

White Pine County Tourism and Recreation Board

**Bristlecone Convention Center – White Pine Room
Regular Meeting April 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 4:03 pm. Member VanCamp led in the pledge of allegiance.

2. ROLL CALL

Board Members Present	Chairman McIntosh, Janet VanCamp, Marietta Henry (via Zoom)
Board Member Absent	Kurt Carson, Sandra Wright
Staff Present	Kyle Horvath
Legal Counsel	McKinzie Hilton
Public Present	Rebecca Murdock, Paula Carson, Pat Robison, George Chachas

3. PUBLIC COMMENT

George Chachas said that Board members need to be physically present at the meetings. He said he has yet to be provided with rental agreements with Ian Bullis and Bob Winder. He has not been provided with the last inventory list that was taken prior to Kyle’s employment. He has not received information on how many conventions and new events have been held at the convention center since Kyle has been hired. He said the Board has squandered one hundred thousand dollars of revenue with Parallel Lines. He has not received any information regarding Broadbent Park. He wants to know the status of the grandstand. He has yet to receive any information on how many conventions this convention center has hosted in the last four years. He has not received any information regarding any events since Kyle has been hired. He has not received an updated inventory list. The one he received is not complete. He has yet to receive any information regarding moving the kiosk on Aultman that is being blocked by Sport’s World’s advertisement. You have yet to bring back the money you gave to Community Choir. You have yet to provide any information regarding the ADA walkway across the street. Time called.

4. PRESENTATION – Schellraiser Music Festival – Rudy Herndon

Mr. Herndon was not present.

5. ACTION ITEMS

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

Member Henry asked for Item 5.C.4. to be removed – Approval of Commnet Broadband Service Agreement for Bristlecone Convention Center.

Motion: Member VanCamp moved to approve the agenda with item 5.C.4. removed.

Motion Seconded: Member Henry

Motion carried

B. Approval of Minutes: March 26, 2024, 4pm

Motion: Member Henry moved to approve the minutes as presented.

Motion Seconded: Member VanCamp

Motion carried

C. NEW BUSINESS

1. Approval to Ratify Payment of Bills

Motion: Member Henry moved to pay check nos. 11960 through 11990, in the amount of \$115,937.94, minus the Bath Lumber check no. 11967 in the amount of \$1,116.63.

Motion Seconded: Member VanCamp

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. However, this item will have to be listed on the next meeting's agenda since we need three members to be present besides the Chairman to ratify payment.

3. ATO 04-24 – Awarding Grant to White Pine JHS/HS Rodeo Club

Chairman McIntosh said last month our EIN number did not match up with the name of the organization and we asked for clarification. The requested clarification was given.

Motion: Member VanCamp moved to grant \$3,300 to White Pine JHS/HS Rodeo Club

Motion Seconded: Member Henry

Motion carried

4. Approval of Commnet Broadband Service Agreement for Bristlecone Convention Center

This item was removed from the agenda.

6. DISCUSSION/INFORMATION ITEMS

A. Executive Director's Report

Director Horvath referred to his report for the period of March 27 to April 26. He listed the meetings he attended. He said construction has started through a special use agreement with the Food Bank for them to operate out of one of our vacant storage buildings. He and Errol spoke at the annual Rural Roundup Conference April 10-12. Kyle received the Excellence in Tourism award at the banquet. He spoke of our first artist in residency program with Katie Reim. The room tax revenue was up 2.3% over April 2023. The interview Kyle did with Australian Cycling magazine was printed and shared on our Facebook page. The interview with Nevada Magazine will be in the next edition. Kyle is the topic. Our updated lodging brochure is out for print. The poster for tribe and the Pow Wow has been approved and sent off to print. He gave an update on the current grants and the ones to be applied for. He said they are close to getting a final design for the Operation Haylift mural. The Schellraiser Music Festival is May 30-June 1. The summer concert series will be every other week in Broadbent Park from July through August. Chase the Bear concert is on October 12. The excursion trails are running; the WP Public Museum is open seven days a week; McGill Drugstore is open Friday-Sunday; and the Renaissance Village anniversary is June 15. He listed the various trails that are now open. He gave an update on the upcoming meetings and events. He gave a brief update on the on-going projects and the goals for 23/24.

B. Marketing Director's Report

Director Horvath gave Errol's report in his absence. Kyle said we are close to 9,000 followers on Facebook. Instagram is more outdoor recreation oriented. Followers and visitations are both up. For our targeted digital through Reach Local, this is what we are working on revamping, who we are targeting and how we are targeting them. He gave the top pages visited through the website. He gave the top ten referrals on how people learn about Ely. On Mailchimp, we have 3,266 contacts and it continues to grow. He gave the top links that were clicked.

7. PUBLIC COMMENT

Member Henry congratulated Kyle on the Excellence in Tourism award. She said we are proud of Kyle and all his accomplishments. Chairman McIntosh also extended her congratulations.


George Chachas said the railroad foundation still does not operate under the Nevada open meeting law. He said the manager at the railroad has a nepotism problem. His wife is the bookkeeper. He has yet to receive any information regarding the Silver State Motel. Do they have a business license? He has yet to receive any information regarding different areas of the community where RVs are parked. On the Commnet contract, he said the proposed fees for service is way too much. He has asked if several people are employees of the convention center; he has not received any answers.

8. ADJOURNMENT


Chairman McIntosh adjourned the meeting at 4:43 pm.

Minutes submitted by: Judi Bourbeau

Minutes approved by:



Name



Date