

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting July 23, 2024 - 4 pm**

1. CALL TO ORDER; PLEDGE OF ALLEGIANCE

Vice Chair Henry called to order the White Pine County Tourism and Recreation Board regular meeting at 4:10 pm. Member Wright led in the pledge of allegiance.

2. ROLL CALL

Board Members Present	Vice Chair Henry, Janet VanCamp, Sandra Wright
Board Member Absent	Caroline McIntosh, Kurt Carson
Staff Present	Kyle Horvath, Errol Porter
Legal Counsel	McKinzie Hilton
Public Present	Wayne Cameron, Paula Carson, Heath Korell, Pat Robinson, George Chachas

3. PUBLIC COMMENT

George Chachas spoke. He said to date he has not been provided with the last inventory list that was taken prior to Kyle's employment. He said the convention center parking lot divider is not ADA compliant. He said he has not been provided with any information regarding the rental agreements with Ian Bullis or Bob Winder. He reminded the Board that the Liberty Bar and Hotel Nevada murals need to be refreshed. He is still concerned about Nevada Northern Railway not operating under the open meeting law. He wants to know what the status is on the grandstand at Broadbent Park. He also wants to know what the status is on Heritage Park.

4. PRESENTATION – Heath Korell, Nevada Department of Wildlife

Heath Korell from the Nevada Department of Wildlife was present. He said at our core root we facilitate tourism through hunting, fishing, boating and outdoor education. We work to protect, restore, and improve wildlife habitat which draws on the tourism side. Over the past couple of years, NDOW has purchased some of the Blue Diamond properties taking what has been private land with some public access to now fully state land covering 5,500 acres that opens the land to recreation of different forms. We will be working to update the kiosks at our various locations. This past May we had a pike fishing tournament with 135 participants. Everyone seemed to enjoy themselves. We will attempt to hold the event again in 2025. You will see at Comins Lake the boat ramp improvements. We are hoping to expand that area. Even though Cave Lake is a state park, NDOW owns nearly everything up there including the dam so when it came to our attention there were issues that needed to be fixed, it fell on us. Completion of the dam is anticipated to be around the middle of September. It will take about five months to refill the lake. The capacity of the lake will be the same even though the spillway will be increased in size as well as the height of the dam. A volunteer event is being planned for the end of September as part of Public Lands Day as a trash cleanup day for the bottom of the lake while it is drained and to facilitate improvements to the fishery and future fish introduction. Funding is being sought to create terraces to provide seating in the cove where concerts have been held in the past. He said a forty-foot boat dock has been donated. Additionally, he said NDOW has put a lot of money, time and effort towards the trap and skeet range at cross timbers. Once all these projects are completed, White Pine County will have a large variety of events to look forward to.

5. ACTION ITEMS

A. Approval of Agenda, Including Removal of Agenda Items – Vice Chair Henry

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

Motion Seconded: Member Wright

Motion carried

B. Approval of Minutes: June 25, 2024, 4pm Regular Meeting

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

Motion Seconded: Member VanCamp

Motion carried

C. NEW BUSINESS

1. Approval to Ratify Payment of Bills

2. Approval to Ratify Payment of Bill to Bath Lumber

Vice Chair Henry combined items C.1 and 2 since Chairman McIntosh was not present.

Motion: Member Wright moved to pay check no. 12067 through check no. 12124 in the amount of \$366,813.30.

Motion Seconded: Member VanCamp

Motion carried

3. Approval to designate Kyle Horvath as Primary Administrator for the White Pine County Tourism and Recreation QuickBooks account

Director Horvath said at the end of the fiscal year they noticed there were some old names on the QuickBooks account and without Board approval and proof in the minutes, QuickBooks would not update their files. This item is to designate Kyle Horvath, Executive Director, as the primary administrator for the QuickBooks account.

Motion: Member VanCamp moved to approve designating Kyle Horvath as the Primary Administrator for the White Pine County Tourism and Recreation QuickBooks account.

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 June 26 to July 23. He went over the various meetings he attended. An accomplishment highlight was the Red, White Pine and Blue festival July 3-6 that was impressive. The first concert in the park was a huge success. The Giant Horizons video was shot and is being edited now. The dark sky video has been shot and is being edited; the Great Basin Heritage Area Partnership has reallocated funds to Gravel Adventure Field Guide; the 3D trail signage project is to begin in August; and of the \$39,000 applied for in grants, \$32,000 was funded. The Operation Haylift mural is being modified to include the airport. The summer concert series is held July and August every other Saturday. The excursion trails are running; the WP Public Museum is open seven days a week; and the McGill Drugstore is open Friday-Sunday. He gave an update on the upcoming meetings and events. He gave a brief update on the on-going projects and the goals. Kyle said we had the first Legacy race and as far as he could tell, everyone he spoke to had a great time. The event went without incident.

B. Marketing Director's Report

Marketing Director Porter gave his report. Facebook was up by sixty-five followers. One post was boosted. He included demographics. Instagram, Threads and X were all up. For our targeted digital through Reach Local, our numbers are consistent when it comes to our impressions and ads. Our click through rate is still

above average. Our sessions on the website were up because of Red, White Pine and Blue. He gave the top pages visited through the website and the top ten referrals on how people learn about Ely. Mailchimp was up again. He gave the top links that were clicked.

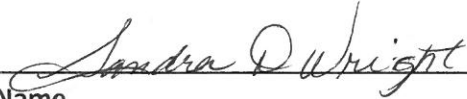
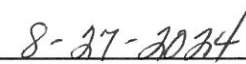
7. PUBLIC COMMENT

George Chachas said he is still waiting for information regarding the letter to young Tom Bath back on November 2023 regarding why his contract was terminated. He has yet to see any report going back several years referencing how many conventions this convention center has hosted in the last four years. He is concerned about the location of the trail guide across from Sport's World. He has asked numerous times whether the Silver State Motel is licensed. He has asked regarding Nevada Northern Railway that they be cut off since they do not come under the Nevada open meeting law. Time called.

8. ADJOURNMENT - Vice Chair Henry adjourned the meeting at 5:03 pm.

Minutes submitted by: Judi Bourbeau

Minutes approved by:

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