

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting – July 25, 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	Marietta Henry, Janet VanCamp, Sandra Wright
Board Members Absent:	Chairman McIntosh, Kurt Carson
Staff Present	Kyle Horvath, Errol Porter
Legal Counsel	McKinzie Hilton
Public Present in Person	Wayne Cameron, Shadrach Robertson

3. PUBLIC COMMENT

Shadrach Robertson, Executive Director of the White Pine Chamber of Commerce, spoke. He thanked the Tour and Rec Board and the staff for helping him over the last seven months to get his bearings and form strong partnerships. The Chamber's goal is to be a better partner to all our almost two hundred members. We have closely aligned objectives in the community to be a betterment to the community and help facilitate growth and prosperity throughout the county. We have a brand-new board. The Chamber is growing at a rapid pace. We are expanding our membership to tiers 1, 2 and 3. The mines have come on board as tier 1 partners. He thanked again the Tour and Rec board and to Kyle who has been a solid foundation for him in getting his bearings. Time called.

4. PRESENTATION – White Pine BMX – Cassie Hanson

While waiting for Cassie to arrive, Director Horvath said he attended the BMX state meet. He said a grant that was awarded to White Pine BMX through the Tourism and Recreation Outdoor Recreation Facilities grant process allowed them to cement in the starting block area. He was there this past Thursday and Friday nights to get drone footage. He said they are opening the activities to all bikes to get more kids involved.

Cassie Hanson arrived. She said she and her husband run White Pine BMX as the track operators along with a board of directors. This past Thursday they raced a local race with six motos; Friday they raced a Race for Life with 22 motos; and Saturday was the state qualifier coming in at 49 motos. They had more than they anticipated.

Cassie said White Pine BMX has been here for over thirty-five years. She and her husband took it over two years ago. She gave a brief history of how the track came to be. They are currently applying for tax-exempt status. The track went into incorporation status in 2003. This year's grant money will be used to concrete the start hill. They also want to put an awning over the staging area. The future plans call for a bathroom. For all the years the track has been here bathroom facilities have been provided by Sanitary Septic at no cost. The whole track is volunteer. They hope to continue to do upgrades each year with more funds to make it a little bit less maintenance for the people that do volunteer their time. More future plans include picnic tables that have coverings. We get the gold cup race every other year which brings in about double

the number of people from a normal year. Our track is a state qualifier every year. USA BMX makes the determination where the gold cup is held. Some of the factors that determine whether you are chosen to hold a gold cup are location and rider count. Practice is held every Tuesday night with races on Thursday nights.

The question was asked what is a moto? A moto is where you have at least three kids with an equivalency in age and ability to ride. You will have a first round, second round and main event. If there are only three kids riding, they will participate in each round. If more than that, there will be an elimination. The season runs usually from the end of May to mid-September. They are trying to open BMX to mountain bikes this year. They are trying to implement a class for them. The question was asked how many tracks are around the state? Cassie said in Nevada there are eight tracks. White Pine is the only rural track. Kyle asked from a facilities standpoint, what do other tracks have that we don't have? Cassie said we have one speaker that we manually take back and forth. Putting in a bathroom would be a big thing. She said they are currently trying to get something for this track that will last through the winter. They have found a concrete bond that is helping to keep the dirt together. The shade is a big thing at the track. The lighting system was upgraded last year so that helps with the evening races. Having a removable cover over staging would be helpful. They are going to try and implement that this year. Cassie said they have loaner bikes and helmets for kids to use. You must wear long sleeves, long pants and close-toed shoes to ride.

Cassie was thanked for her informative presentation.

5. ACTION ITEMS

A. Approval of Agenda, Including Removal of Agenda Items – Vice Chair Henry

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

Motion Seconded: Member Wright **Motion carried**

B. Approval of Minutes: June 27, 2023, 4pm

Motion: Member VanCamp moved to approve the minutes.

Motion Seconded: Member Wright **Motion carried**

C. NEW BUSINESS

Vice Chair Henry said since Chairman McIntosh is not present, she felt that the Board could approve the bills in their entirety without separating out the Bath Lumber bill.

1. Approval to Ratify Payment of Bills

Motion: Member VanCamp moved to approve payment of all bills.

Motion Seconded: Member Wright **Motion carried**

2. Approval to Ratify Payment of Bill to Bath Lumber

This item was combined with the approval to ratify payment of bills, item 1.

3. Approval of Engagement Letter with Hinton Burdick for 2022/2023 Financial Audit

Director Horvath said we are looking at utilizing a different firm for our organizational audit this year. This letter of engagement spells out what the deliverables would be and the relationship.

Motion: Member Wright moved to approve the letter of engagement with Hinton Burdick for 2022/2023 Financial Audit.

Motion Seconded: Member VanCamp

Motion carried

4. Update on Great American Eclipse

Director Horvath said the next meeting date has not been set. He briefly went over the webpage on the site that Errol has created. He said they are finishing up the info graphics with East River PR. There are six graphics in total. This Friday Kyle has an interview in Las Vegas with one of the TV stations about the eclipse. He said there are not many rooms left in town for that weekend. The overflow camping at the golf course and the fairgrounds will be needed. BLM has put out an info graphic of their own.

5. Update on Destination Development Demonstration (3D) Grant

Director Horvath said last week we had our consultants in town for the last on-site visit before they present their final plan at the end of August, beginning of September. He showed a graphic of what they found and compiled over the last six months. He said what one of the big things they found is our average visitor spend is one of the lowest in the state because we don't give people enough retail to spend money on. We have quite a few people that come in, but their big spending is on gas and hotels since 77 percent of our visitors are from out of state. We need to develop more things for people to spend money on. The goal over ten years is to double visitor spending. Hopefully the community development that comes from this is more guided services, more events, more retail and restaurant businesses. This is what we will be looking to develop as a community.

6. DISCUSSION/INFORMATION ITEMS

A. Executive Director's Report

B. Marketing Director's Report

Director Horvath spoke to his regular monthly meetings with the PR agencies. He said Race the Rails registration is open now. Adventure Cycling magazine came out. They sent two riders and photographers to do one of the bikepacking routes. The summer concert series has begun. Room tax was up 18 percent for June compared to June 2022. We received our latest round of grants that we applied for through Travel NV. Ping Pong train is going back and forth between NNRV and the Museum. State Parks has opened their RTP grant. Nevada is to receive \$4 million to support and expand outdoor recreation.

Marketing Director Porter said we officially passed the 8,000 followers' mark. He said we had ten ads and/or boosted posts with a cumulative reach of 178,000 with an engagement of around 700 to 1,000. An engagement would be liking a post, sharing it, commenting on it, etc. He reported that Facebook, Instagram, and X (formerly known as Twitter) followers were all up. He included in his report the top cities that are following us on Facebook and X. For our targeted digital through Reach Local, everything was up. Errol gave the top five pages visited on the website. We had a huge influx of new vs. returning visitors. Device breakdown shows people using their mobile devices. Our total users, sessions and pageviews were all up. He included stats on the top ten countries that are visiting our website and the top ten referrals.

7. PUBLIC COMMENT

Member VanCamp said the Sagebrush Quilters are having their annual quilt show at the middle school gym. Veteran quilts will be displayed. They do a challenge each year and this year's challenge is movie theme quilt. It will be Friday, Saturday and Sunday during the Arts in the Park weekend.

Vice Chair Henry said during the July 4th breakfast they asked for donations for the CACH program. She received a note from CACH saying they greatly appreciate another generous donation from the July 4th breakfast and to please extend our upmost appreciation to the White Pine County Tour and Rec board for their steadfast support.

Shadrach Robertson said that on November 2, 3, and 4 they are having a small business resource job and hiring fair for small businesses. They will also be honoring women in power and leadership roles in White Pine County. It will also be the kickoff to the small business season and the kickoff to the Best of White Pine contest as an annual Chamber event. The drone footage of the 4th of July was beautiful. The membership meeting is tomorrow at the Ely Volunteer Fire Hall. Join the Chamber Director for doughnuts on Friday morning.

8. ADJOURNMENT

Vice Chair Henry adjourned the meeting at 4:55 pm.

Minutes submitted by: Judi Bourbeau

Minutes approved by:

<u></u>	<u>8/22/2023</u>
Name	Date