

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting and Budget Hearing May 28, 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 and budget hearing at 4 pm. Member VanCamp led in the pledge of allegiance.

2. ROLL CALL

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

3. PUBLIC COMMENT

George Chachas said agenda item C3 is too expensive. He spoke to agenda item C5 reference the scope of work with Paul Cavin. He reminded the Board that the convention center was built with donations from the business community for local fraternal groups. The donations were not for an event center. There is a difference between a convention center and an event center. At recent events hosted down here by this facility you advertised four food trucks yet within a block to 150 feet from this facility are five restaurants. When you promote any activity, you must promote the industry from which you collected money from. Do not bring food trucks. There are people that have invested in this community, and you are not taking care of them. You have not provided any rental agreements with Ian Bullis or Bob Winder of the food bank. I see a contractor is doing remodeling that is taking place at the annex. He wants a copy of when you approved the remodeling, where is the plan, how much is the food bank paying for the changes that are taking place. He wants a copy of any plans the Board has approved and the date the Board approved them. He has yet to be provided with the last inventory list that was taken prior to Kyle Horvath's employment. The Board has yet to provide the reasons why young Tom Bath was terminated for the remodel. Mr. Chachas has yet to see any information regarding how many events this convention center has generated since the hiring of Mr. Horvath. Mr. Chachas is interested in any new events that did not exist prior to his employment. Time called.

4. PRESENTATION – Donald Jackson, Nevada Baja 500

Mr. Jackson was not present. Mr. Horvath does have an update in his director's report.

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: April 23, 2024, 4pm

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

Motion Seconded: Member Henry

Motion carried

C. NEW BUSINESS

1. Approval to Ratify Payment of Bills

Motion: Member Henry moved to pay check nos. 11991 through 12025, in the amount of \$146,220.08, minus the Bath Lumber check no. 11999 in the amount of \$742.86.

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.

Motion: Member Henry moved to pay check no. 11999 in the amount of \$742.86.

Motion Seconded: Member VanCamp

Motion carried with one abstention

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

Counsel Hilton said she had faxed some changes to Commnet and wanted to confirm with Mr. Horvath that they gave us the reduction we had asked for in exchange for a five-year term. Mr. Horvath said he was under the impression from the last conversation with Commnet that whatever was asked for by us was changed. The monthly service fee had been shown as \$1000 and it now shows as \$950. Counsel Hilton said legally the contract looks fine. Mr. Horvath said two years ago we sent out for a bid from three different companies to get broadband here. The fees ranged from \$1,200 to \$1,500 per month plus the installation fee. At the time we put it on the shelf. Since then, Commnet has come back and is waiving the installation fee of \$5,000 since it is already here in our building. We budgeted last year for \$1,000 a month and we are spending that now with 5D. In our current budget we have budgeted for \$1,000 a month. This is exactly what the Board has been working towards. Chairman McIntosh said this will be fiber and with the industry standards, \$1,000 a month is very reasonable. Mr. Horvath said we qualify for entry level one with plenty of bandwidth.

Motion: Member VanCamp moved to approve the Commnet Broadband Service Agreement for the Bristlecone Convention Center

Motion Seconded: Member Wright

Motion carried

4. Approval of the Aetna Health Insurance Policy for Fiscal Year 2024/2025

Chairman McIntosh thanked Nicole Collard as our HR Director for all the work and time she has spent doing comparisons with companies. Mr. Horvath said the County was making changes and it fell on us to get our own plan. Nicole received numerous quotes and whittled them down to three. The one that stood out was Aetna Funding Advantage. It was comparable to services and costs of what we had with the County. Chairman McIntosh thanked the County for allowing us to be part of their plan for the many years.

Motion: Member Henry moved to approve the Aetna Health Insurance Policy as presented for Fiscal Year 2024/2025.

Motion Seconded: Member Wright

Motion carried

5. Approval of Paul Cavin Architect LLC Scope of Work Summary for the Bristlecone Convention Center

Mr. Horvath said at the last meeting the Board approved of him talking with Paul Cavin and his team. Kyle gave them a walkthrough, showed them all the past work that had been done, and all the architectural drawings. He went over what the Board and staff liked from a functionality point of view. This scope of

work reflects those conversations. The bullet points lay out what was discussed. The scope lays out Phases 1, 2 and 3. Kyle's recommendation currently is for Phase 1. It is bringing everything up to permit ready documentation. According to the email from Paul, Phase 1 falls in the fifty-thousand-dollar range plus or minus fifteen thousand if a structural engineer is needed. Phase 2 is ten percent of construction costs and Phase 3 would be harder to estimate at this time due to not knowing construction costs and the actual scope of work. Kyle is recommending that we estimate not to exceed sixty-five thousand dollars, which is also reflected in the proposed budget for next year.

Chairman McIntosh said to cover where we are focusing on would be having the entryway reconfigured so that we can get to the bathrooms without coming into the main room. Mr. Horvath agreed. He also said it would be expanding the main room by taking the stage out and just having a portable stage. Widening the entryway door so larger items can be brought inside. The lighting and sound technology would be upgraded so people can hear and see from wherever they are in the room. Being able to get from the front of the house to the back of the house without being in the catacombs. A formal hallway would be made for access. Making sure the technology in the back rooms is consistent with the technology in the front. Since it has been convention season for the past month, Kyle has been looking at convention centers steadily to see how they are configured. Chairman McIntosh said structurally we have a lot to work around. Member VanCamp asked if the bullet points laid out were what we are asking for in the scope of summary. She then asked if a timeline had been set. Kyle said yes, the bullet points lay out what we are asking for and once the scope of work summary has been approved, then determining the timeline would be the next item to be set. Member VanCamp would like a walk through with Paul when he is next in town.

Motion: Member VanCamp moved to approve the Scope of Work Summary with Paul Cavin Architect LLC for the Bristlecone Convention Center with the stipulation not to exceed \$65,000 for Phase 1.

Motion Seconded: Member Henry

Motion carried

6. Presentation on Placer.ai Destination Software

Director Horvath presented two videos explaining what you can do with Placer.ai. The first one was explaining how our destination could be considered a business. We can see how many people come in, where they came from, and which time of the year. This is information we can use to determine where our marketing works and where the gaps are. Kyle is working with Placer.ai to have a standardized monthly report to show trends in certain areas and have specific reports on events. The second video explained how you can not only know why the people are here but what is their mindset, what are their other interests.

7. Budget Hearing for Fiscal Year 2024/2025

Chairman McIntosh closed the regular meeting and opened the budget hearing. At this time, she called for any public comment on the budget as proposed. Hearing none, public comment was closed.

Mr. Horvath started with the budget worksheet. He said the highlighted items are where he is recommending changes. Starting with Revenue, he is projecting city and county revenue will be above where we projected it for last year. We are doing modest growth. Center events are expected to go up. Grant reimbursement is significantly higher but that is the Destination Development grant for \$350,000. They have already given us \$175,000 so that is why our current budget looks like we are flush with money.

The other installment will come in during this coming fiscal year. Because we are going to be entering into some construction, he went ahead and put some money into the Fund Balance from our savings. He said the projected income for 2024/2025 is \$2,608,000.

He then went to Expenses. There were no changes made to general government. Under culture and recreation expenses, there is a big increase in convention supplies which is compared to what is going on this fiscal year. We will need to augment this year's budget for convention center supplies. The other items recommended for an increase are T&R events, internet connection, insurance and taxes, custodial/laundry services, lights and power, city utilities, trash, miscellaneous expense, billboard advertising, grant advertising/reimbursable, webpage maintenance, printing, consulting services, outdoor recreation grants, capital improvement grants, aid to organizations and capital outlay. Under consulting services, the \$50,000 is shown for the architects but this would be the time to change it to \$65,000 since the expenditure has been approved. Even with the change up to \$65,000 it still shows we will be operating at a surplus.

In the Due to Other Governments, we should see the railroad, City of Ely, and golf course amounts above what is budgeted for due to the increase in revenue. It does not look like those increases were accounted for because of the increase in revenue for the city and county, but that will still keep us operating in a surplus. It will not put us in a deficit.

Discussion was held about increasing monies given to applicants for Outdoor Recreation and Capital Improvement grant requests. It was decided Capital would be the one to bump up since Outdoor Recreation is a percentage of whatever the city room tax collection is. Capital Improvement is truly one hundred percent in our court so to speak. Kyle felt it could be bumped up twenty thousand dollars with all benefit and no impact to the rest of our operation.

Chairman McIntosh called for another public comment. Hearing none, the budget hearing was closed, and the regular meeting was reopened.

8. Approval of Budget for Fiscal Year 2024/2025

On the reopening of the regular meeting, Chairman McIntosh called for a motion that would include the increase to Paul Cavin from \$50,000 to \$65,000, the increase in Capital Improvement grant monies from \$65,000 to \$85,000 and the monies Due to Other Governments adjusted to reflect the budgeted increase in room tax receipts.

Motion: Member Henry, so moved.

Motion Seconded: Member Wright.

Motion carried

6. DISCUSSION/INFORMATION ITEMS

A. Executive Director's Report

Director Horvath referred to his report for the period of April 27 to May 28. He went over the various meetings he attended. Legacy Racing is a go. This is the Baja 500. This is dirt bikes, quads, side by sides and Baja trucks. The difference between Legacy Racing and other desert racing is that they go through with a bladed road grader afterwards and completely repair the entire track. The last of the route has been figured out. It is the last weekend in June with two days of desert racing. The route will be from

Mesquite to Ely, they will spend the night in Ely and the second day will be in Ely with a big loop all the way back to Ely. We are looking at 4,000 to 5,000 people coming in for this event. We are on par to exceed room tax revenue projections for fiscal year 2023/2024. He was interviewed on the American Road Trip Talk podcast on May 3. He has presented at several conferences. Construction is progressing on the food bank distribution center. Posters for the Pow Wow have been printed and distributed. He gave an update on the current grants. He said they are close to getting a final design for the Operation Haylift mural. The Schellraiser Music Festival is this weekend. The summer concert series will be every other week in Broadbent Park from July through August. The 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 party is on June 22. All outdoor recreation facilities and trails are now open; the aquatic center bike rack area is complete; downtown map kiosk has been refreshed; and Great Basin National Park will be beginning construction on projects this summer. 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. Chairman McIntosh inquired about the presentations recently given by Kyle; she would like to know what was said. Kyle said he would be happy to give the presentation. It is titled "How to grow your community and economy sustainability." It is a fifty-minute presentation. She suggested a night time meeting. Legal counsel Hilton said it is a meeting that would need to be agendaized since all the Board would probably be in attendance.

B. Marketing Director's Report

Marketing Director Porter gave his report. The highlight is Facebook officially broke nine thousand followers. Instagram followers and reach were both up. Threads and X were both up. For our targeted digital through Reach Local, our numbers are consistent when it comes to our impressions and ads. He gave the top pages visited through the website and the top ten referrals on how people learn about Ely. On Mailchimp, we have 3,652 contacts and it continues to grow. He gave the top links that were clicked. Errol has started taking a Google analytics course which will increase how he does his job.

Chairman McIntosh thanked Errol on the presentation of his reports. She also thanked Bunny Hill for all the work she has done with the Nevada Open Road Challenge. Everyone who participates is so excited to be here.

7. PUBLIC COMMENT

George Chachas said after the last meeting he asked for a copy of the events calendar for March and April and was told he could not have it because it was not on the agenda. The Liberty bar mural rehab has gone from bad to worse. He is still concerned about the location of the tourist kiosk that is across from Sportsworld. He has not received an updated copy of the inventory items. He has yet to see any information regarding the money coming back from the community choir for pigeon control. He still has a major concern on the walkway that was taken out from the parking lot. It is still not ADA compliant. He has an ongoing concern regarding whether the Silver State property is licensed. He is still concerned about the Nevada Northern Railway. We have no idea how the money is spent. Time called.

8. ADJOURNMENT

Chairman McIntosh adjourned the meeting at 5:47 pm.

Minutes submitted by: Judi Bourbeau
Minutes approved by:

Sandra Wright
Name

6.25.2024
Date