

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting Minutes - February 28, 2023, 4 pm**

1. CALL TO ORDER; PLEDGE OF ALLEGIANCE

Vice Chair Henry called to order the White Pine County Tourism and Recreation Board regular meeting at 4 pm. Director Horvath led in the pledge of allegiance.

2. ROLL CALL

Board Members Present	Vice Chair Henry (Zoom), Kurt Carson (Zoom), Chairman McIntosh (Zoom), Sandra Wright, Janet Van Camp
Board Members Absent:	None
Staff Present	Kyle Horvath, Errol Porter
Legal Counsel	McKinzie Hilton
Public Present in Person	George Chachas, Stephen Bishop, Samantha Elliott
Public Present Via Zoom	None

3. PUBLIC COMMENT

George Chachas reminded the Board that he has not been provided with a copy of the last inventory sheets as required several years ago. He is also requesting a copy of the most recent inventory sheets. He wanted to remind the Board he has yet to see anything on the agenda regarding the Heritage Park. He has yet to see anything on the agenda regarding Broadbent Park in the retaining of the present grandstand. He has yet to receive information regarding his concern on the kiosk that is across from Sports World. If we are going to make it available for those traveling through, the least we can do is shovel the snow. He has put in a request regarding how many events the convention center generated. He has not received any information. He has given pictures of some RVs around the area. He doesn't know if they were licensed or if any room tax is being collected. He has asked about the Community Choir regarding monies that were given for pigeon control. He is reminding the Board that they are a private club. He has an ongoing concern regarding the new parking lot. Again, there is no ADA access on one corner. Time called.

4. PRESENTATION

Vice Chair Henry welcomed Stephen Bishop. Mr. Bishop thanked the Board for having him today. He started with the Bristlecone Bricks and Trains show. It starts on June 2 and will run from 4pm to 8pm and on June 3 it will run from 11am to 7pm. The event will be at the freight barn. It was started in 2021. Location is the key. The displayers will be able to see model trains, Lego trains and the real trains. Admission is free. Lego displays, the Northern Utah Lego Users Group (NUTLUG), are the prime drivers of this event. We have had people from Idaho, Utah, Nevada and California contact Mr. Bishop about coming this year. There will be a building contest for kids of all ages. A prize is given to the top builder. There are free handcar rides to anyone who is willing to power it. In 2022 they did an interactive art project which consisted of a 30" x 30" 10,000 piece Lego mosaic of the NNR engine. They hope to do another interactive art project this year. There are numerous local and non-local sponsors. Future plans include STEM/STEAM activities. They would like to provide a meal for the displayers. They want to increase their displays. They are talking about custom NNR themed Lego kits to be sold at the gift shop. More information can be gathered at www.bristleconebricks.com.

The next item discussed was Punkin Chunkin'. This year the event will be held on October 14, 2023. This event was established in 2013. It was held in Veterans' Park and was a huge success. Each year there is something new added. The bucket truck was added in 2019. The event was cancelled in 2020. In 2022 they decided to go medieval. The Salt Lake Crusaders were hired to come and do a performance. It was an amazing success. There were multiple food trucks and vendors. Throughout all of this they have had regular partners. This year they will again be embracing the medieval aspect of the event. The annular eclipse will be taking place right about the time this event starts. The Reno War Rams will be the centerpiece event. They are very similar to the Salt Lake Crusaders. Utah R.E.A.C.H., a Utah-based anti-bullying non-profit, plans on being here. There will be a medieval costume contest along with a fortune teller. Various food vendors will be present. In 2023 we are hoping to have Wasatch Forge and set up blacksmith demonstrations. There will be a presentation on modern vs. medieval blacksmithing. Broadbent Park vs. Veterans' Park. They have just about outgrown Veterans' Park. For more information Facebook.com/elylionsclub. Wayne Cameron will do a bar hopefully with ales and meads.

Vice Chair Henry now turned the meeting over to Chairman McIntosh present via zoom. She thanked Judge Bishop on his presentation on behalf of the Ely Lions Club.

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: January 24, 2023, 4pm Regular Meeting
January 31, 2023, 4pm Special Meeting
February 10, 2023, 10am Special Meeting**

Motion: Member Van Camp made a motion to approve the minutes as presented.

Motion seconded: Member Wright **Motion carried**

C. New Business

1. Approval to Ratify Payment of Bills

Motion: Member Henry moved to pay check nos. 11330 through 11376 minus the bill to Bath Lumber in the amount of \$126,685.78.

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. 11350 in the amount of \$1,494.54 to Bath Lumber.

Motion Seconded: Member Van Camp **Motion carried with one abstention**

3. Approval to change date of March 2023 Board meeting

Chairman McIntosh said that both she and Kyle will be out of town to attend Main Street Now in Boston and will not be able to participate in the March meeting on the 28th. The question is when you would like to have the March meeting so they can both be in attendance.

Motion: Member Henry moved to change the March meeting date from March 28, 2023 4 pm to March 24, 2023 at 4pm so both Kyle and Chairman McIntosh can attend.

Motion Seconded: Member Wright

Motion carried

4. Approval of Audit Corrective Action Letter to be sent to the Department of Taxation for Fiscal Year 21/22

Director Horvath went over a draft of the letter for the Department of Taxation. The two material findings were overstating and understating certain accounts and not having the correct PERS documentation for the two new hires. Also, the NAC requirement of having the inventory done. The letter states the correction action for the reporting adjustments indicating we will be performing detailed reviews of all our financial statements and fund trial balances throughout the year. For the internal controls over PERS, we have taken HR back in-house and have done the proper training. In February we did the required annual audit of depreciable assets. This letter has been reviewed by our legal counsel.

Motion: Member Henry moved to approve the corrective action letter and that it be sent to the Department of Taxation for fiscal year 21/22.

Motion Seconded: Member Van Camp

Motion carried

5. Update on Great American Eclipse

Mr. Horvath said the second meeting of the Great American Eclipse was held. The next meeting will be on March 9. He showed on the overhead screen the finished colored version of the logo. Right now, the poster is being worked on that parities these design elements. It is an open-source design so every and all organizations in White Pine county are free to use this for whatever merchandising, marketing, etc. We are going to have an amazing event on the 14th after the eclipse. We are trying to come up with seven days of programming. Three days leading into the eclipse, the Saturday of the eclipse and the three days leading out of the eclipse. We have been talking with numerous partners to see how they want to capitalize on this event, on how we can showcase White Pine county. This will be our first event after completing the destination development grant project with Travel Nevada and our last event of the season.

6. DISCUSSION/INFORMATION ITEMS

A. Marketing Director's Report

Marketing/Events/Facilities

Errol Porter said this was a good month social media wise. Facebook was up; each section of users is growing a little bit. We were able to reach 61,849 people in the month of February with our posts. Instagram is also up. Age and graph of users is attached. For Twitter, we have officially surpassed the 500 follower's mark. Our display targeting through search retargeting was up from last month by about 5,000. We had a .35% click through rate which is very good. The top five website pages were given. We had 86% of new visitors and 14% returning. On device breakdown, typically mobile was up. Also attached is a graph of our top ten pages visited. Errol recorded his first KDSS ads.

B. Executive Director's Report

Kyle went through the meetings attended for the month. The biggest accomplishment for January was the fifteen percent increase in room tax collection compared to the year before. This is attributed to the ice fishing derby and fire and ice. He spoke at the KGHM Robison Mine Leadership Group. The asset map with the National Park Service is close to being finished. The Prometheus display is in production. It should be installed within the next two months. He went over the current grants and progress on each. He briefly discussed the arts. The tracks connecting the White Pine Public Museum and the NNR are finished. Forest Service is plowing for winter access as well as the BLM. Upcoming meetings were discussed with dates given. On-going projects were given with Parallel Lines having been here already for initial measurements and sketches. Bristlecone Convention Center events were highlighted.

Member Van Camp asked when the meeting is for awarding the grants. Kyle said the closing date for the grants is this Friday and then at the March meeting is when we award. We decide what we want to grant, and that number influences the line item in the budget meeting which is the month after.

Chairman McIntosh said with the community support, all the volunteer organizations and assets the number of events have really increased. She felt we are at the point where we have been running so skinny on our staffing at the convention center that she feels we need to entertain how we can put an events person in. You have someone who does the convention center and all the bookings for the meetings and conventions and keeps those running; you have the marketing person; and you have the director. She feels we are missing somebody that can really lead these events because as success happens, it breeds more success with more groups. Our job is to be the number one partner for all these groups. There is only so much bandwidth that the three of you basically have to keep going. I would ask that you could look at putting together a proposal for an Events Director for our March meeting.

7. PUBLIC COMMENT

George Chachas said if there is a lot going on it is not being reflected downtown. It is important that you talk with the various businesses for feedback. Now you are talking about an Events Director. If you had that many events I should be seeing some movement downtown but I am not. George has asked in the past and he is asking again regarding shutting off the funding to the NNR. They spend hundreds of thousands of dollars just from this Board alone yet there is no accountability. He has asked in the past and is asking again regarding Mr. Spear, whether he had a business license, city license, commercial location or home occupation. He has yet to receive a clear answer why you keep paying \$64 to PERS for Doris Lawler. He has also asked how many conventions the convention center has hosted in the last three years, in what months did they take place, what was the attendance; still no response. I am going to submit again the same information but I want something in writing.

8. ADJOURNMENT

The meeting was adjourned at 5:11 pm.

Minutes submitted by: Judi Bourbeau

Minutes approved by:

Sandra D Wright
Name

3/24/2023

Date