

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting August 27, 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. Director Horvath led in the pledge of allegiance.

2. ROLL CALL

Board Members Present	Chairman McIntosh, Kurt Carson, Janet VanCamp, Sandra Wright
Board Member via Zoom	Marietta Henry
Staff Present	Kyle Horvath, Errol Porter
Legal Counsel	McKinzie Hilton
Public Present	Paula Carson, Jessica Hendrickson, Michael Dalton

3. PUBLIC COMMENT

Jessica Hendrickson introduced herself. She is the Extension County Coordinator for White Pine County as well as Eureka. Her office is at the White Pine Library.

4. PRESENTATION – Michael Dalton – Ely Shoshone Tribe Pow Wow

Michael Dalton introduced himself. He has been working with the Ely Shoshone Tribe for the past twenty plus years. One of the on-going projects is improving the Pow Wow grounds. He appreciates the partnerships they have developed with White Pine County over the years. They have been able to improve the lighting and this year new speakers are going in. In September/October of this year work will start on a new arena. Member VanCamp inquired about the turnout for the recent Pow Wow. Mr. Dalton indicated it was about the same as last year. There were quite a few new vendors, however. Chairman McIntosh asked how we could assist the Tribe. Mr. Dalton said they would like to have a photographer back. They could use help in advertising to reach the Las Vegas area. It was mentioned the Tribe would be eligible for Travel Nevada grants and Kyle could collaborate with them on that to maximize what marketing efforts have already been put forth. When the grounds improvement project is completed, a grand opening/ribbon cutting ceremony will take place. Member Henry asked if the Tribe had a Facebook page noting that that is where a lot of local information comes from. Chairman McIntosh thanked Mr. Dalton for his presentation.

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 Wright

Motion carried

B. Approval of Minutes: July 23, 2024, 4pm Regular Meeting

Motion: Member Carson 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 approve check nos. 12125 through 12169 minus check no. 12142 for Bath Lumber in the amount of \$227,577.88.

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. 12142 in the amount of \$2,214.28

Motion Seconded: Member VanCamp

Motion carried with one abstention

3. Approval of purchase of back-up internet service from Comnet for use during potential primary internet outage(s) at the Bristlecone Convention Center

Chairman McIntosh said Comnet is our carrier now. Director Horvath said fiber was installed today expecting it to be active tomorrow. Director Horvath said this is in case the fiber went down; this will be paying for the backup service. We will be canceling 5D network. The Comnet back-up contract will be for five years at \$105 per month.

Motion: Member Carson moved to approve the purchase of the Comnet back-up contract for five years at \$105 per month.

Motion Seconded: Member Wright

Motion carried

4. Update on Campaign to Support the Goals of the Destination Development Plan

Director Horvath said we as a community went through a destination development plan and that plan identified many things that we as a community should be doing to try to accomplish our goal of one hundred and twenty million dollars in visitor spending. One of the items identified was six visitor personas that would be a perfect match for what we have to offer. Kyle and Errol wrote six articles that are seo (search engine optimization) oriented. There are links and back links that go to our partners' pages. We have photo albums that have images specifically for those personas. An image is just an image unless you make it branded and identifiable. We are collaborating with Jade to design the six badges thinking this will bring a lot more people into our social media. The badges will be turned into magnets, stickers, and various merchandising pieces. The badges will not have standard shapes. It will depend on what the icons are that we are using that will determine the shape. We want the badges to be specific but unique.

Chairman McIntosh went back to the goal of increasing visitor spending. Kyle said we are trying to increase the impact of tourism over the next ten years from sixty million dollars a year that it currently is to one hundred twenty million dollars. We not only want to increase the number of visitors, but we want to give them more reasons to spend money. It is an alternative to bringing in twice the number of people and not having the resources to support them. It provides a different opportunity to the locals because it is more entrepreneurial. Chairman McIntosh asked if placer.ai could help identify our assets. Kyle said placer.ai can give us two things: it can show the visitors coming to our area, what their spending habits and patterns are and economic leakage meaning what do the people coming to our area leave our area to buy, i.e., how much money is spent outside our community. We need to work on how we can capture that money and keep it in our community.

5. Presentation by Executive Director on new videos created this summer

Director Horvath showed the dark sky promotional video that was produced through a Travel Nevada grant. This is the first of its kind for Nevada. It was asked where this video will be seen. Kyle said it could be shown at the Great Basin Astronomy festival on September 5. April is international dark sky month so it could go out at that time. It will live on YouTube. Abbi Agency is on point for putting out press releases. Travel Nevada as co-owner will be putting it out as well.

6. DISCUSSION/INFORMATION ITEMS

A. Executive Director's Report

Director Horvath referred to his report for the period of July 24 to August 27. He went over the various meetings he attended. Room tax was up five percent compared to July 2023. The presentation at the lunch and learn at Great Basin College went well. The artist in residency that was brought out this past July submitted the art work from that trip at Great Basin Park. He displayed the three paintings. She has already started the marketing campaign. Kyle said we were fortunate enough to be able to purchase the originals that are 16x20 painted on wood panels. They will be displayed in the Convention Center and can be used as rotating art exhibits. He gave the status on the grants. He is hoping to get the Operation Haylift mural complete before the snow flies. The summer concert series has ended. The WP Public Museum is open seven days a week and the McGill Drugstore is open Friday-Sunday. All outdoor recreation facilities and trails are open. The construction at Great Basin Park is slated to end within a few weeks. He gave an update on the upcoming meetings and events. He gave a brief update on the on-going projects and the goals.

B. Marketing Director's Report

Marketing Director Porter gave his report. Facebook was up by fifty followers. Three posts were boosted. Reach and one-minute views were both up. Instagram, Threads and X were all up. Errol shared some popular posts from this past month. 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. He gave the top pages visited through the website and the top five countries that accessed the website. Mailchimp was up again. He gave the top links that were clicked. Chairman asked if the newsletter will be working on content for each of the six personas discussed earlier. Errol said we certainly will.

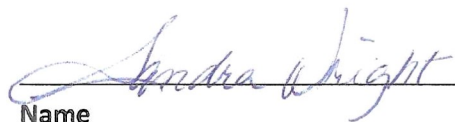
7. PUBLIC COMMENT

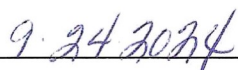
Member VanCamp said she attended all the free concerts in the park, and they were great. Michael Dalton gave congrats on getting fiber here. That is a huge step.

8. ADJOURNMENT - Chairman McIntosh adjourned the meeting at 5:17 pm.

Minutes submitted by: Judi Bourbeau

Minutes approved by:


Name


Date