

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting Minutes
October 25, 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. Director Horvath led in the pledge of allegiance.

2. ROLL CALL

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| Board Members Present | Chairman McIntosh (Zoom), Marietta Henry (Zoom @ 4:09 pm), Kurt Carson, Ian Bullis, Bryane Goeringer (via phone) |
| Staff Present | Kyle Horvath, Errol Porter |
| Legal Counsel | McKinzie Hilton |
| Public Present in Person | Tony Enriquez, Samantha Elliott, Ray Andre, Janet VanCamp, George Chachas, and Bill Wilson |
| Public Present Via Zoom | Casey with SoSu.TV |

3. PUBLIC COMMENT

George Chachas has asked in the past and he is asking again. 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 retaining of the present grandstand. He has yet to receive any information regarding money being returned from the Community Choir. He is concerned about Nevada Northern Railway. They do not work under the Nevada Open Meeting Law. He has asked about the Silver State Motel whether it has a business license. On the April 22, 2022 billing, he noticed a payment of \$1,140, check number 1878, to Racks for meals. He has yet to receive a response as to what that was for. In the past he has asked and has yet to receive any information regarding Ed Spear who was a contractor with the Tour and Recreation Board. Time was called.

Ray Andre is approaching the Tour and Recreation Board today reference a project for Veterans' Day. He has several partners that he is working with. The children at the Learning Bridge School will be making Thank You cards for the veterans. He is also working with Smash and Grab. They have agreed to provide a free meal for veterans on Veterans' Day. He is also working with Perigo Beef and Cattle Company who is donating beef on behalf of the meal to be provided for the veterans on Veterans' Day. Evah's Copper Queen is a financial supporter. The Smash and Grab venue is most likely too small for what we want to accomplish so he is approaching the Board today to see if we can get permission to have the ballroom and kitchen donated to support our event. We are expecting anywhere from 30 to 100 people to attend. Director Horvath said a decision cannot be made during public comment. He suggested they have a conversation tomorrow to work out the details to see how we can partner on this project.

4. PRESENTATION: White Pine Public Museum

Janet VanCamp with the White Pine Public Museum was present. She had an update of what has been done since the first of the year and plans for the future. There has been a seventeen percent increase compared to this year with last year due largely to the Board's funding and support. We just finished up

the initial planning for the ping pong train between the Museum and the Railroad. There is a little bit more to do before Spring's anticipated start date. With the Board's grant funding, we just held our third annual rock show this past June. It was the best one by far. Just under two hundred people attended. For next year we plan on expanding it to include activities for kids. We also received funding from the Board for much-needed repairs to our stage coach storage shed which we just recently completed. Two weekends ago we had our first ever adult Halloween costume party at the Museum. We partnered with the Boys and Girls Club. They provided child care. We had food from Baker. Kyle and Errol were our mad scientist bartenders. My sister Melody wandered around in a mummy costume holding a cocktail and gave out fortunes. I was convincing enough as a Taro card reader to be asked for a business card. We promoted a kid's carnival the next two Saturdays with all the decorations still up. During the Lyons Club Punkin Chunkin event, the Museum sponsored the Bark in the Park pet parade. We took donations as an entry fee and donated \$260 to the Barks program. We had 26 pets. Some of the future events we would like to do is a Mother's Day tea this May and hopefully do something in conjunction with the Ely Film Festival. One of our Board members has been working on an Adopt an Artifact program where individuals pay to have an artifact refurbished or repaired. We are trying to get an online gift shop up and running and do quarterly newsletters. We just found out today that the old Mobil gas station between us and the pizza place is up for sale. Even though it is a big dream we are going to try to get some funding to incorporate that building into our grounds as another exhibit building. We are excited about the future and want to thank the Board for all its support.

Director Horvath asked in what ways can Tour and Rec help more. Janet said promoting the Museum more heavily like how the Railroad is promoted. She said they have a hard time getting locals in. They would like to get the locals on board and have more events promoted. Chairman McIntosh asked if they could work in collaboration as far as boosting membership. Janet said they did receive recently new members through the rock show they held. Kyle suggested a two-week campaign could be worked up for the winter months. Ian suggested a package deal with people riding the train which would include going to the Museum. Janet said that is the idea with the ping pong train. Bill Wilson reminded the Board and people present about the McGill Historic Drug Store which is supported as part of the Museum. We need to remember them in the financing and publicity. Janet said Keith and Gary Stokes created a video showing Keith greeting you as you walk through the Drugstore's door and that has made its way to Germany. We had a German radio journalist come through and he did an interview at the Drugstore.

5. ACTION ITEMS

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

Motion: Member Henry moved to approve the agenda as presented.

Motion Seconded: Member Bullis

Motion carried

B. Approval of Minutes: September 27, 2022, 4pm

Motion: Member Carson moved to approve the minutes of September 27, 2022, 4pm.

Motion Seconded: Member Henry

Motion carried

C. New Business

1. Approval to Ratify Payment of Bills

Motion: Member Bullis moved to pay check nos. 11145 through 11191 less Bath Lumber in the amount of \$160,311.99.

Motion Seconded: Member Henry

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 moved to pay check no. 11161 in the amount of \$803.54.

Motion Seconded: Member Bullis

Motion carried with one abstention

3. Approval for Executive Director's Attendance at the Nevada Transportation, Trails and Tourism Summit in Reno, NV from November 8-November 10, 2022

Director Horvath thanked the Board for their consideration. With our Board's focus on trails, he felt this was relevant to attend. Brandon Stocksdale has been asked to present at the summit to discuss the project he is working on with Ely, looking at all our recreational assets and how they tie in with our population centers, our schools, etc., to see where recreation corridors need to be preserved or added to connect our communities and to preserve access to our outdoor recreation. There is a \$20 entry fee.

Motion: Member Bullis moved to approve Director Horvath's attendance at the Nevada Transportation, Trails and Tourism Summit in Reno, NV from November 8-November 10, 2022.

Motion Seconded: Member Carson

Motion carried

6. DISCUSSION/INFORMATION ITEMS

A. Executive Director's Report Marketing/Events/Facilities

Director Horvath said from a meeting standpoint, he had the normal bimonthly meetings with our two PR agencies. The billboard design for Murry Canyon is almost done. We had our Pony Express Territory meeting in Baker. He met with the German journalist and a tour was set up for him at the Renaissance Village. A Pool Pact representative came out and performed an HR audit since the County will no longer be providing HR services and we will have to take that back in-house.

In listing the accomplishments, it was mentioned that the room tax was almost identical between September of this year versus September of last year. A breakdown on the current and open grants was given. From an arts standpoint, the proposal that was submitted to the city was not approved. That gave us an opportunity to go back to the drawing board. We are very close to being done with the Prometheus display. An update was given on outdoor recreation with a blogger and outdoor influencer that was here. There is a Great Basin Trails Alliance annual meeting set for October 12. An update was given on upcoming events, ongoing projects with goals for 22/23 and the Bristlecone Convention center events.

Chairman McIntosh asked for an update on the façade improvement grant. Kyle said the façade improvement incentive program has been used by other communities. It is something that the Main Street Association has developed a template for communities to adopt when they are looking at doing this. He said we spent about a month and a half working with representatives from the City, Main Street, business community, with the City Inspector and the City's legal counsel and came up with a customized version of this template for the Façade Incentive Improvement Program. In short it is up to \$20,000 for a business

owner to improve their façade. This would be a shot in the arm for some of our downtown businesses to freshen up their façade to make the downtown more inviting, more energetic, attract more people and hopefully more businesses. From a funding standpoint, Kyle is proposing \$25,000 from the tourism budget to be a line item as a reoccurring funding source. The project would be submitted by the property owners or businesses and there would be an independent committee made up of the city, Mainstreet, property owners to vet the validity of the project. These would be forgivable loans.

Marketing Director Porter gave a breakdown on social media. Facebook was up by 110 followers. He said we are in the middle of our Nevada Northern Railway campaign for their 35th anniversary. It has been going very well. It shows in our stats. Facebook page reach was up by 373.5 percent. According to our stats we also do well with women 35 to 54. Instagram and Twitter were both up. He discussed targeted digital giving clicks, impressions and leads. He gave a brief explanation on search retargeting. Our Youtube ad is continuing to do better. He gave the top five pages visited on the website and advised of upcoming calendar events. For new vs. returning visitors, 85 percent were new. On device breakdown, most people were visiting on mobile.

Chairman McIntosh asked if it were possible for Errol to work with the White Pine Public Museum to develop a tool kit. He said certainly; it would be a great campaign to put together.

7. PUBLIC COMMENT

Member Henry reported that the summation report for Aid to Organization for the horse races was submitted last week well in advance of its due date. She thanked Tour and Rec for the monies that were given for the races.

George Chachas said to date he has not received a clear answer as to why the Board is paying \$64 to public employees benefits for Doris Lawler. He has yet to receive an answer regarding a meeting held on February 22, 2022. I asked on your list of bills considered approving Ely Rotary dues for \$1,197. Why are you paying for dues to a private club. He has brought before the Board numerous times different RVs setting up throughout the community. He wants to know if these people are paying any fees. He reminded the Board that the new parking lot has yet to put in a center walkway. You are not compliant with ADA. He recently read an article in the Review Journal dated October 15, 2022. In the article it referred to the monument in Spring Valley. It stated the Bahsahwahbee received a traditional cultural property designation and last year the State legislature passed a pair of measures to further protect the area. One measure urged Congress to declare Swamp Cedars a national monument or to extend the boundaries of the Great Basin National Park. We have not gotten enough information as to how it affects the ranches out there, the access in and out. We need to know that. Time was called.

8. ADJOURNMENT

The meeting adjourned at 4:54 pm.

Minutes submitted by: Judi Bourbeau

Minutes approved by:

 11/22/2022

Name Date