

**White Pine County Tourism and Recreation Board  
Bristlecone Convention Center – White Pine Room  
Regular Meeting September 24, 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 4:01 pm. Member Carson led in the pledge of allegiance.

**2. ROLL CALL**

<b>Board Members Present</b>	Chairman McIntosh, Kurt Carson, Sandra Wright
<b>Board Member via Zoom</b>	Marietta Henry
<b>Board Member Absent</b>	Janet VanCamp
<b>Staff Present</b>	Kyle Horvath, Errol Porter
<b>Legal Counsel</b>	McKinzie Hilton (arrived at 4:47pm)
<b>Public Present</b>	Jessica Hendrikson, Tess Lacroix, Geoff Chain, Wayne Cameron, George Chachas

**3. PUBLIC COMMENT**

Geoff Chain with the International Mountain Biking Association spoke. He is here working with the Forest Service doing assessment of the existing trail system on Ward Mountain. He is also involved in doing concept and planning for a bunch of new mountain bike non-motorized trail systems up on Ward Mountain. He is adding on to what we already have and collaborating with the community.

George Chachas spoke. He is still not receiving any information he has requested. He has yet to receive any information on how many conventions have been brought in since Kyle was hired. He has been provided with the last inventory sheet that was taken prior to Kyle's employment. The one he was given was incomplete. The convention center parking lot divider is not ADA compliant. He has yet to see anything regarding rental agreements with Ian Bullis or the food bank. He asked back in May for a copy of all events held since March of this year up to this point. He has received nothing. He is also concerned that the Renaissance Society has yet to start painting the buildings. They are starting to splinter.

**4. PRESENTATION – Wayne Cameron – White Pine Horse Races**

Chairman McIntosh said this presentation will be held next month.

**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 Wright

**Motion carried**

**B. Approval of Minutes: August 27, 2024, 4pm Regular Meeting**

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

**Motion Seconded:** Member Carson

**Motion carried**

**C. NEW BUSINESS**

**1. Approval to Ratify Payment of Bills**

**Motion:** Member Henry moved to approve check nos. 12170 through 12213 minus check no. 12181 for Bath Lumber in the amount of \$382,252.89.

**Motion Seconded:** Member Wright

**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. 12181 in the amount of \$1,296.96.

**Motion Seconded:** Member Carson

**Motion carried with one abstention**

**3. Presentation by Jessica Hendrikson, Extension County Coordinator for White Pine County and Eureka, of available programs**

Jessica Hendrikson introduced herself. She is from the Extension Office of UNR. She serves as the Extension County Coordinator. Her office is in the back of the library. She oversees both the White Pine and Eureka offices. Her goal is to bring education-based programming to the area. The categories she is looking at primarily now are agriculture, children youth and families, horticulture, community development, natural resources and health and nutrition. Her goal since she is new is to learn more about White Pine and Eureka before actual programming starts. She wants to make sure that she is bringing beneficial programming to the area. Director Horvath asked if the programs are for a certain amount of time and do people need to sign up in advance. Jessica said she can do youth programming, adult programming, whatever is needed in the area. She then introduced Tess Lacroix who manages the youth programming.

Tess Lacroix introduced herself. She took over the 4H programming. It is youth based. She said she needs help from adults. The shooting sports program has stopped and for that to start back up again, she needs some adult volunteers. Certifications are needed for that. The person from Clark County who manages that will be here next Spring. The 4H year starts October 6 of this year. Kids can sign up all year long. The only stipulation is that if they have cattle, they must be tagged and on feed in January and February. They do other things besides livestock. The State Expo was just held in Fallon. White Pine kids won for photography, for sewing, for candy making and educational posters. Two of the five kids received overall state, one in photography and one in candy making. Twelve projects were sent with lots of blue and red ribbons and grand champion received.

Chairman McIntosh asked Jessica how Tour and Rec could assist her. Jessica said right now her main goal is to find out what the area needs or what the area wants. A lot of what the university is doing is going to be education based so we want to find ways to bring that into the community. She said she would like to see the master gardener program grow where adults can do classes and learn how to become a master gardener. They would then go back to the community doing volunteer hours. There are food-based nutrition programs. It can be a one-time program or a multi program that can be done over the course of a month or several months. Jessica said they are trying with the 4H side of it to do more special interest programs for the youth. They would love to have adults to teach.

Chairman McIntosh shared that Tour and Rec has had great success with survey monkey through Facebook. That is a quick way to get people involved and Kyle could help them with that.

Chairman McIntosh thanked Jessica and Tess for their presentation and said she was happy to see them in the community. The public number to the Extension Office is 775-293-6598.

Member Wright asked how many youths participated in White Pine. They said the 4H program has close to two hundred youth. That includes 4H and the Cloverbuds which are five to eight years old. The theme for this year's 4H is Beyond Ready. They are focusing on helping the 4H kids move on past their senior year in high school.

#### **4. 2025 Red, White Pine, and Blue All Class Reunion – Kyle Horvath**

Kyle showed on the screen the new modified logo designed by Errol. Kyle said last year's scheduling concept proved to work well in that if everyone does something small, then it all adds up to looking like a big schedule. Last year's schedule had over fifty events on it and that is the goal for this year. Kyle said Tour and Rec can collaborate with the community on getting together the events, but help will be needed on the reunion board. We want to continue to reinforce the brand that this is the place to be on the fourth of July.

#### **5. Fall Events Data from Placer.ai – Kyle Horvath**

Kyle said Placer.ai is the software company with which we are working. They do a sample of cell phones that come into a particular electronic fenced area. The report presented includes the dates of August 14 through the 19<sup>th</sup>. This report breaks down individuals that have come into the area, how many times these individuals have come in over the course of the period and the amount of time the people spent in the area. This information is important for other attractions we may be targeting to let us know do the people come through and do one thing and leave or do they spend more time at the event. The report shows which roads the people came on, which is not as important as the information showing where they were prior to the fairgrounds and where they went after the fairgrounds. It shows the patterns of the people while they were here over the weekend. All the information provided can be used for targeted marketing when knowing the areas people came from. Another aspect of the report that is helpful is the household income. This report shows that most of the people that came to the horse races are in the sixty-to-seventy-five-thousand-dollar range. It breaks down the ethnicity, the age group and how much is being spent. There are additional reports that can be purchased that delve more into the economic data. When events cover multiple days, the data is far more accurate. Member Henry suggested the date range be increased to include September 13. Kyle said he could revamp the report to give a more accurate picture. This is one more tool to show the impact of our events.

### **6. DISCUSSION/INFORMATION ITEMS**

#### **A. Executive Director's Report**

Director Horvath referred to his report for the period of August 27 to September 24. The meetings he attended were summarized. Room tax was up. Race the Rails was a huge success maxing out at 120 riders. He presented at the USDA Rural Communities conference in Yerington. He displayed the three pieces of work from Katie Reim, the artist in residency. Silver State Classic was a success. There were 118 racers and all that started finished. He showed a draft version of the trails master map. It highlights all our non-motorized trails. Through the Destination Development Plan, there were six personas that were presented to us as being the mindsets and qualities of the people who are coming out here. We discussed how we could market specifically to these personas and have a place they could go on the website that resonated

with them. Collaborating with Jade, presented tonight are three persona/badge designs – Road Tripper, Cultural Traveler, and Nature Lover. On the back is the written article that will have all the external links. White Pine Mainstreet and Tourism and Recreation will be interviewed by Utah and Me morning show. He gave the status on the grants. David Ozuna refreshed five murals. Chase the Bear concert on October 12 will be the last concert of the year. Both Errol and Kyle will be out of town for the Travel Nevada Territory Retreat in Virginia City October 2-4. The Governor’s Conference on Tourism in Las Vegas is October 28-30. Members of the Board along with Kyle and Errol will be attending.

**B. Marketing Director’s Report**

Marketing Director Porter gave his report. Facebook is up to 9.3K. One post was boosted. Our three-second views were up. He included the top posts from the past month. Instagram now has 3.6K followers. Threads has 575 followers, up by thirty-six. 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. The average session duration is up by sixty percent. He gave the top pages visited through the website and the top five countries that accessed the website. Mailchimp was up again.

**7. PUBLIC COMMENT**

George Chachas commented about check no. 12183 written to the Boys and Girls Club for a banquet in the amount of \$325. He said that has nothing to do with tourism. He said as a point of information, when he was with the Jaycees, they brought in a carnival with the horse races. Unfortunately, the carnival was detrimental to the attendance of the horse races, so it was dropped. He still has a concern about the grandstand at Broadbent Park. He is concerned that member Henry keeps attending via Zoom. He said he came in about an hour and a half before the meeting for a complete packet. A lot of the information being talked about was not in there.

**8. ADJOURNMENT** - Chairman McIntosh adjourned the meeting at 5:16 pm.

**Minutes submitted by: Judi Bourbeau**

**Minutes approved by:**

Sandra Dubright  
Name

10-24-2024  
Date