

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting April 22, 2025 - 4 pm**

1. CALL TO ORDER; PLEDGE OF ALLEGIANCE

Chairman Trask called to order the White Pine County Tourism and Recreation Board regular meeting at 4 pm. He led in the pledge of allegiance.

2. ROLL CALL

Board Members Present	Jason Bath, Terrill Trask, Janet VanCamp, Mary Valencia
Board Members via Zoom	None
Staff Present	Kyle Horvath, Errol Porter
Legal Counsel	McKinzie Hilton
Public Present	Paula Carson, Pat Robison, George Chachas Zoom: Jennifer Lee/Patti Cobb

3. PUBLIC COMMENT

George Chachas spoke. He has a couple concerns on the bills: Check No. 12242 to Hotel Nevada in the amount of \$360.93 for guest; Check No. 12449 to Public Employee’s Benefits Program in the amount of \$64 for Doris Lawler and a debit charge for \$80 to Headframe Coffee for influencers. He said the County is applying for a SNPLMA grant for an event center. The Board needs to stop the remodel of this facility. He said this building was built for conventions and that is not happening. He said he has not received any of the following: information regarding each month’s income from usage and rentals of the facility, information requested regarding how many conventions have been brought in since Kyle was hired, information requested for the last inventory list that was taken prior to Kyle’s employment, and information requested about the rental agreement with Ian Bullis or the food bank with Bob Winder.

4. ACTION ITEMS

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

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

Motion Seconded: Member Valencia

Motion carried

B. Approval of Minutes: March 25, 2025, 4pm Regular Meeting

Motion: Member Valencia moved to approve the minutes as written.

Motion Seconded: Member Bath

Motion carried

C. NEW BUSINESS

1. Approval to Ratify Payment of Bills

Chairman Trask inquired as to the \$64 payment on the bills. Legal counsel Hilton said that it was investigated years ago by her and the answer has been provided in an open meeting. Because Doris Lawler was a former employee, the Nevada Public Employee Retirement System requires us to pay that. If anyone has an issue with that, they can contact PERS. Kyle said the Hotel Nevada charge was for an influencer that came out and did work for us that was set up by the Abbi Agency. The Headframe Coffee was when Travel Nevada came out and we had welcome packages for them.

Motion: Member Bath moved to pay check nos. 12423 through 12456 in the amount of \$137,525.42 excluding the Bath Lumber bill, check no. 12433, in the amount of \$597.17.

B. Marketing Manager's Report

Marketing Manager Porter gave his report. Our Views were over 100K, our Visits were 1.5K and our Engagement were 3.5K. He showed the top performing content. He said the Gravel Adventure Field Guide is the first in Nevada. He said we are up on everything reference followers. We are at 14,545 across all platforms. Our Search Retargeting is up from the previous month. Our Search Engine Marketing was up in clicks. Our YouTube ad is still doing well as far as views. He gave the top posts/pages visited. Our open rate of 26.3% for the newsletter is well above the industry standard. Member Bath asked about the change to our YouTube ads. He wanted to know if that is something we do internally. Kyle said Reach Local has people in-house. We will send our new videos to them, and they will mesh them together.

6. PUBLIC COMMENT

Paula Carson spoke. She said she felt the Board has some great ideas on how to promote our area. The one thing she wanted them to consider is including cowboy stuff such as branding or sheep shearing.

George Chachas spoke. He said the packets are not complete. He came in today around 11:30 and he had to wait for it to be printed out. We are paying for influencers. He wants to know who they are talking to and what they are talking about. He still does not know what the status of the Broadbent grandstand is. He wants to know where the Board stands with Heritage Park. Housing is needed. He is still concerned with the Renaissance Society village. They need to paint the buildings. He is still waiting on the rental agreement made with Ian Bullis and Bob Winder. Time called.

7. ADJOURNMENT

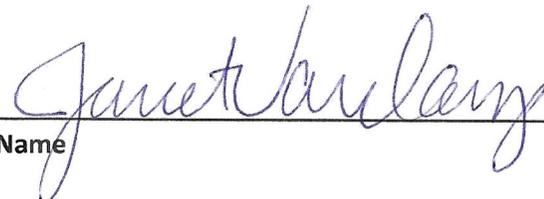
Motion: Member Bath moved to adjourn at 4:58 pm.

Motion Seconded: Member Valencia

Motion carried

Minutes submitted by: Judi Bourbeau

Minutes approved by:


5-27-25

Name Date