

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting May 27, 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	Terrill Trask, Janet VanCamp, Mary Valencia
Board Member via Zoom	Elizabeth Woolsey
Board Member Absent	Jason Bath
Staff Present	Kyle Horvath, Errol Porter
Legal Counsel	McKinzie Hilton
Public Present	Zoom: Jennifer Lee/Patti Cobb, Bruce Setterstrom

3. PUBLIC COMMENT

Elizabeth Woolsey said she just did a press conference with Senator Cortez Masto and other members of the outdoor recreation community in Nevada. It went very well.

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: April 22, 2025, 4pm Regular Meeting

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

Motion Seconded: Member VanCamp

Motion carried

C. NEW BUSINESS

1. Approval to Ratify Payment of Bills

Chairman Trask said that since member Bath is not present, Items C.1 and C.2 can be taken together.

Motion: Member VanCamp moved to pay check nos. 12457 through 12493 in the amount of \$138,705.09 that covers items C.1 and C.2.

Motion Seconded: Member Valencia

Motion carried

2. Approval to Ratify Payment of Bill to Bath Lumber

This was handled under Item C.1.

3. Appoint Member to Golf Course Advisory Board

Chairman Trask said this needs to be done since a previous member was the liaison to the Golf Course Advisory Board, so we must elect a new one. After a short discussion as to when the Board meets, Chairman Trask volunteered to be the liaison.

Motion: Member VanCamp moved to appoint Chairman Trask to the Golf Course Advisory Board.

Motion Seconded: Member Valencia

Motion carried

B. Marketing Manager's Report

Marketing Manager Porter gave his report. Our engagement overview shows we are up in all areas. He showed the top performing content. He said we are up on everything reference followers. We are at 14,784 across all platforms. He is suggesting we discontinue X/Twitter since growth has been stagnant over the last several months. Engagement is not there. Information is being posted but getting zero likes. Our Search Retargeting and Search Engine Marketing showed change both up and down. It is time to change our You/Tube ads. He gave the top posts/pages visited. Our sessions were up as well as our page views. Our newsletter audience is up. The open rate of 26.6% is well above average as well as our click rate of 1.6%. He said this past month has been a lot of direct communication and marketing networking.

6. PUBLIC COMMENT

There was no public comment.

7. ADJOURNMENT

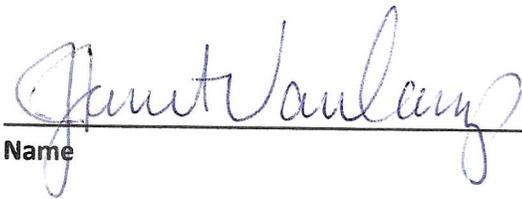
Motion: Chairman Trask moved to adjourn at 4:32 pm.

Motion Seconded: Member VanCamp

Motion carried

Minutes submitted by: Judi Bourbeau

Minutes approved by:



6-24-25

Name

Date