

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting Minutes
January 24, 2023 – 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

Board Members Present	Chairman McIntosh (Zoom), Marietta Henry (Zoom), Kurt Carson (arrived at 4:45 pm), Sandra Wright and Janet Van Camp.
Board Members Absent:	None
Staff Present	Kyle Horvath, Errol Porter
Legal Counsel	McKinzie Hilton
Public Present in Person	John Miller, Wayne Cameron, Nathan Robertson, Mitch McVicars, Kurt Johnson, Samantha Elliott, Rudy Herndon, Martin Burdick and George Chachas
Public Present Via Zoom	Erin Bibeau

Chairman McIntosh welcomed on behalf of the Board and the Bristlecone Convention Center our new members and we look forward to your input. We appreciate you joining us.

3. PUBLIC COMMENT

George Chachas wanted to know how many events the convention center generated since the hiring of Kyle Horvath. Mr. Chachas has an ongoing concern regarding the display across from Sport’s World being blocked by other advertising. In that same location snow has not been removed, blocking the unit. Mr. Chachas 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 would like to know what maintenance was conducted by LG Tree Services for the Convention Center, check no. 11319; what the donation of \$75.98 was for; and for which conference did you purchase food supplies from Ridley’s in the amount of \$347.52. Mr. Chachas has yet to receive any information regarding the center walkway across the way. No ADA access. Time called.

4. PRESENTATION: Bristlecone Bowmen – Mitch McVicars

Director Horvath gave a brief overview. He said we started doing these presentations, where we invite our tourism partners, people who put on great events, who manage facilities, who we have worked with in different grant projects and so forth, to come in well before the event to talk about what can we do to help more. We want to know what you have accomplished, what your goals are in the future and some ideas on how we can help.

Present were past president Mitch McVicars, Martin Burdick and Kurt Johnson, who will serve as the new president of the organization. Mr. McVicars said the winter leagues are just now getting started which are being held in the McGill archery barn. This barn was built in the mid-20s as a dairy barn. It has no running water, no bathrooms, poor heat circulation. Director Horvath acknowledged the on-going projects and asked how this Board could help. The Wildlife Commission has given us a lot of money as well as NDOW

grants have been a big contributor. The septic system is being installed all by volunteers with donated time and equipment. It is our match to get the inside finished and we are waiting on Basin Engineering to get the plans done. The openness will allow shooting up to 30 yards. Martin Burdick said they recently went to Winnemucca for an archery shoot at the convention center where they had eighty shooters. We are trying to get the other clubs to have the same event in the winter time and then we could go from Winnemucca, to Elko, to Ely. We are working towards holding a winter shoot here. Winnemucca has an indoor arena where they can do 3D archery shoots which bring in a couple hundred people. Fallon is doing their inaugural indoor 3D and with that, we could build a another whole circuit. The Board was thanked for the money given to the organization for the buckles which allowed them to step up their buckle design. Everyone is trying to beat our buckles. Ely is the place everyone likes to come to at Camp Success for the outdoor shoot. We have a big return with a lot of people from Reno and Utah. We had 176 shooters last year with 200 probably being the max. The outdoor 3D shoot is planned for June 11 and 12, 2023. Director Horvath said we can help with the advertising, handbills, and "save the date" material which can be taken to future events. Chairman McIntosh said this is the time for special requests. It was mentioned by Mr. McVicars that we will need more indoor targets that will go along with the shooting curtains and stands so the targets can be rolled around. Mr. Burdick said that Fallon gives out t-shirts that list advertisements for upcoming events and who sponsored what. Director Horvath said we can help with swag.

The Board thanked the gentlemen for their presentation. Member Van Camp asked if a tour could be arranged. She was told show up on Monday at 6pm to see leagues shooting.

5. ACTION ITEMS

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

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

Motion Seconded: Member Van Camp **Motion carried**

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

Member Van Camp said she was going to abstain from voting since she was not here for the December meeting. She was told by counsel that she could vote if so desired. Member Van Camp chose to abstain.

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

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

C. New Business

1. Election and Approval of Board Positions, including Chair, Vice Chair, Secretary and

Treasurer

Director Horvath gave a brief synopsis of how these positions have been held in the past. It was his understanding that Board members held the positions. Counsel Hilton said the NRS does not require that the person be a Board member for secretary and treasurer. Counsel Hilton said for either position you can have a Board member, or you can have a non-Board member. Chairman McIntosh said these are one-year positions and are re-elected every January.

Motion: Member Henry nominated Chairman McIntosh to remain as Chairman.

Hearing no further nominations, if all in agreement, please say Aye. None opposed. **Motion carried**

Motion: Chairman McIntosh nominated Member Henry to remain as Vice Chair.
Hearing no further nominations, if all in agreement, please say Aye. None opposed. **Motion carried**

Counsel Hilton read NRS 244A.611 so that everyone is clear that the Board does have the authority to pick a non-board member if they choose. It states that: "The Board shall choose one of its members as Chair and one of its members as Vice Chair and shall elect a Secretary and a Treasurer who may be members of the Board. The Secretary and the Treasurer may be one person." She said it is entirely up to the Board who you want to nominate.

Chairman McIntosh asked if the Board wanted to break the Secretary and Treasurer into two positions or make it as one as a combination. In the past a member of the staff has served in both positions. Members Van Camp and Wright opined that the two positions should remain under one person. Chairman McIntosh suggested that since we need to have a special meeting for the audit that we address the Secretary/Treasurer position at the special meeting to be held on January 31, 2023.

Motion: Member Henry moved to table choosing the Secretary/Treasurer position for 2023.

Motion: Member Van Camp **Motion carried**

2. Appoint a Member to Golf Course Advisory Board

Chairman McIntosh said in the past both she and Member Henry have served on the Board. Member Van Camp said she would be interested since she is the alternate on the County Commission.

Motion: Chairman McIntosh moved to appoint Member Van Camp to the Golf Course Advisory Board.

Motion Seconded: Member Henry **Motion carried**

3. Appoint Member to the White Pine Chamber of Commerce as Liaison

Chairman McIntosh said we have a close partnership with the Chamber, and we really appreciate our partnership.

Motion: Chairman McIntosh moved to appoint Member Wright to serve as the liaison on the White Pine Chamber of Commerce.

Motion Seconded: Member Van Camp **Motion carried**

4. Approval to Ratify Payment of Bills

Director Horvath pointed out that the check issued to LG Tree Services was for snow plowing. The check issued to 1-800 Baskets was for a donation to KDSS for their New Year's Eve special. Member Van Camp had a question about the YESCO sign; what is it for? Director Horvath said it is the billboard at the top of Murry Canyon. It also covers the electronic billboard on Great Basin Highway by Mt. Wheeler Power. Member Van Camp also inquired about Reach Local. Director Horvath said Reach Local is a marketing company that we work with that does all our digital marketing.

Motion: Member Henry moved to pay check nos. 11276 through 11329 less Bath Lumber in the amount of \$125,318.83.

Motion Seconded: Member Van Camp **Motion carried**

5. Approval to Ratify Payment of Bills to Bath Lumber for the months of November 2022 and January 2023

Chairman McIntosh disclosed she has an interest in Bath Lumber and will be abstaining from voting on these matters. Since she abstains from this vote, we did not have enough people to ratify payment of the November 2022 bill; hence the reason it is on this agenda.

Motion: Member Henry moved to pay check no. 11210 in the amount of 509.65 and check no. 11308 in the amount of \$606.61 for a total of \$1,116.26 to Bath Lumber.

Motion Seconded: Member Wright

Motion carried with one abstention

6. Report by EideBailly for Fiscal Year 21/22 Financial Audit and Acceptance of Report

Director Horvath said there have been several items that have stalled the completion of this audit and it is not ready for this meeting. We must get the audit in by February 1, 2023, so his recommendation is that we table this for a special meeting on January 31, 2023.

Motion: Member Henry moved that we table this item and bring it back on January 31, 2023, 4pm for a special meeting.

Motion Seconded: Member Van Camp

Motion carried

7. Update from Rudy Herndon on the Schellraiser Music Festival

Rudy Herndon said we are moving forward with the second ever festival at McGill pool park. It will be held the first weekend in June. It is being scaled down from four days to three days. Right now, we have thirty-five bands scheduled to perform.

Member Carson arrived at 4:45 pm.

Rudy said ticket sales show we have visitors coming from Tele Aviv, Israel. We are bringing in more food trucks, more vendors, a vendor selling vinyl records, we will have a yoga tent, we will have authors reading, and we will have late night screenings. We are trying to branch out more with the primary focus still being music. We will very soon have a physical presence in Ely in the 400 block of Aultman Street to promote the bands, sell merchandise and tickets. We have sold out the last of our furnished glamping tents with power.

Member Van Camp commented that she attended the marquee opening in McGill last weekend. Rudy said he also owns the McGill theater and has been working on the restoration project for a few years. They are using the marquee to promote the festival. He was thanked by the Board for his presentation.

Chairman McIntosh said she too was at the marquee dedication and asked if it would be possible once the snow melts for a tour of the glampground and theater maybe closer to April? Rudy said he would be happy to show it off.

8. Review of submitted proposals for the Renovation and Rebranding of the Bristlecone Convention Center into a modern event center RFP

Since Chairman McIntosh has a conflict with one of the applicants, she turned the gavel over to Vice Chair Henry.

Director Horvath said the RFP was sent out with the goal of turning the convention center from its current state into something that will still be relevant ten years from now. To upgrade technology so it will be

suitable for more concerts, theater performances, plays, etc. To also include safety and infrastructure upgrades with aesthetics also being addressed. A virtual tour was done; two proposals were submitted. Counsel Hilton said this will be brought back before the Board to vote on. This is discussion only. No deliberations currently. She also advised that at this time until you choose one of the proposals you are not to consider price. You are to evaluate the proposals based on experience and everything else that was listed.

Vice Chair Henry suggested that since we have two new board members that we ask these two organizations to come in and make a presentation. Director Horvath felt sooner than later for the presentation. It will be an action item. Director Horvath thanked both companies, Parallel Lines and One Studio, for their submissions.

At this time, Vice Chair Henry turned the meeting back over to Chairman McIntosh.

9. Presentation by Andrew Newman and/or John Miller on the Bureau of Land Management's current proposal to upgrade and expand recreational facilities and trails at the Garnet Hill Recreation Area

Erin Bibeau was present via Zoom for the presentation. She is in Fort Collins, CO, and works with an environmental and consulting firm. Her firm is working on the Garnet Hill Recreation Area Management Plan and Environmental Assessment. She briefly went over the goals and objectives, the RAMP/EA process (recreational area management plan/environmental assessment), existing conditions and reviewed the preliminary proposed action. The BLM is looking to combine the existing Garnet Hill recreation area and Egan Crest trailhead facilities and trail systems. The preliminary proposed action will include a non-motorized and motorized trail system, with the motorized trail system connecting Garnet Hill and Egan Crest trailheads, as well as various other amenities including campsite shade structures, vault toilets and dumpsters at both the eastside and westside Garnet Hill campgrounds. The Egan Crest trailhead includes shaded campsites, porta potty, dumpster, and mini-bike course. It will also have a play area beyond the trailhead. Future project milestones are an on-site field tour set for late winter-spring 2023, draft preliminary EA and RAMP in late spring-early summer 2023, preliminary EA/RAMP posted to NEPA register summer 2023, with BLM finalizing EA/RAMP late summer-early fall 2023 and the issue decision record and appeal period fall of 2023. She welcomed input to be sent to the BLM Bristlecone field office. Director Horvath thanked the BLM for taking on this project. Chairman McIntosh appreciated have the children's area incorporated making it family friendly.

6. DISCUSSION/INFORMATION ITEMS

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

Mr. Horvath briefly described the monthly meetings he attended. He told of a guest who was out here last week from the San Francisco Exploratorium. The Exploratorium partners with NASA to live stream eclipses from all over the world. For this eclipse that is happening on October 14, they are coming out with a NASA crew and livestreaming the eclipse from the grounds of the NNR. 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; and Great Basin Trails Alliance is grooming for fat biking. He told of upcoming events, ongoing projects and the upcoming Center events.

He said the Fire and Ice event was a great success. This is the community's festival to celebrate how we do our thing in the winter time. Every January we do an update on the convention center and the events. Included is a report from the past four years showing a full year of events and days booked for each year.

Marketing Director Porter gave a breakdown on social media. Facebook just broke 7,500 followers. Provided in his report is a graph breakdown of demographics with women ranging 35-44 the highest at 57.5%. We are up in both Instagram and Twitter. He then went through targeted digital and discussed search retargeting, search engine marketing and YouTube ads. He gave the top five pages on the website that were visited and advised of upcoming calendar events. We had 84 percent new visitors and most of them were on mobile compared to desktop last month. He also included page views showing a giant spike on January 14, 2023, the fire and ice event.

7. PUBLIC COMMENT

Mr. Chachas said he did not get an answer to Ridley's bill for \$347.52 listed as conference food supplies. It was mentioned that LG Tree Services removed snow yet you have Sandoval Solutions that removed snow. Director Horvath interjected that was for fire and ice at the train yard for the fire pit and clearing the parking lot. It was different snow removal. During the BLM presentation, he hoped all heard how they put emphasis on ADA access and compatibility. Mr. Chachas said he wanted to remind the Board of a memo dated June 26, 1991, when he was Mayor, that all corners will be ADA access. You are not doing it, the city is not doing it and the county is not doing it. He has shown concern reference NNR and the money they are receiving from this Board to them. He is asking again why you are paying dues to a private club. He has asked regarding Ed Spear whether he is a contractor, had a business license, etc. He has asked to date why is the Board paying it appears benefits to Doris Lawler when she has been gone for years. He has asked regarding check no. 10870 to Racks Bar and Grill in the amount of \$1,040 for meals for the meeting. Which meeting. Director Horvath said he had verbally addressed that item to Mr. Chachas. Mr. Chachas said he needed it in writing. Mr. Chachas said he has asked and is asking again how many conventions the convention center hosted in the last three years; in what months they took place and what was the attendance for each. Time called.

8. ADJOURNMENT

Chairman McIntosh adjourned the meeting at 5:48 pm and said the next meeting will be on January 31, 2023, at 4pm.

Minutes submitted by: Judi Bourbeau

Minutes approved by:

 _____ 2/28/2023
Name Date