

**White Pine County Tourism and Recreation Board  
Bristlecone Convention Center – White Pine Room  
Regular Meeting March 26, 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 4:04 pm. Member Carson led in the pledge of allegiance.

**2. ROLL CALL**

<b>Board Members Present</b>	Chairman McIntosh, Kurt Carson, Marietta Henry (Zoom), Sandra Wright
<b>Board Member Absent</b>	Janet VanCamp
<b>Staff Present</b>	Kyle Horvath
<b>Legal Counsel</b>	McKinzie Hilton
<b>Public Present</b>	Rudy Herndon, Kristi Rozich, Wayne Cameron, Becky Murdock, George Chachas, Matt Bowers (Zoom), Bernadette Sena (Zoom)

**3. PUBLIC COMMENT**

Becky Murdock introduced herself. She is running for County Commissioner.

George Chachas said Board members need to be physically present at Board meetings. Member Henry is not a full-time resident, she does not own or operate or work in the local hotel/motel industry. She needs to resign. He said he has not been given a complete list of those who have not paid for convention center use. He said the Board has yet to provide rental agreements for Ian Bullis and the Food Bank with Bob Winder. He said the Board has not provided the last inventory list that was taken prior to Kyle's employment. On your agenda Item C.7. regarding the possible renovation and rebranding of the center, to date the Board has not provided any information on how many conventions and new events that have been held at this center since Kyle has been hired to warrant a project such as this. I remind you that you squandered over \$100,000 to Parallel Lines. He has not heard anything yet on the status of Broadbent Park as to whether the grandstands are going to be taken out, relocated, or scrapped. On the bills, for what did you pay \$2,040 to LG Tree Service? What did he do to warrant that. What community meeting did you have that you paid \$600 for food to Salt and Sucre on March 19, 2024. He wants to know what you are paying Randy Henefer for. He wants to know what you are paying Dillon Woodridge for. He wants to know why you are paying Quick Book payroll services when you are paying Jeffrey Manual & Company for bookkeeping services. He had a previous request asking if Wayne Cameron was an employee. He has yet to receive anything to date. He has concerns on various items on the agenda relating to the grant requests and he was not sure if comments were going to be allowed. Specifically, C.8. item l, Community Choir; C.8. item p, White Pine Main Street; and C.8. Item r, Western Cave Conservancy. Regarding Western Cave Conservancy, he said that the organization is not contributing a dime and you are paying them to travel here, buying T-shirts and banners. Time called.

**4. PRESENTATION – White Pine Aquatic Center – Kristi Lynch-Rozich**

Chairman McIntosh welcomed Kristi Lynch-Rozich to the meeting. Kristi brought the most current pamphlet and some other information for anyone that would like to have one after the meeting. She said they are at the end of a remodel. She said they were able to update their facility with new showers, a new

deck, a new floor, and new tile on the locker room walls. They are adding an additional conference room. They have added two outdoor pavilions with picnic tables and seating along with some disc golf baskets. They have added a state-of-the-art chlorination system. They have been able to put a trailhead outside of the center which the concrete is finally being laid hopefully within the week. At the McGill site, some disc golf baskets have been added as well as benches and shade structures. They are currently bringing in a new concession stand. They want to replace the swing sets and tether balls. They are also bringing in a new water feature. They are gearing up for their summer swim camp. This year they are working with Rudy during Schellraiser. They will be offering McGill pool services during the concert. They will be holding a ribbon cutting and an opening for a free day for the community once all is done. She said she really appreciates all that Kyle has done. He has been a great resource.

**5. ACTION ITEMS**

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

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

**Motion Seconded:** Member Wright **Motion carried**

**B. Approval of Minutes: February 27, 2024, 4pm**

**Motion:** Member Wright moved to approve the minutes as presented.

**Motion Seconded:** Member Carson **Motion carried**

**C. NEW BUSINESS**

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

**Motion:** Member Henry moved to pay check nos. 11925 through 11959, in the amount of \$123,094.66, minus the Bath Lumber check no. 11934 in the amount of \$1,200.60.

**Motion Seconded:** Member Carson **Motion carried**

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

Chairman McIntosh disclosed she will be abstaining from voting on this item since she has an interest in Bath Lumber.

**Motion:** Member Henry moved to pay check no. 11934 in the amount of \$1,200.60.

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

**3. Preliminary Budget Review for Fiscal Year 24/25**

Director Horvath said there are two items in your packets for consideration. The first one is the budget with the line items that we currently have where we will go over any changes that were made from last year's budget. They are highlighted in yellow. The second page highlighted in yellow are the changes Jeff has proposed. A new document is the justification. It is the word document that has DRAFT on it, and it has a more detailed explanation of what goes into the line items. Kyle said we are expected to break two million dollars in city room tax collection this year. He has budgeted for an increase of what was budgeted last year but still conservatively. The grant reimbursement is significantly higher. He did pull from the fund balance this year because at some point in time we are going to have to come through with the construction costs for the convention center remodel. It will have to come in phases. On the expenses, the highlighted parts that Jeff did were the payroll and employee benefits cost of living accountability expenses. We were parroting what the city and county did. Kyle did some cost of inflation increases for items like office supplies, convention center supplies, etc. All went up a little bit. He said there is a modest

increase for insurance and taxes. There is the \$20,000 that the Board voted to commit for the façade incentive program. The consulting services covers the Abbi Agency, Jeff Manual bookkeeping and accounting and whatever architectural services we decide to go under contract with for the convention center. For the White Pine Museum and for all our grant programs Kyle did a modest increase. Capital Outlay balances out what we pulled out of the fund balance. He gave the increased figures due for each government entity based on the anticipated room tax collected. Kyle said the next thing would be for him to plug in Jeff's calculations, then the surplus figure shown at the bottom would get a little bit lower, the Board would review it, look at the justification, take into consideration different aspects of things, and then we will come back for the final budget review. The preliminary budget is due before our next Board meeting. We have another round to go before the final budget.

**Motion:** Member Carson moved to approve the preliminary budget as presented.

**Motion Seconded:** Member Wright

**Motion carried**

**4. Approval to Accept Engagement Letter from HintonBurdick for auditing services for Fiscal Year 23/24**

Chairman McIntosh said HintonBurdick has completed their first year with us. Kyle said this was the smoothest and one of the most thorough assessments of our finances. This engagement letter follows last year's. There has been a verbal promise that it may be a little less expensive this year.

**Motion:** Member Wright moved to accept the engagement letter from HintonBurdick for auditing services for Fiscal Year 23/24.

**Motion Seconded:** Member Carson

**Motion carried**

**5. Approval of Annual Contract with Placer.ai for destination analytics services**

Director Horvath said Placer.ai is a data company for destination. It is used to be able to see where people are going in our destination, where they are coming from, where they are going next, and how much money they are spending. The information will give us quantifiable data to let us know if our efforts are working. It gives us greater understanding of how visitors interact with our community. Something they give us that other destination companies do not is they will give us a gap analysis that tells us where people are spending their money in other destinations and what we are lacking. This data will guide the direction of our community. Kyle has been working towards partial funding by writing a grant with Travel Nevada to cover half of this funding. This would be our match. It is a \$14,000 a year contract so we are looking at a \$7,000 commitment. Chairman McIntosh asked that a demonstration of Placer.ai be placed on the April agenda.

**Motion:** Member Carson moved for approval of an annual contract with Placer.ai for destination analytics services.

**Motion Seconded:** Member Wright

**Motion carried**

**6. Approval of a letter of support for the City of Ely's grant application for a portion of the cost of a new rescue fire engine to replace the existing 1998 rescue fire engine**

Member Carson said this is desperately needed; it is used all over the county.

**Motion:** Member Carson moved for approval of a letter of support for the City of Ely's grant application for a portion of the cost of a new rescue fire engine to replace the existing 1998 rescue fire engine.

**Motion Seconded:** Member Wright

**Motion carried**

**7. Review of submitted proposal for the Renovation and Rebranding of the Bristlecone Convention Center into a Modern Event Center RFP and acceptance of proposal and/or award of contract**

Director Horvath said Paul Cavin’s statement of qualifications is in the packet. There is not an actual proposal included but upon review of Mr. Cavin’s qualifications, if the Board was comfortable, then this would allow Kyle to move forward with the firm to produce a proposal. This is step one in a multi-step process. Mr. Cavin is currently working on the City Hall renovations. Kyle has relayed to Mr. Cavin the functionality items we want. Kyle is seeking approval from the Board to engage with Mr. Cavin to produce a proposal based on our needs and goals.

Legal counsel Hilton said given how this item has been agendized, she feels we can do what Kyle is suggesting.

**Motion: Approval to allow Director to move forward with engaging Paul Cavin for developing an architectural plan for the convention center. So moved by Member Carson.**

**Motion Seconded: Member Wright**

**Motion carried**

**8. Aid to Organization Grants**

Legal Counsel Hilton said given that there are several people present representing their organizations for the next item, when we get to their agenda item they can speak only about their specific agenda item.

Further, in reference to agenda item 8.d., unfortunately that is not properly agendized. It was the White Pine JHS/HS Rodeo Club, and we will have to bring that grant request back at the April meeting.

Also, regarding a couple of Board members that are on different boards, they will be making their disclosures when we get to that specific agenda item.

a. **ATO 01-24 – Awarding Grant to Eastern Nevada Landscape Coalition** \$ 700

**Motion:** Member Carson moved to grant \$700 to Eastern Nevada Landscape Coalition.

**Motion Seconded:** Member Henry

**Motion carried**

b. **ATO 02-24 – Awarding Grant to Great Basin Pyrotechnics** 6,000

**Motion:** Member Wright moved to grant \$6,000 to Great Basin Pyrotechnics.

**Motion Seconded:** Member Henry

**Motion carried**

c. **ATO 03-24 – Awarding Grant to Ely Lions Club** 6,000

**Motion:** Member Henry moved to grant \$6,000 to Ely Lions Club

**Motion Seconded:** Member Carson

**Motion carried**

d. **ATO 04-24 – Awarding Grant to White Pine JHS/HS Rodeo Club** **To be heard in April**

Legal counsel Hilton previously addressed this item. Since it was not agendized properly (when listed on the agenda it was shown as **ATO 04-24 – Awarding Grant to** with the name of the grant recipient being left off the agenda), the grant request will be heard in April.

- e. **ATO 05-24 – Awarding Grant to Ely Shoshone Tribe** **3,000**  
**Motion:** Member Carson moved to grant \$3,000 to Ely Shoshone Tribe  
**Motion Seconded:** Member Wright **Motion carried**
- f. **ATO 06-24 – Awarding Grant to White Pine Public Museum** **6,000**  
**Motion:** Member Carson moved to grant \$6,000 to White Pine Public Museum  
**Motion Seconded:** Member Wright **Motion carried**
- g. **ATO 07-24 – Awarding Grant to White Pine Productions** **9,000**  
**Motion:** Member Wright moved to grant \$9,000 to White Pine Productions  
**Motion Seconded:** Member Henry **Motion carried**
- h. **ATO 08-24 – Awarding Grant to Northern Utah LUG (NUT-LUG)** **-0-**  
Chairman McIntosh said there is no Federal Tax ID for this item. It is just for the State of Utah and we follow Federal.  
**Motion:** Member Carson moved to deny grant request to Northern Utah LUG (NUT-LUG)  
**Motion Seconded:** Member Wright **Motion carried**
- i. **ATO 09-24 – Awarding Grant to Ely Outdoor Enthusiasts** **4,000**  
**Motion:** Member Wright moved to grant \$4,000 to Ely Outdoor Enthusiasts  
**Motion Seconded:** Member Carson **Motion carried**
- j. **ATO 11-24 – Awarding Grant to White Pine Horse Races** **20,000**  
Member Henry disclosed that she is an unpaid Board member of the White Pine Horse Races. She does not benefit financially in any way from the awarding or denial of this grant, and she will, therefore, vote on this item on the recommendation of our legal counsel.  
**Motion:** Member Henry moved to grant \$20,000 to White Pine Horse Races  
**Motion Seconded:** Member Wright **Motion carried**
- k. **ATO 12-24 – Awarding Grant to Lund Rodeo Association** **2,500**  
**Motion:** Member Henry moved to grant \$2,500 to Lund Rodeo Association  
**Motion Seconded:** Member Carson **Motion carried**
- l. **ATO 13-24 – Awarding Grant to White Pine Community Choir Association** **3,500**  
**Motion:** Member Carson moved to grant \$3,500 to White Pine Community Choir Association  
**Motion Seconded:** Member Wright **Motion carried**
- m. **ATO 14-24 – Awarding Grant to Ely Renaissance Society** **6,000**  
Chairman McIntosh disclosed that her sister is on the Ely Renaissance Society Board. Chairman McIntosh does not benefit financially in any way from the awarding or denial of this grant, and she will, therefore, vote on this item on the recommendation of our legal counsel.

**Motion:** Member Carson moved to grant \$6,000 to the Ely Renaissance Society  
**Motion Seconded:** Member Henry **Motion carried**

**N. ATO 15-24 – Awarding Grant to White Pine Main Street Association 6,000**

Chairman McIntosh disclosed that she is an unpaid Board member of the White Pine Main Street. She does not benefit financially in any way from the awarding or denial of this grant, and she will, therefore, vote on this item with the recommendation of our legal counsel.

**Motion:** Member Henry moved to grant \$6,000 to the White Pine Main Street Association  
**Motion Seconded:** Member Wright **Motion carried**

**O. ATO 16-24 – Awarding Grant to White Pine Public Museum -0-**

Chairman McIntosh recommended this grant request be moved to Capital. It does not qualify for events.

**Motion:** Member Carson moved to deny this grant request and encourage them to apply for capital grant funding.

**Motion seconded:** Member Wright **Motion carried**

**P. ATO 17-24 – Awarding Grant to White Pine Main Street Association 8,000**

Chairman McIntosh disclosed that she is an unpaid Board member of the White Pine Main Street. She does not benefit financially in any way from the awarding or denial of this grant and will, therefore, vote on this item with the recommendation of our legal counsel. This disclosure applies to Items ATO 17-24 and ATO 18-24.

**Motion:** Member Carson moved to grant \$8,000 to White Pine Main Street Association  
**Motion Seconded:** Member Henry **Motion carried**

**Q. ATO 18-24 – Awarding Grant to White Pine Main Street Association 2,000**

**Motion:** Member Wright moved to grant \$2,000 to White Pine Main Street Association  
**Motion Seconded:** Member Carson **Motion carried**

**R. ATO 19-24 – Awarding Grant to Western Cave Conservancy -0-**

Chairman McIntosh said the event falls outside of our fiscal year and we are required to award grants to events that are held within our fiscal year.

Matt Bowers was present from the Western Cave Conservancy. He is a volunteer event producer with the Conservancy. His organization supports cave conservation working in collaboration with the National Parks and other land holders across the western states. In response to comments made earlier by Mr. Chachas, he said they gladly spend tens of thousands of dollars in White Pine County. They work with the NNRy, with the high school, with the golf course and developing art for the Art Bank. Working with the Great Basin National Heritage Area, they also donated the \$14,000 towards the Lehman Cave mural that is now in your downtown. On top of that our participants book hundreds of room nights in town and he cannot even begin to guess how many restaurant visits are included. Following an event in 2015, in collaboration with the Nevada Commission on Tourism, he shared all the attendance data, and the Nevada Commission on Tourism told the organization that their event had brought 3.5 million new dollars into the state of Nevada. They do appreciate working with the county businesses and spending their money in White Pine County. The reason that they are one year out from the event is that the audience for this

symposium are mostly government employees and they must put it in their budget at the end of this year. This means that the advertising and marketing for the event in 2025 is happening now. They need to sell them on spending money to send them to Nevada for our science symposium. Almost one hundred percent of our attendees will come from out of state, and there will be a large contingent from foreign countries. They appreciate any level of support you wish to provide.

Director Horvath asked Matt to explain the specific marketing efforts this money would go towards. Mr. Bowers said this is a very niche audience. They tend to gather in clusters at other events and those events are where we are going to market to them. The proposal before you today include event marketing, a little bit of digital, T-shirts for our Board of Directors for conversation starters, some print collateral and handout cards.

Member Carson asked if we could reopen this or revisit this or find him some money if he is going to be operating in this fiscal year? Legal counsel Hilton said the concern is we believe there is nothing prohibiting the Board from granting this grant; however, Madam Chair indicated the policy is that we do events for this fiscal year upcoming. By doing that, it means in the motion you would be deviating from the policy and as your attorney I would recommend you not do that. Again, it is not illegal so counsel will not actively prevent the Board from doing that. Mr. Bower's concerns are understood given the budget cycle. But again, it has been the Board's policy with our ATO grants that we do events for the fiscal year. I would assume there may be other avenues to help with this but for this item, counsel agrees with the Chair that it is too far out.

Director Horvath understands about needing a lead time to market. What he has right now is \$82,700 that has been approved to be awarded. That will leave \$2,300 in the \$85,000 that was budgeted. Kyle said he would like to offer our designing suite to Matt outside of this grant request.

Chairman McIntosh encouraged Mr. Bowers to apply for grants that had recently opened through Great Basin Heritage. She hesitates to go against the Board's policy. Mr. Bowers said in 2014 they were recipients of some advance marketing money, and they were funded by the Board two or three years in advance of the event. Chairman McIntosh appreciated that history but that was ten years ago. Our legal counsel said there is a different attorney now and the recommendation is that the Board does not violate its own policies and to apply next year during the correct fiscal year.

Mr. Bowers thanked the Board for the ability to speak.

**Motion:** Member Carson moved to deny this grant request after hearing the Board's policy for this fiscal year.

**Motion Seconded:** Member Wright

**Motion carried**

Chairman McIntosh said we have \$82,700 at this time that has been granted. We will hear the White Pine JHS/HS rodeo grant application next month.

**6. DISCUSSION/INFORMATION ITEMS**  
**A. Executive Director's Report**

Director Horvath said the big meeting that happened this month was with Donald Jackson of Legacy Racing. It will be held the last weekend of June. They are working towards bringing in Baja-style desert racing through our county. The first day would be a race from Mesquite to Ely and the second day would be Ely out, doing a big loop and coming back. As far as accomplishments go, he is working with Katie Reim as an artist in residency in Baker. Delinquent properties are all caught up. Kyle did an interview with Australian Cycling magazine as well as with the Nevada Magazine. Dark sky card rack is updated. Posters for upcoming events are being worked on. Reimbursements for grants have been submitted. Travel Nevada grants are now open. Kyle is applying for \$39,000 in grant monies. Operation Haylift is an approved mural idea for the bowling alley. It will now go to the City Council for final approval. Kyle went over the upcoming summer music events. He gave a listing of the upcoming meetings and conferences. He briefly went over the on-going project goals for 23/24.

**B. Marketing Director’s Report**

Marketing Director Porter was not present. His report was included in the Board’s packet.

**7. PUBLIC COMMENT**

Wayne Cameron said the easter egg hunt is this weekend with 4,000 eggs. He thanked Kyle and staff and White Pine Mainstreet for their grant.


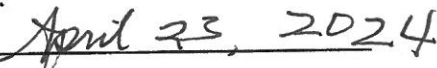
George Chachas has yet to see anything on the agenda about Heritage Park. He has yet to see how many conventions have been hosted here. He has yet to see how many events there have been since Kyle was hired. He received the inventory list, but it is short. He has not received the previous inventory sheet from when Ed Spear was here. He still has a concern regarding the kiosk across from Sports World. He has yet to receive any information regarding the Silver State Motel. Again, he is asking for the money given to the community choir for pigeon control to be returned. He is still concerned about the failure to have a center walkway in the new parking lot. Time called.

**8. ADJOURNMENT**

Chairman McIntosh adjourned the meeting at 5:38 pm.

**Minutes submitted by: Judi Bourbeau**

**Minutes approved by:**

   
 Name Date