirty-eight contestants. We had fifty-four adults and twenty kids who came through the gate. All attendees were from Nevada. The roping, barrel racing and our ranch rodeo was well attended. We had to cut off the amount of people that could participate at 24 teams. At any point in time there were 200 to 300 people around the area prior to the races starting. The stands were a quarter to a half full during the day. We held a roping clinic. We would like to keep it around 15 to 20 participants just because of the amount of instructors we have. We actually took 25. It's a good event for the first part of June. We had people from Wells and Elko and a few from Utah. It was well attended. With the added money we were able to add more roping. The roping and barrel series are done throughout the state. We cover the Eastern portion. We had 140 teams in one of our events. On average we had eighty teams for roping. Barrel racing had around forty contestants. Kyle asked if they received any feedback from the out of area people. It was mentioned they come here for the good of it, husband and wife team

and the kids, temperature does make an impact with it being cooler as people enjoy traveling more. Chairman McIntosh asked if there were more ways Tour and Rec could support White Pine Productions. The response was the grant process is awesome and has helped them immensely, especially with the money prizes. We are well rounded with the events we have; we are thinking of things to do in the winter. Kyle asked if having a printed piece to give out with upcoming events would help in their travels. Response was Yes. It would enhance what we have coming up. The gentleman said Tour and Rec has done great for them and all the assistance is appreciated.

## **5. ACTION ITEMS**

### **A. Approval of Agenda, Including Removing of Agenda Items – Chairman McIntosh**

**Motion:** Member Carson moved to approve the agenda as presented.

**Motion Seconded:** Member Henry **Motion carried**

### **B. Approval of Minutes: August 23, 2022, 4pm**

**Motion:** Member Goeringer moved to accept minutes of August 23, 2022, 4pm.

**Motion Seconded:** Member Carson **Motion carried**

### **C. New Business**

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

**Motion:** Member Carson moved to pay check nos. 11092 through 11143 less Bath Lumber in the amount of \$215,093.39.

**Motion Seconded:** Member Goeringer **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 Goeringer moved to pay check no. 11109 in the amount of \$978.45.

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

#### **3. Approval of Letter of Support for the Ely Shoshone Tribe's Cedar Swamp Monument Proposal**

Chairman McIntosh welcomed Monte Sanford, a consultant on the Sacred Waters Valley Bahsahwahbee. He gave a short background on how the monument came about. This effort started a few decades ago since there were various things that threatened the area. The tribes became increasingly willing to share the stories of what happened at Swamp Cedars with the public. What happened there were three separate massacres that occurred during times of their annual religious gatherings at the site. Because of that, that is a very special, very sacred, and very holy place to the tribes. Not only the Ely tribes but also the Duckwater and the Goshutes. About a year and a half ago, the Nevada Senate unanimously passed a resolution to support the national monument. Following that, a national monument proposal was developed as a place of commemoration and to tell the story of the tribe's history and their heritage in the area. It includes 25,000 acres of the Swamp Cedar area, mostly north of the highway. The tribes are proposing to have it managed by the National Park Service. Right now, the BLM manages it, but we are proposing to have the Park Service manage it because that is something that they do and not the BLM. The years of the massacres were 1859, 1863 and 1897. Right now, discussions are being held with the local community, with land owners in Spring Valley, reaching out to White Pine County and the Federal

agencies that are going to be involved. The tribes want to make sure there is support for this. It will not be part of the National Park. A national monument is managed differently. Once approved the Park Service will collaborate with the tribes to see exactly what the monument will look like. The tribes want to share their story but there is some caution there as to what that is going to look like. The time line is to have this done within two years. This is such a small monument compared to others. Chairman McIntosh said we have local history with the 1897 massacre. Delaine Spilsbury's grandmother was one of only two survivors of that massacre. The tribes have a firm belief that this is not going to just be a place for the tribes; it is something they want to include everybody in to share their culture and history. Chairman McIntosh opened to the public any comments they may have. George Chachas commented that several months ago this was presented to the County Commission, and he supported it. He said he does not know where the monument is to be area wise. He said once you go to a monument there are restricted activities, and it is important that the County and community knows where it is to be. Chairman McIntosh said we have one brochure but she didn't think there was a map in there. Mr. Sanford said the site is north of the Osceola mining district and does not include it. He said he shared a map. Director Horvath said he had a map that Mr. Sanford supplied but had misplaced the detailed one provided. He asked that Mr. Sanford email him one so he can get it out to the public. Mr. Sanford said it is a small fraction of Spring Valley. It does not go into the wind energy facility. It does have a couple private parcels with SNWA. Mr. Wolf commented that 25,000 acres is set aside for the monument. Chairman McIntosh asked that the copy of the map that Director Horvath had be made available to people present; Errol made copies and distributed them.

Member Bullis arrived at 4:35 pm.

**Motion:** Member Goeringer moved to approve sending a letter of support for the Ely Shoshone Tribe's Cedar Swamp Monument Proposal.

**Motion Seconded:** Member Carson

**Motion carried**

#### **4. Approval to Allow White Pine County Tourism and Recreation to Submit an Application for Travel Nevada's 3D Destination Development Program**

Director Horvath said that Travel Nevada is launching their long-awaited destination development program. This has been sold as a doubling down on their grant program where communities are encouraged to come together on a big twenty-year vision. Representative came out two weeks ago to pitch the idea which consists of two years of consulting, design resources, etc. They essentially adopt your community for two years and infuse it in developing the details of this vision. This is a no match grant. At the state level having their recognition and having their resources would be a huge boost to getting this community up and over. Tomorrow at 6pm there will be a community stake holder meeting to start producing what this proposal should look like. Chairman McIntosh said there is a two-million-dollar pot that will be split up amongst the communities with no match required. She clarified Kyle's request that WPCT&R would be the grant lead on this for White Pine County. Kyle said it would include all the communities.

**Motion:** Member Bullis moved to approve WPCT&R to Submit an Application for Travel Nevada's 3D Destination Development Program

**Motion Seconded:** Member Goeringer

**Motion carried**

## 6. DISCUSSION/INFORMATION ITEMS

### A. Tourism Survey

Executive Director said this project was started because we do have lot of new people who are moving into the community and some of the locals may or may not know what White Pine County Tourism does. What you have before you is the updated version. This will be sent out via print version and by survey monkey to do digitally.

### B. Discussion on the Engagement of RCG Economics, LLC to conduct a study regarding the feasibility of the proposed Hotel/Casino/Ski Resort project with a \$13,000 contribution (1/3 of the cost). White Pine County has committed to paying \$26,000, 2/3 of the fee, assuming partnership with Tourism and Recreation.

Member Bullis said this is the next logical step in this project. He thanked Bryane Goeringer and his wife for showing the industrial professional what we have and why it is a good idea. We must have information from a credible source that this is a good idea. The County wanted this to be a partnership between it and Tour and Recreation. Member Goeringer felt it would be good to have a feasibility report on how this can happen. All ideas need some backing financially. Member Henry said her concern is that the city has not been included in this discussion. She said we receive 93% of our revenues from the City of Ely as far as room tax money. She felt it would be in order to include them in this conversation. Member Bullis said it was not intentional to neglect them; we have just been slowly piecing together relevant partners. He said RCG has already received the deposit and they are moving forward. This is a request for us to partner with them. Member Bullis said he would not have asked the city for money, but he would like to know their opinion about it. Member Carson felt it would be good to have this on the City's agenda for discussion. He said not to knock your efforts, he does worry about global warming. Can it be sustainable here? Member Carson said we can hardly freeze our ice sculptures. Director Horvath said this is being seen as a multi-season resort. He talked about the supporting services jobs that would evolve from this. Member Bullis felt for us to have another part of our economy here for jobs would be smart. Chairman McIntosh wanted to know who currently owns the land. It is Forest Service and BLM at the base. Bill Wolf said the majority of the project is BLM. There is expansion possibility onto the Forest Service. Chairman McIntosh wanted to know how much we have funded and where did it go. Director Horvath said we have funded just under \$5,000 and that was for Tim Cohee to come out twice. Chairman McIntosh said she would like all the Board members to have a copy of the work that was done from the eighties before the next Board meeting. As a summary, ownership would mainly be BLM right now, it would be through a land disposal, what we have already spent is under \$5,000 and they are asking for \$13,000 for a company out of Las Vegas. Bill Wolf said that the private lands would strictly be the base facility which could be forty acres and the remaining several thousand acres would be leased from the BLM for the ski lifts. The gaming part and hotel would be on private land. Member Carson thought it would be a good ice breaker to get the City Council involved in a discussion item on this issue.

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

Director Horvath went through the meetings attended. He listed the accomplishments for the month which included the room tax having a strong 9% growth over August 20/21. He listed current and open

grants. He gave updates on arts, history, outdoor recreation, upcoming events, on-going projects for 22/23 and Bristlecone Convention Center events.

Marketing Director Porter gave a breakdown on social media. Facebook was up by ninety-one followers. Instagram and Twitter were both up. He discussed targeted digital giving clicks, impressions and leads. On our geofencing campaign for the horse races, we had 148,000 impressions but zero walk-ins. The spend is on the impressions, not on the walk-ins. We will run the ad earlier next year. Our Youtube ad is continuing to do better. He gave the top five pages visited on the website and advised of upcoming calendar events. On device breakdown, most people were visiting on mobile. Errol has a media campaign at the ready celebrating the 35<sup>th</sup> anniversary year of Nevada Northern Railway. October will be train month.

**7. PUBLIC COMMENT**

George Chachas said he would like to see a detailed map of the proposed monument. He has yet to see anything on the agenda regarding Heritage Park. He has yet to see anything on the agenda regarding Broadbent Park and the retention of the present grandstand. For months he has been trying to get information regarding the Nevada Northern Museum continuously getting money from this Board, yet they do not work under the Open Meeting Law. Nothing has been addressed regarding the rumors that tens of thousands of dollars have been embezzled. He has also asked regarding the Silver State Motel having proper licensing. He has not received any feedback. He also asked regarding the approval of a check on April 22, 2022, no. 10872, to Rack's Bar and Grill, in the amount of \$1,140 for meals at a meeting. Again, what was the meeting for and when was it approved? Going back even further, he is concerned about the money that was given to Community Choir for pigeon control. You cannot support a private club. He has asked in the past and is asking again regarding the railroad, they keep asking for money and we do not know how it is being spent. Time called.

**8. ADJOURNMENT**

The meeting adjourned at 5:29 pm.

**Minutes submitted by: Judi Bourbeau**

**Minutes approved by:**

Name	Date	


10/25/2022