

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting December 19, 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, Kurt Carson, Marietta Henry (Zoom), Janet VanCamp
Board Member Absent	Sandra Wright
Staff Present	Kyle Horvath, Errol Porter
Legal Counsel	McKinzie Hilton
Public Present	None

3. PUBLIC COMMENT

Member VanCamp said the Fezziwig Ball was fabulous. She hopes they do it every year.

4. PRESENTATION – White Pine County Golf Course – Randy Long

Chairman McIntosh said that Randy Long is ill. Director Horvath said Mr. Long submitted a report to him. Mr. Long said they are installing a completely new bar, rewiring, and painting the interior, adding a new PA system and outdoor system for ambiance and events. They are also putting up another cart barn, park storage and park private cart use as the demand waiting list numbers are up. Plans for turning half of our current cart storage facility into an indoor golf simulator area are in the works. A pergola has been installed in the hope of hosting more weddings. Season passes sold exceeded expectations. Rounds played were up despite losing most of March and April and a chilly May. Thanks to the new equipment and the green revitalization efforts, the course has received rave reviews from locals and visitors alike. Our advisory board will meet sometime after the new year and update you of all our needs for next season. Thanks were given for all past and future considerations for this vital community asset.

Chairman McIntosh asked Director Horvath what does the golf course need from White Pine County Tourism and Recreation. Director Horvath said he would like to do drone fly over previews of the course. Chairman McIntosh asked if there was still discussion of a disc golf course out there. Director Horvath said not lately. The Chairman also asked what the ETA is on the completion of the golf course renovation. Director Horvath said it is in full swing right now. The Chairman asked about the new golf cart barn. Director Horvath said there would be new golf cart storage and in the old golf cart storage, a new indoor golf simulator is planned. It would be a revenue generator over the winter months.

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 Carson

Motion carried

B. Approval of Minutes: November 28, 2023, 4pm

Motion: Member Carson moved to approve the minutes.

Motion Seconded: Member Henry

Motion carried

C. NEW BUSINESS

1. Approval to Ratify Payment of Bills

Motion: Member VanCamp moved to approve check nos. 11800 through 11837 minus the Bath Lumber bill in the amount of \$642.10 for a total of \$141,410.40.

Motion Seconded: Member Carson

Motion carried

2. Approval to Ratify Payment of Bill to Bath Lumber

Member McIntosh disclosed she will be abstaining from voting on this item because of her interest in Bath Lumber.

Motion: Member Carson moved to approve check no. 11811 in the amount of \$642.10.

Motion Seconded: Member Henry

Motion carried

3. Approval of Adoption of a Policy that the Bristlecone Convention Center will not be rented/booked/scheduled by any person/entity/group that has any outstanding balance on any previous convention center rental bill(s)

Member VanCamp asked if there are any outstanding bills. Director Horvath said it came to their attention from a group wanting to book that they had an outstanding bill. We realized we did not have a policy that covered this, so we thought it was a good time to verbalize a policy. Chairman McIntosh said that she wants to protect the staff so that is not arbitrary on their part.

Motion: Member Carson moved to provide the adoption of the above-mentioned policy.

Motion Seconded: Member VanCamp

Motion carried

4. Approval of Meeting Dates for the First Half of 2024

Motion: Member Henry moved to approve the meeting dates for the first half of 2024 as presented.

Motion Seconded: Member Carson

Motion carried

6. DISCUSSION/INFORMATION ITEMS

A. Executive Director's Report

Director Horvath said we are still having our bimonthly meetings with the Abbi Agency. We are collaborating with the Nevada Division of Outdoor Recreation to visualize all that was worked on with the asset mapping and master plan. We met with the international mountain biking association to follow up with their proposal for branding and trail signage. That turned into a grant proposal. We had another Nevada Travel state marketing committee meeting. Room tax collected for November was flat. It is historically a slow month. The steering committee meeting for destination development, final plan, was held. We are starting to go over different duties to implement it. Director Horvath said he will be presenting a summarized version of the findings to both the City Council and County Commission. Director Horvath was the emcee at the 4H awards banquet. He has been working with Giant Bicycles, their adventure cycling and gravel riding division. They would like to come out here next summer and do a video story-telling piece. Kyle's proposal to speak at the National Outdoor Recreation Conference in Lake Tahoe this year was accepted. He will be talking about our community development around the outdoor recreation industry while tying in our history and arts. There are still two grants out right now. In the

destination development plan, one of the first things they identified is our massive trail system that is all over the county that will interconnect. It was suggested that we apply for a grant to work with the International Mountain Biking Association (IMBA) to conduct a county-wide trail branding exercise. We are still collaborating with the school work group on the Hope mural. We are still looking for a design for the bowling alley. From a history standpoint, Nevada's Reindeer Flyer at the Nevada Northern Railway is doing well. The Fezziwig Ball was amazing. Member Henry congratulated Kyle for being chosen to speak at the National Outdoor Recreation Conference at Lake Tahoe. Chairman McIntosh asked that we have a presentation from Kyle on the April agenda.

B. Marketing Director's Report

Marketing Director Porter said he is happy with the social media numbers this month. Facebook was up by twenty-two followers. We did not boost any posts this month or any ads. A lot of shared posts were done. Instagram and Reach were both up. Targeted digital had consistent numbers. He gave the new vs. returning visitors and device breakdowns. He gave the top five pages visited on the website.

7. PUBLIC COMMENT

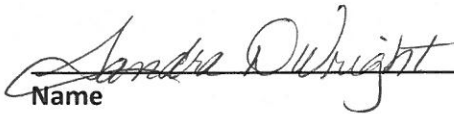
None.

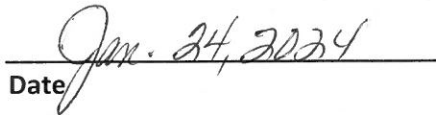
8. ADJOURNMENT

Chairman McIntosh adjourned the meeting at 4:52 pm.

Minutes submitted by: Judi Bourbeau

Minutes approved by:


Name


Date