

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting July 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 4:02 pm. He led in the pledge of allegiance.

2. ROLL CALL

Board Members Present	Terrill Trask, Janet VanCamp, Jason Bath
Board Member via Zoom	Elizabeth Woolsey
Board Member Absent	Mary Valencia
Staff Present	Kyle Horvath, Errol Porter
Legal Counsel	McKinzie Hilton
Public Present	Marietta Henry

3. PUBLIC COMMENT-None.

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 Bath

Motion carried

B. Approval of Minutes: June 24, 2025, 4pm Regular Meeting

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

Motion Seconded: Member VanCamp

Motion carried

C. NEW BUSINESS

1. Approval to Ratify Payment of Bills

Motion: Member VanCamp moved to pay check nos. 12535 through 12599, in the amount of \$383,930.46, excluding check 12568 in the amount of \$463.22 to Bath Lumber.

Motion Seconded: Member Bath

Motion carried

2. Approval to Ratify Payment of Bill to Bath Lumber

Member Bath disclosed that he will be abstaining from voting on this matter due to his family's interest in Bath Lumber.

Motion: Member VanCamp moved to pay check no. 12568 to Bath Lumber in the amount of \$463.22.

Motion Seconded: Member Woolsey

Motion carried with one abstention

3. CAP 011-25: Awarding Grant to McGill Historic Drug Store

Director Horvath said we have the monies to fully fund this request and that is his recommendation. Member VanCamp disclosed she and her sister are members of the McGill Historic Drug Store board. She nor her sister receive any financial or personal gain from serving on the board nor from the awarding of this grant.

Motion: Member Bath moved to grant \$3,308 to the McGill Historic Drug Store

Motion Seconded: Member VanCamp

Motion carried

4. Presentation of Placer.ai for July 4, 2025

Director Horvath said this report was pulled for the dates of June 30 through July 7, 2025. The report shows the area that was looked at – Broadbent Park up to Sports World. You had to be in this corridor for more than five minutes to be counted. There was an average dwell time in the zone of over two hours. Compared to last year, we were up by about one percent. On average, he said we are looking at about six thousand people in the downtown corridor during the fourth of July festivities. He went through the Trade Area map of the downtown area showing where visitors originated from; the top ten zip code areas of visitors; and their favorite places prior and post. He said there is a new drone video that is just of the parade on YouTube which gives a lot of shots of what the downtown looked like during the parade. He said they estimated 450 people attended the community breakfast. They made a little over \$1,800 for the CACH program. The Board was very appreciative of the information provided by the report.

5. Discussion/Information Items

A. Executive Director's Report

Director Horvath referred to his director's report for the period of June 24, 2025, through July 22, 2025. Director Horvath was interviewed by Elaine Glusac of the New York Times who is authoring an article of how rural communities are weathering economic development. The artist in residence with Brett Phares - 4 projection art shows - went very well. Three videos from David Purdy are on YouTube. He went over the grants and their progress. He said we had our first summer concert series with future dates given. He briefly spoke of the historical items available and outdoor recreation events. He went over the upcoming meetings and events. He said on our financials, it showed it was fourteen percent down from June the year before. He said one of our top producing properties did not get their room tax in on time. When we recalculated the room tax report, it showed a three percent growth.

B. Marketing Manager's Report

Marketing Manager Porter present. His report covered the period of June 20, 2025, to July 17, 2025. Our views and engagements were down just a bit; however, our page visits were up. He discussed the top performing content. Our followers on Facebook, Instagram and Threads were all up. Our search retargeting was down a bit from last month as well as our YouTube adverts. Our search engine marketing was up. He gave the top five pages that were visited. Our sessions and page views were both up. Our total audience for the newsletter is up. Our open rate is 25.6% and our click rate is 1.7%.

6. PUBLIC COMMENT-None.

7. ADJOURNMENT

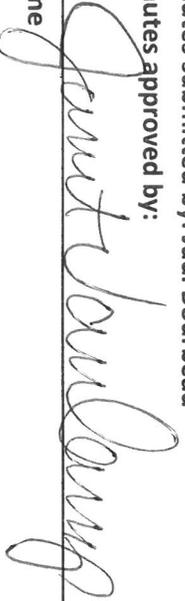
Motion: Member Bath moved to adjourn at 4:34 pm.

Motion Seconded: Member VanCamp

Motion carried

Minutes submitted by: Judi Bourbeau

Minutes approved by:

 Aug 26, 2025
Name Date