

**White Pine County Tourism and Recreation Board  
Bristlecone Convention Center – White Pine Room  
Regular Meeting – April 25, 2023 - 4 pm ✓**

**1. CALL TO ORDER; PLEDGE OF ALLEGIANCE**

Chairman McIntosh called to order the White Pine County Tourism and Recreation Board regular meeting at 4 pm. Member Wright led in the pledge of allegiance.

**2. ROLL CALL**

<b>Board Members Present</b>	Chairman McIntosh, Kurt Carson, Sandra Wright, Janet Van Camp, Marietta Henry (Zoom)
<b>Board Members Absent:</b>	None
<b>Staff Present</b>	Kyle Horvath, Errol Porter
<b>Legal Counsel</b>	McKinzie Hilton
<b>Public Present in Person</b>	George Chachas, Randy Long, Laurie Carson
<b>Public Present Via Zoom</b>	None

**3. PUBLIC COMMENT**

George Chachas said he has yet to receive any requested information regarding the Silver State, regarding the advertising across from Sports World, and regarding money given to the Community Choir for pigeon control. On the new parking lot across the street, he said ADA standards are still not being met. He is still waiting for information on Ed Spear, for information regarding Doris Lawler, and on the number of conventions held. He put in a request as to why this Board spent money to the Boys and Girls Club that has nothing to do with tourism. He wants something in writing. He asked if room tax is being collected from the different RVs around town. He still has an ongoing concern with the Nevada Northern Railroad. None of us know how the monies given are spent. Rotary dues. He wants something in writing. He doesn't know of any other entity that is paying dues to a private club. Time called.

**4. PRESENTATION – White Pine County Golf Course – Randy Long, PGA Golf Professional**

Mr. Long said a lot of nice things are going on with the golf course right now, particularly with our new curb appeal with the parking lot. Some new equipment has been ordered. Taking care of the greens is number one at a golf course. We have ordered a new grinder. The new grinder will give us sharper reels which will give us better greens. An over seeder has been ordered with two sets of blades. One set is for the fairways and another set will be used for seeding the greens. We are going to build a donor green on hole 13 which can be used for practice. If we do have a harsh winter or if we lose sections of our greens, we can go ahead and cut out a piece of sod to replace the damaged section on a green. Sod has already been reserved in Idaho to replace what has been damaged right now. We are adding another set of lights on the driving range. We will have a music and PA system outside. The County is working on a county Facebook page. The course fared well during the winter months as far as playability. We covered the greens with the help of the honor camp. He said the honor camp has been very valuable here and they need to stay. Chairman McIntosh asked what they may be looking for with the upcoming grants. Mr. Long said more seed to do fairways and greens. They will also be doing tarp replacement. Chairman McIntosh asked if there is something Tour and Rec can do to help promotion wise. Mr. Long said assistance with signs would be helpful. He said it would be nice to have a brown recreational sign at the corner of Aultman and Great Basin Highway that directs you to the golf course. Chairman McIntosh suggested Mr. Long get

together with our Marketing Manager Porter to highlight upcoming events to make sure Errol has the information to put online. Kyle suggested a direct mailer to try to target golfers in certain areas. Mr. Long said there is an RV company out of Canada that works with targeting golfers. They try to promote stay and play. Chairman McIntosh asked from what area does the golf course get a lot of play. Mr. Long said from Fallon, Milford, Colorado, Oregon, Pioche and Panaca. He said we are fighting with Salt Lake City and their many golf courses. Kyle said for the tournaments with out-of-town guests we have material that can be given out as part of the welcome package. Chairman McIntosh said the improvements have been amazing.

**5. ACTION ITEMS**

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

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

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

**B. Approval of Minutes: March 24, 2023, 4pm**

**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. 11417 through 11452 minus the bill to Bath Lumber in the amount of \$151,204.13.

**Motion Seconded:** Member Van Camp **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 on this matter.

**Motion:** Member Henry moved to pay check no. 11432 in the amount of \$290.20 to Bath Lumber.

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

**3. Update on Great American Eclipse**

Director Horvath screen shared the special events page on the elynevada.net website. Four meetings have been held so far. The fifth meeting will be held May 9. At this community meeting there will be a special guest from the San Francisco Exploratorium. Kyle briefly went over what is included on the website page. You have the logo, the countdown, what to expect with lodging and dining highlighted, and then a listing of festival events from October 11 through October 16, 2023. On October 14, the eclipse will be from 8:50 to 9:45 am with it being centered in the sun for about four minutes. From that period, everyone will be in different designated locations which are Great Basin National Park, county fairgrounds, downtown Baker, Sacramento Pass recreation area, Schellbourne Pass and back to Great Basin with the prime location being the Nevada Northern Railway. The reason that these places were designated as preferred locations started with our first responders. It was their request so their resources can be focused and not spread out too thin. After the eclipse is done on October 14, we will try to funnel everyone into downtown Ely. The Lions Club Punkin' Chunkin' event will be from 11 to 4 pm. The Chamber of Commerce will be doing a pub crawl from 5 to 7 pm. After the pub crawl, there will be a concert. There will be a lot going on which will give the opportunity for the community to capitalize in two ways. The first one is with the logo art

which is open source for the community to market. The second is showcasing all the rest of the stuff that you can do in the county when the eclipse is not going on. As more events are confirmed, they will go up on the website. An eclipse newsletter is being crafted to go out through MailChimp.

**4. Update on Travel Nevada 3D Grant**

Director Horvath said destination development is continuing. There was a community meeting several weeks ago. It gave a chance for the destination development consultants to hear from the community as to the strengths, weaknesses and opportunities for tourism. The project is billed as a community driven plan for where we want to be ten years from now. It was exciting showing them around the county and giving them a chance to talk with our partners. At the steering committee meeting tomorrow, the consultants will present what their conclusions are. The next step is to go in front of the councils and boards and present a more polished plan of where we are going. They are not only looking at tourism but from a community-wide standpoint. Chairman McIntosh said infrastructure was the very first thing on the analysis done. Build inventory of lodgings. RV parks and campgrounds to accommodate more visitors over the next decade. She said we are out of lodging rooms. Kyle said that is one of the points he will be making on Thursday that during our peak time we hover at 95 to 100 percent occupancy rate. With this project looking at growth and how to plan for growth, if we want to improve our tourism, we are going to have to have the infrastructure to accommodate for that. Chairman McIntosh said when we go to the White Pine County Commission meetings, there is always that thread of economic diversification. That is a constant thread that the Commission has. Diversification means employees. The gentleman from UNR gave a figure that hospitality in White Pine County is 15 percent of our employee base. If we are going to diversify and grow without bringing in a new industry this would be developing what we do have through our assets, it is again back to infrastructure. Kyle said tourism is about long-term sustainable economic growth and the quality of life of what we are creating is what attracts businesses and residents. The plan is not to just bring in more people and build more hotels but how do we capitalize on this tourism industry and this quality of life that the community has come together to create, to bring in industry and business that aligns with our values.

**6. DISCUSSION/INFORMATION ITEMS**

**A. Marketing Director's Report**

**Marketing/Events/Facilities**

**B. Marketing Director's Report**

Marketing Director Porter thanked the Board for allowing him to attend Rural Roundup. He said it was a great experience.

Facebook, Twitter and Instagram were all up in followers. Our display targeting was up in key areas. Our search retargeting rate was at .2 percent which is above average and very impressive. On our YouTube ads, most people are seeing them on their smart TV's. Errol gave the top five pages visited on our website. We have 86 percent new visitors. On device breakdown, desktop is going up a bit with it being about 50-50 between desktop and mobile users. He gave a listing of upcoming events.

Director Horvath said he was very proud of how Errol handled himself at Rural Roundup. Attendees were very excited to meet him. When Errol introduced himself, the attendees already knew who he was from observing his work.

Kyle briefly went over his director's report listing the meetings attended, accomplishments, status on current grants and arts, history, and outdoor recreation. He spoke to the upcoming meetings and events as well as on-going projects and community events.

**7. PUBLIC COMMENT**

Member Henry congratulated Errol on his wonderful presentation at Rural Roundup.

Chairman McIntosh welcomed Laurie Carson as the alternate from the White Pine County Commission.


George Chachas said he has not received an updated inventory sheet. He would like copies of the old inventory sheets. He has not seen a rental agreement with Ian Bullis or the food bank. In reference to the bills, he sees Tour and Rec is doing well with one radio station. He wants to see more fairness. He wants to see equal consideration when doing advertising. He has not seen anything about the grandstand at Broadbent Park. No one wants to sit on wet grass. He has not seen anything on Heritage Park. We have enough parks. Time called.

**8. ADJOURNMENT**

The meeting was adjourned at 5:02 pm.

**Minutes submitted by: Judi Bourbeau**

**Minutes approved by:**

 \_\_\_\_\_  
Name

5.23.2023  
Date