

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting January 23, 2024 - 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

Board Members Present Chairman McIntosh (Zoom), Marietta Henry (Zoom), Janet VanCamp, Sandra Wright

Chairman McIntosh said the Ely City Council will be naming our representative at their meeting this coming Thursday; consequently, that is why Kurt Carson is absent.

Board Member Absent Ely City Council representative

Staff Present Kyle Horvath, Errol Porter

Legal Counsel McKinzie Hilton

Public Present Rudy Herndon, Wayne Cameron, George Chachas, Chad Atkinson (Zoom)

3. PUBLIC COMMENT

George Chachas said the agendas are not being sent out in a timely manner. He missed the December meeting, and he got the agenda the day after the meeting. He said snow needs to be removed from the sidewalk southwest corner ADA ramp at the parking lot on Sixth and Lyons. He has yet to receive any information regarding how many conventions the convention center has hosted. He has yet to receive a list of how many events the convention center has generated. He has not received a copy of the updated inventory sheet itemizing the inventory of the convention center. He has not received any information regarding whether you have decided to move the kiosk across from Sports World. The money that was given to the community choir for pigeon control needs to be brought back. The parking lot that you put in does not have an ADA walkway in the center like it used to be. You are impeding ADA access. He put in a request as to whether the Silver State Motel has a business license. Time called.

4. PRESENTATION – Rudy Herndon – Schellraiser/Campground Project/New Coffee Cart Business

Rudy Herndon representing the Schellraiser Festival was present. It will be held this May at the McGill Pool Park. He said we are coming up on our third year. He is hoping this will be their best event ever. He gave a quick overview of 2023. He said they more than doubled their attendance over 2022. He is hoping with all the assistance they have been getting promotion-wise from various entities, that they can double it this year. This year they have as of now thirty-three bands over three days. The dates are Thursday May 30 through Saturday June 1. Bands are booked from all over the world. He said they have twelve food vendors on board and are looking at the possibility of expanding to the nearby archery complex for additional vendors should they come in. As for the campground, they had a great season in 2023 even though it was cut short due to the weather last Spring. They had their best month in October where they made a small profit. Reservations have been made not only for the upcoming music festival but for the whole season. He is on the verge of opening the coffee cube in downtown McGill. That project has been in the works for over five years. They will be open initially five days a week.

Chairman McIntosh asked how White Pine County Tourism and Recreation can help you. Rudy said he has talked informally with Kyle, and he mentioned the possibility of having some coasters made. Rudy thinks just helping with word of mouth. He said this is not unique to our event; it is a challenge event organizers all over the world experience in that the local audience is among the hardest to reach. He said he would appreciate any help the Board can offer in terms of marketing and getting the word out informally. He said they will be doing some local ticket giveaways. He said they would not have had such a smooth-running event without local volunteers. He said they open the entire event to any local resident who wants to volunteer just a few hours of their time. We have attendees returning from all over the country. Rudy thanked Member VanCamp for all her help last year clearing up where a sink hole had formed.

The Board thanked Rudy for spearheading this event and asked him to come back in April and catch them up on his progress for this year's upcoming 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 Henry

Motion carried

B. Approval of Minutes: December 19, 2023, 4pm

Motion: Member Henry moved to approve the minutes.

Motion Seconded: Member VanCamp

Motion carried

C. NEW BUSINESS

1. Election and Approval of Board Positions, including Chair, Vice Chair, Secretary/Treasurer

Member Henry nominated Chairman McIntosh to continue as Chairman. She said Chairman McIntosh has done an outstanding job with her leadership and direction which has been paramount to the success of the Tourism Board.

Chairman McIntosh nominated Member Henry to continue as Vice Chair.

Chairman McIntosh nominated Member Wright to continue as Secretary/Treasurer.

Motion: Member VanCamp moved to accept the slate of officers as nominated.

Motion Seconded: Member Wright

Motion carried

Chairman McIntosh congratulated Member VanCamp for being elected Vice Chair of the White Pine County Commission.

2. Appoint Member to Golf Course Advisory Board

Motion: Chairman McIntosh moved that we appoint Member VanCamp as the member to the Golf Course Advisory Board.

Motion Seconded: Member Wright

Motion carried

3. Appoint Member to White Pine Chamber of Commerce as Liaison

Motion: Chairman McIntosh moved that we appoint Member Wright as liaison to the White Pine Chamber of Commerce.

Motion Seconded: Member Henry

Motion carried

4. Approval to Ratify Payment of Bills

Member VanCamp had a question. On the fireworks for Fire and Ice, was that put out to bid? Director Horvath said it is Michael Couch who does our pyrotechnics, and it is his company, Garden State Fireworks, Inc., that we order the fireworks from; hence, that is why the check is made out to his company.

Motion: Member Henry moved to pay check nos. 11839 through 11884 in the amount of \$129,357.41 minus the Bath Lumber bill, check no. 11855 in the amount of \$850.42.

Motion Seconded: Member Wright

Motion carried

5. 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 Henry moved to approve check no. 11855 in the amount of \$850.42.

Motion Seconded: Member Wright

**Motion carried with one
abstention**

6. Report by Tavis Smith from Hinton Burdick for Fiscal Year 22/23 Financial Audit and Acceptance of Report

Chad Atkinson, a partner with Hinton Burdick, is present via Zoom. He thanked the Tour and Rec staff for allowing them to come in and go through the records. Since there was an auditor transition this year, costs were a little higher but that is expected to go down next year. First year audits take a little bit of extra time, effort, and setup. We were given a one-month extension to December 31, 2023. All was delivered to the Board on time and then a one-month extension was given to allow for this presentation and then submission to the Department of Taxation. He pointed out that the Management's Discussion and Analysis on pages five through ten is meant to be the summary of the year. The independent auditors report is an unmodified clean opinion. They reviewed the internal controls and compliance. The prior year's findings were resolved and there are no findings for the current fiscal year. Mr. Atkinson went through the revenue and expense trends slide. Not much change from the previous year. Operating expenses were up a bit with the convention center remodel design costs. There was also an uptick in salaries and benefits as well as aid to organizations. Non-operating items were down from the previous year. The next slide shows the net position which is assets less liabilities at a point in time. It shows what you have in your financial reserves. If you calculate what the reserves are that you have on hand and what the normal operating expenses are, there is about ten months of operating reserves. The Board is in good shape as far as reserves go. The final slide is cash trend being up from last year. Overall, the cash position and being able to provide the services that you provide as a Board is on the rise.

Chairman McIntosh thanked Mr. Atkinson for his presentation and for the graphs included.

Legal counsel Hilton suggested the Board take a five-minute recess. Copies of the audit report are being made so the Board can have hard copies of the audit report to review before they call for a motion. Chairman McIntosh called for a five-minute break at 4:42 pm.

Chairman McIntosh called the meeting back to order at 4:52 pm and continued with the agenda while waiting for the copies of the audit to be received by each Board member.

7. Approval to Solicit Request for Proposals for Bristlecone Convention Center renovation and rebranding architecture services

Director Horvath said there is still need for the original needs of the convention center. We still need ADA accessible bathrooms, technology upgrades, and certain functionality items. We have a priority list of what we need to see happen. We are requesting to put to bid again and pare down what we are looking for but still accomplishing the necessary needs in the facility. Chairman McIntosh asked legal counsel Hilton to go through the process.

Legal counsel Hilton said because this project will be more than \$100,000, we need to go out to bid. That will involve having a request for proposals. We will put a notice in the newspaper requesting bids. The notice will have a list of required information as well as statutory requirements; it will be posted in the Bristlecone Tribune at least seven days prior to the opening of bids and at least once in the paper. It needs to be on the website for seven days. Once we have that, it will be a similar process to what we did last year wherein they will follow the timeline listed on the request for solicitations. They will work with Kyle. We will then have a meeting wherein the Board selects an architecture firm.

Chairman McIntosh said we are looking at function over form because the staff has identified some specific functionality needs.

Motion: Member Wright moved to approve to solicit request for proposals for Bristlecone Convention Center renovation and rebranding architecture services.

Motion Seconded: Member Henry

Motion carried

The Board has now received a copy of the financial audit. Chairman McIntosh called for a five-minute break at 4:58 pm so the financial audit can be reviewed before the Board entertains a motion.

Chairman McIntosh called the meeting back to order at 5:04 pm. She asked if there were any questions for Mr. Atkinson. Chairman McIntosh said she appreciated the detailing on the PERS contribution and benefits for employees and thanked him for including that. On behalf of the Board, she thanked Hinton Burdick. They were a pleasure to work with.

Motion: Member Henry moved that we accept the report from Hinton Burdick for Fiscal Year 22/23 Financial Audit.

Motion Seconded: Member VanCamp.

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 doing a deep dive into the Destination Development final plan. We are still working with the Nevada Division of Outdoor Recreation to fine tune our trails maps. We had a follow-up meeting with IMBA. Kyle sits on the Nevada Outdoor Business Coalition. This is a new commission of representatives from around the state that are wanting to see more outdoor recreation-based businesses developed in the state or relocate to the state. We recently had the follow-up meeting with the Destination Development Steering Committee. We are looking at the different personas and how do we reach out to them. We are also looking at preferred media outlets that target those personas and media that is regionally significant. Pony Express Territory is also conducting strategic planning sessions.

We had another great festival for Fire and Ice. The weather was the biggest deterrent. The Birkebeiner was a great success. The competitions that were held on Saturday were well attended. Fireworks show was amazing. A lot of businesses got involved this year. The first Fire and Ice steering committee meeting was held last night. The next meeting is on March 18. Kyle is speaking at the National Outdoor Recreation Conference at Lake Tahoe in April. He had a virtual interview with Utah and Me, a morning show, to be aired in March.

From a grants standpoint, we are wrapping up our video repurposing campaign from the Abbi Agency. There is more footage that needs to be shot for the dark sky video campaign. Travel Nevada opened their marketing grants. Kyle would like to apply for the Horizons Gravel/Adventure Ride Video with Giant Bicycles. He would like to contract with Herrman Global to conduct a traveler destination sentiment survey of White Pine County. He would like to go after the grant splitting the software costs for Placer.ai. This data would help us track how our efforts are going. He would like to continue with the articles about people in the community with a focus on women and minorities in the community that are doing amazing things. He would like to put in a grant to complete county-wide trail and trailhead informational, directional, and interpretive signage.

We are still working on the Hope mural, bowling alley mural and our winter steam photo shoot is happening this next month. He would love to explore with our partners traveling exhibits. He went through the various upcoming events.

For Fire and Ice, Kyle said we had National Geographic out here facilitated by Travel Nevada.

B. Marketing Director's Report

Marketing Director Porter said he is happy with the social media numbers this month with Fire and Ice being a big contributor to that. Facebook was up by 206 followers. He did nine boosted posts and/or ads this month and it is reflected in the numbers. 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. Errol will start adding information concerning Mail Chimp each month. He said we used to use a newsletter service through East River which he took over a year ago. His 2024 goals for the newsletter are to increase subscriptions and decrease the bounce and unsubscribe rates.

7. PUBLIC COMMENT

George Chachas asked for a complete list of people that have not paid for center usage. He is also requesting a copy of the audio for the December 2023 meeting. He wants to know if Wayne Cameron is an employee of Tour and Rec since he was on the last payroll. In a previous request for public information there was an RV parked by former member Bullis. He wants to know if you collected anything from that. The same with other RVs throughout the community. He has yet to receive any information regarding Ed Spear. He is still concerned about the Nevada Northern Railway not operating under the Nevada Open Meeting Law. He has yet to receive anything regarding Doris Lawler receiving PERS. He has yet to see anything regarding Shadrack. On August 18, 2023, he took a photo of the local museum inundated with weeds. You have a vehicle there with a door falling off. Time called.

8. ADJOURNMENT

Chairman McIntosh adjourned the meeting at 5:44 pm.

Minutes submitted by: Judi Bourbeau

Minutes approved by:

Sandra O'Wright _____ *2/27/2024* _____
Name Date