

**White Pine County Tourism and Recreation Board  
Bristlecone Convention Center – White Pine Room  
Regular Meeting August 22, 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 VanCamp led in the pledge of allegiance.

**2. ROLL CALL**

|                                 |  |
|---------------------------------|--|
| <b>Board Members Present</b>    | Chairman McIntosh, Marietta Henry, Janet VanCamp               |
| <b>Board Members Absent:</b>    | Sandra Wright, Kurt Carson                                     |
| <b>Staff Present</b>            | Kyle Horvath, Errol Porter                                     |
| <b>Legal Counsel</b>            | McKinzie Hilton  |
| <b>Public Present in Person</b> | Samantha Elliott, Sarah Balares, Diana Buckner, Michael Dalton |

**3. PUBLIC COMMENT**

None.

**4. PRESENTATION – 2023 Shoshone Pow Wow**

Chairman McIntosh welcomed Diana Buckner, Ely Shoshone Tribal Council chairperson, and Sarah Balares, Finance Director. The tribe is one of the grant recipients and we asked them here today to make a presentation about the recent 2023 Shoshone Pow Wow.

Diana Buckner said the Pow Wow went better than they expected. They really appreciate all the support they have received. They had more vendors and dancers than they ever thought they would. The horseshoe tournament was great. She was very appreciative of all the support they have received through White Pine County Tourism and Recreation.

Chairman McIntosh expressed her congratulations on the success of the Pow Wow and asked how we could support them in the future. Sarah Balares said there were more than one hundred dancers. We have a new Indian market; we have installed electrical outlets for the vendors. We have forty slots and over forty were taken. The new infrastructure we have provided to make sure everything is concentrated into that area has really helped. It is intended ultimately to be a cultural park for us. Eventually there will be more infrastructure needed for it to become such. To hold activities to promote Shoshone culture and to provide an area not only for the reservation but the entire community and hopefully for the entire White Pine County.

Director Horvath inquired about next year’s plans and what are the goals for improving the grounds and ideally getting this on our radar early enough in advance so when we have opportunities to partner, we will be ready. Diana spoke on Michael Dalton’s behalf saying continued partnership with White Pine County Tourism and Recreation obviously, continue to recruit more participants to engage in this event, continue to use the cultural aspect as education and outreach to the community, continue to promote native American art, continue to advertise in the surrounding states. The amount of money and practice that goes into the regalia that our dancers have for themselves is tremendous. When they dance for competitions, everything is looked at – the quality of their dancing, the regalia. They go on circuit, and we

are hoping to be part of that circuit every year. We will continue to develop the Pow Wow grounds to make them safer and more inviting. We will also continue to improve the market area to allow for year-round activities. We will continue to grow our network of partners. They want a continuation of the awning around the perimeter; in the middle of the arena there will be a big pole on a permanent structure. We are looking at other Pow Wow areas to see what works best for them and the dancers.

Director Horvath brought up the subject of Shoshone words and the emphasis of them being incorporated into some of the things we do around town. Diana said they have increased their pre-school hours and are hoping to get one of their Shoshone leaders to come and talk to the students to be able to incorporate words and traditions for them to learn. She said they do not promote themselves enough and they want to be able to say who we are, know we were here, what happened and the words that describe us. Director Horvath said that sounds like it would make an amazing mural project to collaborate with them on.

He said we are working on native plant gardens, rewilding certain areas with native plants and wildflowers, into an educational garden. He felt that would be another great opportunity to incorporate the traditional Shoshone words for some of the plants. Diana said some of the older native people that still practice their tradition still use the plants to this day.

Diana said they could use help with marketing the future Pow Wows. She said they could use some structural stuff to help develop the permanent structure. As far as Tourism and Recreation, the possibilities would be a capital and/or outdoor recreation facilities grants; also Travel NV grants. Chairman McIntosh asked if geofencing could be done next year. Kyle said we could target the advertising specifically for the Pow Wow event and draw an electric boundary around the Pow Wow grounds so we can show the results of the advertising campaign.

Chairman McIntosh said the takeaways from today's presentation is we can offer support collaborating with the tribe on the native plant's rewilding and how culturally significant it is, the marketing where we will look at geofencing, applying for capital and outdoor facilities recreation grants and Travel NV grants, and the heritage area.

Sarah said during the Pow Wow they honored the veterans. As part of the cultural park there will be a veterans' wall.

Member VanCamp asked if permission is needed before pictures can be taken of the dancers. The response was Yes and No. For a traditional dance, maybe Yes. Most of the time with the regalia and competition dancing, they welcome pictures. There are certain times when the announcer may ask that no photographs are taken. This Pow Wow is open to all tribes. Diana said many came from Arizona and New Mexico.

Director Horvath asked about prize money and if bigger prize money would attract more people from further away. He said that would fall under the Aid to Organization grant opportunity because we have funded prize money for rodeos. Diana said that would help immensely as they have big prize money for the hand games.

Michael Dalton arrived and said he appreciates the partnership the tribe has with Tourism and Recreation. He has started referring to the Pow Wow event as culture week because they are trying to expand this event to a week. They are trying to educate others on their culture, the heritage, the art.

**5. ACTION ITEMS**

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

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

**Motion Seconded:** Member Henry **Motion carried**

**B. Approval of Minutes: July 25, 2023, 4pm**

Director Horvath asked that in Item No. 4, White Pine BMX presentation, the minutes reflect that it was a Tourism and Recreation Outdoor Facilities grant request that was awarded.

**Motion:** Member Henry moved to approve the minutes with the change.

**Motion Seconded:** Member VanCamp **Motion carried**

**C. NEW BUSINESS**

**1. Approval to Ratify Payment of Bills**

Legal counsel Hilton recommends that Chairman McIntosh disclose that neither she nor her sister who is on the Ely Renaissance Society board will benefit personally in any way from the check on the bills; therefore, it is her recommendation that Chairman McIntosh is able to vote on this item. Chairman McIntosh so disclosed.

**Motion:** Member Henry moved to approve check nos. 11606 through 11657, minus the Bath Lumber bill of check no. 11633, in the amount of \$221,045.45.

**Motion Seconded:** Member VanCamp **Motion carried**

**2. Approval to Ratify Payment of Bill to Bath Lumber**

Legal counsel Hilton said there is not a quorum present to vote on this item since Chairman McIntosh would have to abstain because of an interest in Bath Lumber. This item will be held until next month.

**3. Approval for the continuing payment of Executive Director Kyle Horvath's Ely Rotary Club dues and fees for the benefit of White Pine County Tourism and Recreation**

Chairman McIntosh said this should have gone in the Director's contract that was just ratified in December, so she wants to make sure this addendum is added. She said when Kyle was recruited for this position, this was one of former Chairman Steve Stork's requests, that he was insistent upon, that the Director would be part of Ely Rotary because of the benefits throughout the community and all the work that Rotary does and how tourism would be a part of it. She certainly supports this.

Director Horvath said it has really been a benefit being able to communicate with this group and then have that get out into the community so much more efficiently. He is grateful that this Board recognizes the benefit for him to continue with this and he appreciates making it official.

**Motion:** Member VanCamp moved to approve the continuing payment of Executive Director Kyle Horvath's Ely Rotary Club dues and fees for the benefit of White Pine County Tourism and Recreation.

**Motion Seconded:** Member Henry **Motion carried**

**4. Update on Great American Eclipse**

Director Horvath said the latest eclipse meeting was about two weeks ago. We made sure the schedule of events was up to date. A couple virtual events are coming up and we have links to them on our website. We are making sure our messaging is very safety oriented. Talking about the weather, what it means coming from lower elevation to higher elevation, things to expect about being in the mountains in mid-October. Our hotel, motel and RV places are sold out. We need to solidify the conversation with the County on overflow at the fairgrounds, ball fields and golf course. The airport should prepare for people flying in that day. You are starting to see the logo more often throughout town. He showed one of the info graphics that were being handed out at the horse races. We are going to be in the Smithsonian magazine for the upcoming eclipse.

Chairman McIntosh said she had a conversation with Diana and Sarah for using their travel center for the overflow and a viewing spot. Diana said dry camping can be done with shower availability. The bleachers there can also be used for viewing possibilities.

Kyle said that Travel NV has contracted with Neil deGrasse Tyson to do a podcast on Sirius XM which will include the eclipse.

## **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. The last team visit for Destination Development happened. They are working on the final proposal; there are some modifications Kyle has suggested. He followed up with GBI on the Toiyabe trails institute. The update on that one is the results of the feasibility study came in a week after the next round of grants was closed. Kyle said we need to look at the actual cost to implement the recommendations and look at other opportunities to fund this. He said Race the Rails registration is open now. Sixty-six are now registered. The summer concert series has been going great. Room tax was up in July compared to July 2022. We have two grants out now, both are from Travel NV, totaling a little over \$22,000. One is to produce a Dark Sky promotional video. We are working with the National Park on getting the permits, we are producing a story board. This will be Nevada's first focused Dark Sky tourism marketing video. The Art Bank is currently doing their "Where the World Met and Became One" art show. We are starting a Fall train marketing campaign tomorrow. An OHV Jamboree for 2024 is being planned. He went through the upcoming events. He met with Parallel Lines after the last presentation; he expressed concern with the proposal in its current form shrinking the big room. They figured out how to increase the size of the big room by about six hundred square feet, keep the hallway, not lose very much storage, and have all the side bar meeting rooms that are needed. They are working on a technical drawing and the next presentation will be a lot more focused at what a contractor should be able to look at and make a reasonable bid. One of the items that came out of Destination Development that Kyle needs to follow up on with the Regional Director is giving him an update on where we are at as a trails community and figure out what we need to do to get the initial international mountain biking designation as a mountain bike community.

Marketing Director Porter said we officially passed the 8,000 followers' mark. We did not put out any ads or boosted posts; however, we were still up 4.6 percent on our Facebook visits. He listed the top cities

that are looking at our Facebook page. He reported that Instagram followers were up as well as the profile visits. On X we are also up on our followers. On our targeted digital through Reach Local, everything was up. Errol gave the top five pages visited on the website. Our total users, sessions and pageviews were all up.

**7. PUBLIC COMMENT**

Samantha Elliot said she just texted a picture to Kyle of her time in Las Vegas. She had taken a picture of a mural that said Greetings from Las Vegas. She thought this was something Ely could do.

**8. ADJOURNMENT**

Chairman McIntosh adjourned the meeting at 5:05 pm.

**Minutes submitted by: Judi Bourbeau**

**Minutes approved by:**

Caroline McIntosh                      9/26/2023  
Name    Date