

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

Board Members Present	Chairman McIntosh, Janet VanCamp, Sandra Wright, Marietta Henry (Zoom)
Board Member Absent	Kurt Carson
Staff Present	Kyle Horvath, Errol Porter
Legal Counsel	McKinzie Hilton
Public Present	Nathan Robertson, Shadrach Robertson, Stephen Bishop, George Chachas

3. PUBLIC COMMENT

Mr. Chachas said he has yet to receive any information regarding how many conventions this center has had. He has yet to receive any information on how many events the convention center has generated. He has not received a copy of an updated inventory list. He has not received any information regarding the kiosk across from Sports World. He has not received any information on the taking back funding given to the Community Choir for pigeon control. At that time, they were a private business. He is repeating his concern regarding the new parking lot across from the convention center. There is no ADA access. He has asked if the Silver State Motel has been licensed. He has asked about different properties having RVs on them. Is the property licensed? Time called.

4. PRESENTATION – Stephen Bishop, Ely Renaissance Faire and Pumpkin Festival

Stephen Bishop is here personally as someone who was involved in the Ely Renaissance Faire and Pumpkin Festival. He proceeded to show a slide presentation of the events. He said the Idaho armored combat team was here. They essentially saved our event. On the Tuesday morning before the event was scheduled the group that was scheduled to be here cancelled. We were very grateful that the Idaho group jumped in and saved the day for us. We also brought the Wasatch Forge in from Salt Lake City. The grant monies received from Tour and Rec paid for both of those events so Thank You for that. Utah R.E.A.C.H. (Raising Education through Arts, Characters and Heroes) was here. BAARX (Bristlecone Animal Aid Rescue and Express) hosted a pet costume and parade. JW Electric did the pumpkin drop with the use of their bucket truck. The thriller flash mob was back this year. Shakespeare in the Park was a new addition. We had a costume contest in medieval garb. We had dozens of people participate in the pumpkin chunkin contest. Prizes were provided for fifteen winners. We had eight carnival games. We had the Bubble Fairy. They made wands for the kids. KDSS provided the music and announced the events. Stephen gave a shout out to all the supporters who made the event a success. We had seven food vendors and seven non-profit vendors as well as fifteen other vendors from areas as far away as Boise and Elko. Vendor comments were collected that listed what went well and what needed improvement. There was space for about fifteen vendors, and we had thirty. We need a larger park. A survey was also sent out to vendors. We averaged 4.57 out of 5. It is estimated there were a thousand people in the park. When we compare promises made

with delivery, we get a 6/6. With hopes versus reality, we get 8/10. Lessons learned is we need more volunteers, you can't hear from one end of the park to the other, we need a bigger park, we need more signage. Thoughts for next year are we need to expand the renaissance theme; we need to move back to the third week of October and continue outreach via other faires. We need to move to Broadbent Park. We will be back next year requesting grant monies. The Board thanked Mr. Bishop for the success of the event.

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 Wright **Motion carried**

B. Approval of Minutes: September 26, 2023, 4pm

Motion: Member Wright moved to approve the minutes.

Motion Seconded: Member Henry **Motion carried with one abstention (Member VanCamp)**

C. NEW BUSINESS

1. Approval to Ratify Payment of Bills

Motion: Member Henry moved to approve check nos. 11706 through 11747, minus the Bath Lumber bill of \$398.13 check no. 11720, in the amount of \$193,317.85.

Motion Seconded: Member Wright **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 VanCamp moved to approve check no. 11720 in the amount of \$398.13.

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

3. Providing Written Notice to the White Pine Chamber of Commerce of nonrenewal/expiration of Lease Agreement, to take effect thirty days after notice is provided

Director Horvath apologized for the shock it caused when this item went out on the agenda. He said this is the first step in having a Board discussion about what we want to do with our shared use agreement and partnership with the Chamber. Three years ago, a shared use agreement was entered into with the Chamber to remodel the inside of the building to make it conducive for both organizations to operate out of there as well as the horse races, to enhance it as a visitors' center. In the three years since there has been a new Chamber Director and a new Chamber Board. They have been operating as a great partner. In the meantime, a destination development plan has been completed which specifically lays out places where resources are going to be needed. In the meantime, our conventions have started been bursting at the seams. Staff are working way beyond their regular hours. Out of the growth we have experienced this summer, it has become obvious that we need to have some resources dedicated back to the convention center, particularly considering the convention center remodel in hopes that we get bigger conferences and more events. In the three years that have gone by, the intended goals have happened. We have a stable Chamber; we are still in partnership with them. Is it the feeling of the Board that we still need to

be staffing the Chamber office considering where resources can go and where we are having staff expenses? If it is the opinion of the Board that they want to keep going with this, then it is time to renew that contract. The Director would like to wait until after the holidays to make any changes.

Legal Counsel Hilton said this contract has expired. She said this agreement was entered into prior to her taking over as Board attorney in July of 2020. It was at some point prior to that the agreement ran for three years so it has expired. Tour and Rec did have an option to file a notice of renewal thirty days before the date of that expiration; we did not do that. The agreement is technically expired. At this point the Board has multiple options. You could just terminate the agreement with the thirty days' notice which is not required but it would be nice; you can table this item and consider it at the end of the holidays; you can discuss this item and ultimately table it; you can bring this back to a different agreement; or you can do a notice of termination. It's the Board's discretion but currently the agreement has expired.

Chairman McIntosh said after our 3D demonstration we need to have the conversation of where we are going to fill in since we have grown so much. She wouldn't want to terminate until December 31. Our actual mission is this facility and how we market out of here.

Legal Counsel Hilton said one other option is that the Board can provide notice now via a letter on Tour and Rec letterhead saying that this agreement will terminate on December 31. That is another option. You can make that decision today and yet not have it be effective until December 31.

Member VanCamp asked if the agreement was for a shared employee? What is the agreement? Director Horvath said the agreement was that we would cover the expenses for the remodel and that we staff the center seven days a week. It was a tourism employee whose position was titled visitor liaison, but they also fielded any kind of chamber business. Being a Chamber Director involves being out in the community and that what we were essentially providing was to have someone there to keep the doors open. Member VanCamp asked then are we basically asking the Chamber to fund their own employee? Director Horvath has had several conversations with the Chamber Board and said we want to make sure we are not setting the Chamber back; we want to continue to work with them. Chairman McIntosh wants to look at the setup we have with the Museum in the next budget cycle as a line item to be implemented with the Chamber. Member Henry agreed that we should not be in the business of managing employees in a satellite business and we should give them a dollar amount and they can administer those monies in the way they see fit. Chairman McIntosh said our main mission should be the convention center so we can offer quality service. She would like an update on Kyle's discussion with the Chamber to be on next month's agenda.

Motion: Member VanCamp moved to provide written notice to the White Pine Chamber of Commerce for expiration of lease agreement to take effect December 31, 2023.

Motion Seconded: Member Wright

Motion carried

4. Approval of Job Description for Meetings/Conventions/Events Assistant Position

Chairman McIntosh brought to the Board's attention a draft of a job description that has been reviewed by Pool Pact. She said this is to be a full-time position. She said the Board approves job descriptions; the Director does the hiring.

Motion: Member Henry moved to approve the job description for a Meetings/Conventions/Events Assistant Position with the addition it is to be a full-time position.

Motion Seconded: Member VanCamp

Motion carried

5. Approval to engage a professional consultant for an efficiency study and recommendations for meetings and conventions at the Bristlecone Convention Center

Chairman McIntosh said the Director has the authority to spend up to \$7,500 without the Board's approval. In talking with Kyle, she feels the first step would be to bring together our caterers and persons/organizations that would be using our center and have them help us with recommendations on how we can improve/update our protocols so that everyone is working under the same expectations. The Director felt we need to figure out from an operational standpoint where our gaps are and how we can be more efficient. He would like to get together with other convention centers and learn about their best practices. Member VanCamp asked if we have an exit interview we do with event holders after their event is over. The short answer was No. A few of our best practices have fallen by the wayside unfortunately. No action was taken at this time. Chairman McIntosh would like an update on Kyle's discussions with his counter parts be on future agendas.

6. DISCUSSION/INFORMATION ITEMS

A. Executive Director's Report

Director Horvath said this is the last month we will be working with East River PR. The last event they worked on was the ice fishing derby. That will be a significant number of resources that will open for redistribution. We are keeping the Abbi Agency. He is currently working on a mapping project with the Nevada Division of Outdoor Recreation. He has a follow-up meeting with IMBA for branding and signage. There is an eclipse recap meeting on October 31. He said it was a packed festival. He said the community really shined. The September room tax numbers showed a 14 percent increase over last year. Destination Development final plan is complete. He briefly went over the remaining accomplishments for the month. From a grant standpoint, he said we only have two out right now. From an arts standpoint, there is a mural being talked about called the Hope mural. It is being pioneered by the school district and their partners. The Centennial Fine Arts Building roof project is still going on. These are the final days for the public comment period regarding the Garnet Hill recreation area SNPLMA project. He listed upcoming meetings with an event update as well as the ongoing project goals for 22/23.

B. Marketing Director's Report

Marketing Director Porter said Facebook reach was up by forty-three. Instagram gained thirty followers. X followers were up by five. Targeted digital through Reach Local was all up. He gave the new vs. returning visitors and device breakdowns. He gave the top five pages visited on the website with the Ring of Fire Festival outshining the Homepage. He included the top ten referrals. Sessions, pageviews and total users were all up last month. All in all, it was a good month.

7. PUBLIC COMMENT

Member Henry said the eclipse weekend was outstanding on how everyone came together and worked so well together.

Mr. Chachas said he is surprised to hear that you guys have been that busy. He is not a big fan of adding additional employees. When you have a large event, hire part-time help. He said you shouldn't be catering here at all. Part of this convention center was to support and promote local business. He said he has been here a long time, and he doesn't see where the business is coming from. Downtown is shrinking. He has asked in the past regarding Heritage Park, putting it next to a truck stop, he has told you about the national studies, he has asked you in the past about the grandstand at Broadbent Park. He hasn't gotten any answers. He hasn't gotten any information regarding Ed Spear. He hasn't gotten any information regarding Nevada Northern Railway. Time called.


Shadrach Robertson is the White Pine Chamber President. He said he feels our record stands for itself as far as offering and providing assistance for every event that we have been asked for. We do everything that we can to support our Chamber members and partners.

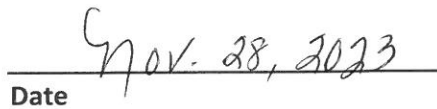
8. ADJOURNMENT

Chairman McIntosh adjourned the meeting at 5:40 pm.

Minutes submitted by: Judi Bourbeau

Minutes approved by:


Name


Date

