

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting October 22, 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 and asked the Board and the audience to join her in the pledge of allegiance.

2. ROLL CALL

Board Members Present	Kurt Carson and Janet Van Camp
Board Members via Zoom	Chairman McIntosh and Marietta Henry
Board Member Absent	Sandra Wright
Staff Present	Kyle Horvath, Errol Porter
Legal Counsel	McKinzie Hilton
Public Present	Wayne Cameron, Paula Carson, Stephen Bishop, Scott Lee

3. PUBLIC COMMENT

Chairman McIntosh took this opportunity on behalf of the Board to thank Kurt Carson for his service to the City of Ely and to the White Pine County Tourism and Recreation. A round of applause was given to Kurt. Kurt thanked everyone for his opportunity to serve on the Board.

Stephen Bishop spoke on behalf of the Ely Lions. He thanked Tourism and Recreation and the community for supporting the Lions with the Renaissance Fair last weekend. He said they had outstanding success. To thank White Pine County Recreation and Tourism for being a big sponsor, he had a shield made that hopefully will be displayed with prominence in the Convention Center. Director Horvath thanked Mr. Bishop and the entire Lions Club for all the hard work organizing the most recent Fair.

4. PRESENTATION – Wayne Cameron – White Pine Horse Races

Wayne Cameron was present. He thanked the Board for all their support over the years. He gave the attendance numbers from the various zip codes with a total of 4,409. He said they had a successful event. Additional funding to Aid or Organizations may be needed for next year because the cost of the tote board has gone up, from eight thousand dollars to fifteen thousand dollars. He said we would like to put up a canopy in front of the parimutuel building. A barrier needs to be put up on the grandstands and the roof area above the bar and concession stands. Director Horvath asked how the betting, drink and concession sales compare to last year. Wayne said the bar did very well and the concessions were bid out this year and they did an outstanding job. He said the concessions made about ten to twelve thousand dollars. The merchandise sales also did well with product left over for next year. Director Horvath asked how it went with the jockeys and the owners. Member Henry spoke. She disclosed that although she is Chairman of the horse races, she does not receive any remuneration for her services and neither does Wayne. Based on legal's advice, Member Henry can participate in this discussion. Member Henry further said the jockeys get a six-hundred-dollar bonus if they stay three consecutive days and race. It will be retooled next year to say they must race every day. There were twenty-five jockeys for two and a half days of racing. Member Henry said she is attempting to get Tony Harris back to do the filming and the photo finish at the end of the race that is required by the State. If she is not able to engage his services, it may cost an additional \$1,600 for a videographer bringing the total of a videographer and tote board to sixteen thousand, six

hundred dollars. The states we had no participation from that we had in the past are Montana, Washington, and Oregon this year.

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 Van Camp

Motion carried

B. Approval of Minutes: September 24, 2024, 4pm Regular Meeting

Motion: Member Carson 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 approve check nos. 12214 through 12243, minus check no. 12224 for Bath Lumber, in the sub-total amount of \$177,107.22

Motion Seconded: Member Van Camp

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 Van Camp moved to pay check no. 12224 in the amount of \$671.17.

Motion Seconded: Member Carson

Motion carried with one abstention

3. Presentation of Placer.ai data on Red, White Pine and Blue 2024 Celebration

Director Horvath said he would like to do a presentation each month on a different attraction and give a baseline for the activity going on. He pulled the downtown data from this year's Fourth of July. He geo-fenced Aultman Street and the two streets just off Aultman. The other filter was to exclude people who were in that zone for less than ten minutes. It showed that from July 3 through July 8 there were 14,500 visits into the downtown area. Eight point seven thousand individuals came into the downtown multiple times over the course of those days and stayed for longer than ten minutes. The average time they stayed downtown was seventy-three minutes. Compared to last year for that same day and time, we were up 1.7 percent. The year before that we were up 2.3 percent. Member Carson asked if Aultman Street was going to be torn up next year. Chairman McIntosh said the bid for that work has not been awarded yet. Underground work will start first, and any work done will be covered. This is a two-year project, and the following year is when more of a disruption will take place. Kyle said the spike was obviously on July 4th. The report showed where the people were before they came into the downtown and where they went after they left the downtown. It shows the zip codes of where people came from, household income and average income of the people in the geo-fenced area, ethnicity, visit duration and other businesses they went to. There is an additional add-on for the economic data. There is also a business gap analysis that is available showing the people that we monitored where they shop and how they spend their money outside of our community and what we are missing here. This is one point on the map to help give us a bigger picture of how many people were downtown this year. Kyle is doing placer.ai seminars every month. Chairman McIntosh asked Kyle to get the cost data on the gap analysis so the Board can determine

which events we want to monitor and how much information we want to gather to be discussed on a future agenda.

4. Update on the Outcomes of the Travel Nevada Territory Retreat

Director Horvath was recently appointed as Chairperson of the Pony Express Trail (PET). That is the consortium of all the destinations and points of interest along Highway 50 corridor. In the past the marketing for the PET was very heavily centered around the Loneliest Road brand. The PET has just finished a strategic plan like our Destination Development Plan. Travel Nevada hosted a territory leadership meeting to have all the territories across Nevada meet and go over their strategic plans. Through that Travel Nevada gave everyone guidance on how to set up territory organization, the grant process, what fund-raising opportunities are available, and what state plans are. All your grants and proposals should go to support the territories' goals, which in turn supports Travel Nevada's goals. He felt it brought a lot of things into clarity and, as a result, communication will improve significantly. As a territory you need to be communicating with your points of interest, your potential members, and businesses. It was worth the trip to hear what Travel Nevada's expectations are and how we fit into the territory and as a destination.

6. DISCUSSION/INFORMATION ITEMS

A. Executive Director's Report

Director Horvath referred to his report for the period of September 25 to October 22. There is going to be a TV show on Highway 50. Sydney Lindell is the producer. He did an interview with Nevada Independent. He had a meeting with the Forest Service. IMBA is out here flagging for the Ward Mountain trail expansion. He showed the Giant Horizons final edit which is a story telling piece. This will be distributed internationally. The Lt. Governor came here for the small business expo. Kyle had a chance to spend some time with him and his staff. The 3D Trail Signage project is to begin in November. We hope to get the Operator Haylift mural up before the snow falls. Holiday trains are running. He spoke briefly to upcoming meetings, events and on-going projects.

B. Marketing Director's Report

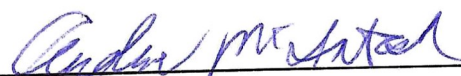
Marketing Director Porter gave his report. He went over the five persona badges. Each one has an article written about it on our website with bolded information linked to points of interest websites. Facebook is up to 9.3K. We had twelve boosted posts and ads. Instagram now has 3.6K followers. Threads has 617 followers. 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. Our open rate is at thirty percent and the click rate is at two percent. He gave the top five links clicked.

7. PUBLIC COMMENT – There were no comments.

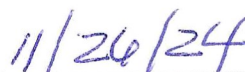
8. ADJOURNMENT - Chairman McIntosh adjourned the meeting at 4:59 pm.

Minutes submitted by: Judi Bourbeau

Minutes approved by:



Name



Date