

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting Minutes
December 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. Marketing Manager Errol Porter led in the pledge of allegiance.

2. ROLL CALL

Board Members Present	Chairman McIntosh (Zoom), Marietta Henry (Zoom), Kurt Carson (Zoom) Bryane Goeringer (Zoom), Ian Bullis (via phone at 4:18 pm)
Board Members Absent:	None
Staff Present	Kyle Horvath (Zoom), Errol Porter
Legal Counsel	McKinzie Hilton
Public Present in Person	Pastor Bob Winder, Wayne Cameron, George Chachas, Janet VanCamp
Public Present Via Zoom	None

3. PUBLIC COMMENT

Pastor Bob Winder thanked the Board for allowing the White Pine Ministerial Association (WPMA) to use this facility for the community Christmas dinner and for allowing the community to partner with us to serve the people of this community.

George Chachas commented on agenda item 5.C.3. You are considering an agreement to donate and/or lease a portion of the annex building. The convention center has no business competing against the private sector. On agenda item 5.C.9., you are to consider an agreement/contract with Mr. Kyle Horvath. He felt that item should be tabled until appointments or reappointments of the Tour and Rec Board takes place by the County Commission this coming year. Back in November Mr. Chachas asked how many conventions the Convention Center has hosted in the last three years, in what months did they take place, and what was the attendance. He is still waiting for an answer. Mr. Chachas has yet to see anything on the agenda regarding Broadbent Park and the retaining of the present grandstand. Mr. Chachas has yet to see anything on the agenda regarding Heritage Park. Mr. Chachas has yet to receive any information regarding the former director Mr. Ed Spear, whether he has a license, so on and so forth. Mr. Chachas also made a request for information regarding the pigeon control money that was given to the Community Choir. Time called.

4. PRESENTATION: High Desert Trail Blazers – Terry McIntosh

Director Kyle Horvath said Terry McIntosh sends his regards. He had a surprise family visit just before the meeting and could not be present. He submitted his report to Mr. Horvath. The Board granted High Desert Trail Blazers grant money to put signage up on the more popular OHV routes. The High Desert Trail Blazers have two maps that are GPS. One is the Ward Mountain route and the other one is on the other side of the valley. They have gotten approval/permission from the Forest Service and are working with Fish and Game. Tribal has given them verbal approval. The City of Ely will be presenting this at their next meeting on January 12, 2023. They are also in conversations with the State parks. They are still waiting approval

from BLM. Once they have received written approvals from all the agencies, they will start driving stakes in the ground.

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: November 27, 2022 4pm

Motion: Member Henry moved to approve the minutes of November 27, 2022 4pm.

Motion Seconded: Member Carson **Motion carried**

C. New Business

1. Approval to Ratify Payment of Bills

Motion: Member Henry moved to pay check nos. 11236 through 11275 less Bath Lumber in the amount of \$112,916.81.

Motion Seconded: Member Carson **Motion carried**

2. Approval to Ratify Payment of Bill to Bath Lumber

Chairman McIntosh disclosed she has an interest in Bath Lumber and will be abstaining from voting on this matter.

Motion: Member Henry moved to pay check no. 11254 in the amount of 443.62 to Bath Lumber.

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

3. Approval to enter into an agreement to donate and/or lease a portion of the basement of the Bristlecone Convention Center Annex building to the White Pine Ministerial Association (WPMA) for the use of their community food bank. Any needed space improvements and increased utilities to be paid for by WPMA

Chairman McIntosh thanked Pastor Bob Winder for what he does for our community in the WPMA. She felt that this is a partnership that should be strengthened. Director Horvath said the space that is being discussed is the area directly behind Economy Drug across from the alleyway. We are talking about three units that are divided up into rooms at the east end of the annex building. Right now, there is a lot of open space in the annex building which is being used for storage. The precedent has already been set because of working with Health and Human Services. They store some of their overflow items as well. Any expenses to retrofit the building or utilities would be taken care of by WPMA. Pastor Winder recently received a large grant to upgrade their operations thereby necessitating them needing more space.

Pastor Winder said he has a heart for the community as far as partnering to serve the people that live here. He believed this would be a positive step in that direction. It wouldn't just be the WPMA; it would be the community beginning to take ownership of this. He thanked the Board for the opportunity to enter into this partnership with the community. Chairman McIntosh brought up the subject of parking.

She said Economy Drug owns the parking lot between Economy and the beauty salon and has agreed to welcome people to park there. There is also the parking lot behind Steptoe Valley High School. Pastor Bob said generally they don't have people come into the facility; that they go out to them to gather information and deliver food.

Motion: Member Henry moved that we go ahead and enter into this agreement with the Bristlecone Convention Center annex building with the White Pine Ministerial Association for their use as the community food bank.

Motion Seconded: Member Bullis

Motion carried

4. Review and Approval of Updated Job Description for Sales and Events Manager

Director Horvath said the last time the job duties for this position were updated was almost five years ago. The biggest change is that this position will take on the HR duties. There are also additional duties at the convention center that require odd hours. This has been reviewed by Pool Pact with verbiage added by their recommendation. Mr. Horvath feels this is an accurate representation of what the Sales and Events Manager does. On top of this, there will be some required educational opportunities through Pool Pact that this position will have to take that relates to HR and the added bookkeeping.

Legal Counsel Hilton has reviewed the job description with Nicole. Ms. Hilton would like to add some verbiage reference potential HR issues that Nicole is appointed contact for other employees with HR issues and complaints. The Board could go ahead and approve this with that change and then Nicole and I would work together to finalize the language. Chairman McIntosh asked if Ms. Hilton would like another bullet point under Essential Job Functions. Ms. Hilton said another bullet point that might read "receives HR complaints/concerns from other employees." You can entertain a motion with that change and then Nicole will add it to the job description. Mr. Horvath said that will also be reflected in the Policies and Procedures which are currently being work on with an update to be presented to the Board in a future meeting.

Motion: Member Henry moved that we approve the updated job description for Sales and Events Manager with the bullet that legal counsel mentioned, namely "receives HR complaints/concerns from other employees" and this will be adjusted between Ms. Hilton and Nicole.

Motion Seconded: Member Goeringer

Motion carried

5. Approval of Proposed Compensation Increase of \$5,000 annually for Sales and Events Manager

Chairman McIntosh said this follows with what we were paying White Pine County for this service.

Motion: Member Bullis moved to approve the proposed compensation increase of \$5,000 annually for Sales and Events Manager

Motion Seconded: Member Goeringer

Motion carried

6. Review and Approval of Updated Job Description for Marketing Manager

Director Horvath said it has been almost five years since this job description has been updated. Since Covid, we have seen this position taking on quite a few more duties, especially around the convention center and helping with events, but also more responsibility with items such as our newsletter that used to be contracted out that has come back in-house and delivering the posters around town which are

essential to that position. We have worked with Pool Pact and legal counsel. We are setting some deliverables to this as far as education is concerned, particularly expanding the education around SEO – search engine optimization. This updated job description more accurately reflects what this position does.

Motion: Member Henry moved to approve the updated job description for Marketing Manager

Motion Seconded: Member Bullis

Motion carried

7. Approval of Proposed Compensation Increase of \$2,500 Annually for Marketing Manager

Mr. Horvath said this is his recommendation based on the money we will be saving from taking the newsletter back in-house, additional duties at the convention center and added required educational aspects.

Motion: Member Goeringer moved to approve the proposed compensation increase of \$2,500 annually for the Marketing Manager

Motion Seconded: Member Henry

Motion carried

8. Review and Approval of Updated Job Description for White Pine County Tourism and Recreation Director

Chairman McIntosh said that as we were doing updates on the two previous positions, it occurred to her that we have not updated Mr. Horvath's position and description. It has been much more robust as far as our expectations and delivery of things since 2018. Mr. Horvath feels this updated job description is reflective of what he has been doing.

Motion: Member Bullis moved to approve the updated job description for White Pine County Tourism and Recreation Director

Motion Seconded: Member Goeringer

Motion carried

9. Approval to enter into employment agreement/contract with White Pine County Tourism and Recreation Director Kyle Horvath and Approval of said contract

Chairman McIntosh thanked Ms. Hilton for creating this document. Chairman McIntosh said what has occurred in the last four plus years is our grants and moving towards destination development has accelerated under Kyle's leadership. We need consistency and we need our employees to know the commitment to them. We need to be in sync with the expectations of where we are moving as a group and the Board direction of making this area a destination. Mr. Horvath has reviewed the contract in full and agrees with the terms. He appreciates the safety and security to move forward. Chairman McIntosh said Mr. Horvath is an employee with a contract; not a contract position.

Motion: Member Henry moved to enter into and approve the employment agreement/contract with White Pine County Tourism and Recreation Director Kyle Horvath

Motion seconded: Member Goeringer

Motion carried

10. Update on status of RFP process regarding Bristlecone Convention Center renovations

Mr. Horvath said we had our virtual tour last week with all the interested parties. There were four people on the zoom call. RFPs are due tomorrow. When received they will be sent to the Board for review and anticipate being on the Board agenda in January 2023.

11. Update on Travel Nevada's Destination Development Grant status and timeline

Mr. Horvath said the initial meeting was held with the five other destinations that were chosen for this. They went over the timeline for this process. The proposal was to create a holistic and connected feeling visitor experience as they navigate White Pine County. In order to do this, it will include a market study. It is going to take all the moving parts in this community and bring them into a community driven vision and blueprint of where we want to be ten years from now. We have thirty-two weeks ahead of us working with the consulting firms, marketing companies, etc. Chairman McIntosh asked Kyle to explain the difference between letters of support and partnership. He said we submitted both letters of support and partnership. Supporting organizations are ones that we have worked with. They put on events. They are friends of tourism. Partnering organizations would take a little bit more of a role where we are in lock step. This would be the city, county, railroad, state museum, great basin national park, great basin heritage area, etc., where they have put money/skin in the game up to this point. Mr. Horvath said we had ten or twelve partnership letters and an equal number of support letters. After the thirty-two weeks, the six organizations that go through this will have a pool of two million dollars. It will be an annual pool.

6. DISCUSSION/INFORMATION ITEMS

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

Director Horvath said in January we will do our annual convention center event report so that will be coming out shortly.

Mr. Horvath briefly described the monthly meetings he attended. He went through accomplishments for the month; he covered the current grants through Travel Nevada and Great Basin Heritage Area; the progress on working with the Sunset Lanes mural; update on Prometheus display; and Great Basin Trails Alliance is grooming for fat biking. He told of upcoming events, ongoing projects and the upcoming Center events.

Marketing Director Porter gave a breakdown on social media. Facebook was up by 40 followers. Provided in his report is a graph breakdown of demographics. There is a giant spike this month in the 35-44 range of women. We are up in both Instagram and Twitter. For targeted digital through ReachLocal, we met with Todd who is our new go-to person with Reach Local; it was a very good meeting. Search retargeting was up from the previous month. He gave the top five pages on the website that were visited and advised of upcoming calendar events. We had 93 percent new visitors and most of them were on desktop. He said we are coming into 2023 hot, and he is very excited about the upcoming year. Chairman McIntosh asked who or what is going to be the focus in January. Errol said Fire and Ice and the ice fishing derby.

7. PUBLIC COMMENT

Mr. Chachas said he has yet to receive information regarding Silver State Motel. He has yet to receive any information regarding the center walkway. It is not ADA compliant. He said the Nevada Northern Railroad does not operate under the Nevada Open Meeting Law. There is no accountability. Mr. Chachas has not

