

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting November 26, 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 4:04 pm. Member Wright led in the pledge of allegiance.

2. ROLL CALL

Board Members Present	Chairman McIntosh, Terrill Trask, Sandra Wright
Board Members via Zoom	Marietta Henry
Board Member Absent	Janet VanCamp
Staff Present	Kyle Horvath, Errol Porter
Legal Counsel	McKinzie Hilton
Public Present	Stephen Bishop, George Chachas, Patti Cobb (Zoom), Paula Carson (Zoom)

3. PUBLIC COMMENT

George Chachas spoke. He spoke to the minutes of October 22, 2024, and referred to a bill in the amount of \$177,107.22. He wanted to know if a profit and loss statement was given to the Board from the horse races. He said he has yet to receive any information on how many conventions have been held since the Executive Director was hired. He said he has not received the latest inventory list. He said to date the convention center parking lot is not ADA compliant. At a previous meeting, he said he had asked Carson if he had sent a letter and if he had, he wanted a copy of it. To date he has not been provided with a rental agreement from the food bank and/or Bob Winder or from Ian Bullis. Time called.

4. PRESENTATION – Stephen Bishop – Renaissance Faire, Lions Club

Stephen Bishop present. He spoke to the Renaissance Faire and answered the question – What did we do with your money? His presentation listed all the events that took place at the Faire, both new and returning. He spoke to the BAARX pet costume contest where a cow was entered this year. JW Electric did the pumpkin drop. Spinning and weaving demonstrations were again a bit hit. A new hit this year was Finch and the Magpies, an Irish band, from Salt Lake City. They were very well received. MAD photography was there to help with publicity. The Yerington/Mason Valley Fire Department pipe band played for us. They were amazing. Ancient Baby from Ashland, Oregon, a funky folk band, contacted us and asked if they could perform. They were particularly good. The Riders of Avalon created a new show just for Ely. They are an equestrian group that do demonstrations of knightly mounted games of skills. We had thirty volunteers and thirty-four vendors. We had eleven non-selling displays that set up booths. We partnered with several other organizations for various events. We had about 1,800 people in the park that weekend. We had at least eight states represented. There was approximately \$25,000 in taxable sales reported. He asked - What can we do better next year? We need more time for performances and activities. We need a better layout. Scheduling needs to be fine-tuned. Signage could be better. Communication with partners could be better. He said everyone wants to come back next year. He wants to go bigger. He gave a big Thank You to the Board and said none of this could have happened without the support of Tour and Rec. The Board and Kyle thanked Mr. Bishop for all his work and said that he has created a signature event for Ely, even catching the eye of Travel Nevada.

5. ACTION ITEMS

A. Approval of Agenda, Including Removal of Agenda Items – Chairman McIntosh

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

Motion Seconded: Member Trask

Motion carried

B. Approval of Minutes: October 22, 2024, 4pm Regular Meeting

Chairman McIntosh spoke to the minutes of October 22, 2024, and read aloud the section on Approval to Ratify Payment of Bills noting that the amount brought up in public comment was the total of bills paid minus Bath Lumber, not one vendor. To make it clearer the word subtotal will be added.

Motion: Member Trask moved to approve the minutes with the addition of the word sub-total to make it more clear in the Approval to Ratify Payment of Bills section as suggested by Chairman McIntosh and to correct a typo in the heading of the minutes to read White instead of hite.

Motion Seconded: Member Wright

Motion carried

C. NEW BUSINESS

1. Approval to Ratify Payment of Bills

Motion: Member Henry moved to approve check nos. 12244 through 12277, minus check no. 12254 for Bath Lumber, in the sub-total amount of \$200,696.77.

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. 12254 in the amount of \$2,037.24.

Motion Seconded: Member Wright

Motion carried with one abstention

3. Presentation of Placer.ai data re: Broadbent Park and Renaissance Faire

Kyle Horvath said Placer.ai tracks phone and credit card data to give visitor movement and spending habits. He pulled the three days around the Renaissance Faire. Over those three days, we had 1.9 thousand visits. The people that came to the park stayed well over an hour. The report shows where people stopped before they came to the park. It also shows where the people travel from. It shows the household income, ethnicity breakdown, visit duration and favorite places visited.

For comparison, Broadbent Park had 8.8 thousand visitors for the year from November 1, 2023, to October 31, 2024. The Renaissance Faire was 1.9 thousand of that number. The visitors' trend chart shows the months of high activity. This data will be valuable when applying for grants to show how many people we are getting for our events. It will help on deciding on what infrastructure we will need for those events depending on the number of people that will be attending. We are hoping this will be a valuable tool for all our partners. This report can show how much of an impact just one event can have. It will be interesting to see how the events grow from year to year. There is a three-day minimum time window for pulling information. Our grant covered the \$14,000 subscription fee for this year and Kyle is hoping to renew that by submitting a new grant for next year. Member Henry felt this data is vital and it is very important for organizations to know how they fare. Kyle said it is an add on if we want to calculate the economic impact for a certain event. The cost is \$120. For signature events, we may want to go ahead and spend the extra

money. Right now, he said we can estimate the economic impact based on Travel Nevada's visitor spending average, which for our area is about \$140.

4. Update on Convention Center Remodel

Kyle said there was an in-person meeting with Paul Cavin and the design team. We went into a contract with them to do an architectural redesign of certain aspects of the convention center to increase our capacity, functionality and flow, as well as bringing the bathrooms in the back up to ADA standards. The esthetics and technology aspects need to be brought up to speed. We had a walk through. We have had multiple meetings with staff and the Board to address what are the goals we want out of this redesign. We are one or two weeks away from getting their initial sketch of what they are proposing. This will be brought to the Board to review. Kyle has asked them to join us via Zoom at the December meeting to answer questions.

5. Executive Director's Annual Evaluation

Chairman McIntosh thanked the Board members for turning in their evaluations. She said on the form it shows an averaging of the scores and all comments that were given. Chairman McIntosh thanked Kyle and said it has been a wonderful year. Member Henry thanked Kyle for his efforts. All the events that are happening in Ely are amazing. Thank you for the work you and your staff are doing. Kyle acknowledged his staff saying it is fun coming into work when working with professionals.

Motion: Member Henry moved that we accept the Executive Director's annual evaluation as stated.

Motion Seconded: Member Wright

Motion carried

6. Approval to Extend and Modify Employment Agreement/Contract with White Pine County Tourism and Recreation Director Kyle Horvath and Approval of Modified Agreement

Chairman McIntosh said this agreement will extend for three years.

Motion: Member Wright moved for approval to extend and modify employment agreement/contract with White Pine County Tourism and Recreation Director Kyle Horvath and Approval of Modified Agreement.

Motion Seconded: Member Henry

Motion carried

6. DISCUSSION/INFORMATION ITEMS

A. Executive Director's Report

Director Horvath referred to his report for the period of October 23 to November 26. He went through the various meetings he attended. He referred to a copy in the packet of the forest service and IMBA meeting on trail expansion. The room tax collection was down a bit. Even though it was eight percent less than the eclipse year, it was significantly higher than a non-eclipse year. Some accomplishment highlights are the Giant Horizons video final edit was launched; the visitor persona designs are done; we are updating our room tax forms to include the average daily rate and occupancy rate for the month; our influencer made a visit to Ely and her posts were a huge hit; and Errol restocked all our marketing materials around town. Status on current grants were given. 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. Facebook is up to 9.4K. Instagram now has 3.6K followers. Threads has 635 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. 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 and upcoming calendared events. Errol said this is his fifth year here with November 2019 being his first meeting attended. He thanked everyone for being able to be here. He said he has achieved things personally and professionally these past five years that he did not think were possible at this time and they would not have happened without your support.

7. PUBLIC COMMENT

George Chachas wants to know the status of the grandstand at Broadbent Park. He commented about a parking situation on Avenue A. He commented about the railroad not adhering to the Nevada Open Meeting law and selectively allowing people on Avenue A. He wants to know who owns Avenue A. At a previous meeting of May 28, 2024, he asked for a copy of calendared events for March, April, and May. He said he has received nothing. He is concerned about Heritage Park being established next to a school. He wants to remind you that the NRS mandates the members of the Board to be physically present. Time called.

Chairman McIntosh wished everyone a Happy Thanksgiving and welcomed Terrill Trask to the Board.

8. ADJOURNMENT - Chairman McIntosh adjourned the meeting at 5:32 pm.

Minutes submitted by: Judi Bourbeau

Minutes approved by:

<i>Sandra D Wright</i>	<i>12.17.2024</i>
Name	Date