

**White Pine County Tourism and Recreation Board  
Bristlecone Convention Center – White Pine Room  
Regular Meeting September 24, 2025 - 5:30pm**

**1. CALL TO ORDER; PLEDGE OF ALLEGIANCE**

Chairman Trask called to order the White Pine County Tourism and Recreation Board regular meeting at 5:30 pm. He led in the pledge of allegiance.

**2. ROLL CALL**

<b>Board Members Present</b>	Terrill Trask, Jason Bath, Elizabeth Woolsey (via Zoom)
<b>Board Members Absent</b>	Janet VanCamp, Mary Valencia
<b>Staff Present</b>	Kyle Horvath, Errol Porter
<b>Legal Counsel</b>	McKinzie Hilton
<b>Public Present</b>	Tony Locke, George Chachas

**3. PUBLIC COMMENT**

George Chachas said he wanted to remind the Board that members of the Board need to be physically present at these meetings. Those are the laws. If not, you need to tell me differently and he wants to see the regulation. We do not have Covid. You have to be present. He has not received any information regarding each month's income from usage and rentals. He has received no information regarding how many conventions have been booked since Kyle Horvath was hired. He has no information for the last inventory list that was taken prior to Kyle's employment. He said the convention center parking lot is still not ADA compliant. He said to date no rental agreement has been provided from Ian Bullis or the food bank, Mr. Bob Winder. He reminded the Board that the County is applying for a SNPLMA grant for an event center. This Board needs to cease remodeling this facility. He said the Board is squandering money and competing against the private sector. He said the railroad foundation still does not operate under the Nevada open meeting law. The railroad foundation has a nepotism problem. NRS is specific regarding nepotism. Time called.

Mr. Tony Locke was present. He stated he has come out of retirement. He now serves as a community representative for Arevia Power. They have a real desire to become a part of the community. They want to integrate and become a significant factor within the community. They have already expressed some interest in many of the functions that the Board puts together each year.

**4. ACTION ITEMS**

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

**Motion:** Member Bath moved to approve the agenda as presented.

**Motion Seconded:** Member Woolsey

**Motion carried**

**B. Approval of Minutes: August 26, 2025, 4 pm Regular Meeting**

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

**Motion Seconded:** Member Woolsey

**Motion carried**

**C. NEW BUSINESS**

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

**Motion:** Member Bath moved to pay check nos. 12634 through 12679, in the amount of \$239,108.36 excluding check 12648 in the amount of \$962.89 to Bath Lumber.

**Motion Seconded:** Member Woolsey

**Motion carried**

**2. Approval to Ratify Payment of Bill to Bath Lumber**

This item was not acted on due to a lack of a quorum.

**3. Presentation of Placer.ai for Broadbent Park and the Impact of Events Held There This Year**

Director Horvath pulled the report for Broadbent Park for the entire year. The whole area of Broadbent Park minus city hall is shown. There were almost 34,000 visits which would be 11,000 unique visitors over the course of the year. This equates to a twenty-six percent increase over the previous year. He went over the activity graph and pointed out the events held that correlated to the activity spikes shown. This is data that is helpful when we are discussing the need to put funding into our parks because of their usage. The origin zip code graph shows the top producers of visitors. The favorite places show movement before and after entering/leaving the Park.

**5. DISCUSSION/INFORMATION ITEMS**

**A. Executive Director's Report**

Director Horvath referred to his director's report for the period of August 27, 2025, through September 24, 2025. Kyle said under the Meetings there were four that were new. He went to Ag District 13 Board meeting and presented the Placer.ai from last month. He attended the meeting on the Capitol Christmas Tree. It will be harvested in Nevada from Douglas County. They will be doing a whistlestop tour across the United States. It will be in Ely on November 4. It will park in front of Veteran's Park. He has been working with the Abbi Agency on the persona quiz, a grant project from Travel Nevada. The meetings for the All Class Reunion have started. Under Accomplishments, Outside Magazine is coming here the second weekend in October. Member Woolsey interjected saying a representative from Outside Magazine is coming to Baker's General Store to interview her and James. The Caleb Joel Montgomery concert was a success. We have sent new footage to Reach Local to update our Youtube channel. Both Kyle and Errol have started their 2026 marketing plan worksheets. He briefly spoke to the current grants and status. He gave a brief synopsis on the Arts, History, Outdoor Recreation and upcoming meetings and events. It is the time of year to start having a discussion with the Board on our to do list for goals.

A question was asked as to the timeline of the road project completion for the upcoming All Class Reunion in July 2026. Kyle said the latest update is east Ely is going to be done by the end of this year. Sidewalks will be done, light posts will be installed, and the final asphalt will be laid down. For central Ely, they will finish all the sidewalks and not tear up anything more. All cones will be removed, so that everything is going to be patched with metal plates off the ground. They will start back up around the end of February 2026 and if all goes as planned, they will be done by the end of June 2026.

**B. Marketing Manager's Report**

Marketing Manager Porter present. His report covered the period of August 21, 2025, to September 18, 2025. He said things were a little bit lower than last month. He discussed the top performing content. Our followers on Facebook, Instagram and Threads were all up. We are approximately 14,704 followers across all our social media platforms. On our LocalIQ the numbers were a little lower. We officially started the

wheels turning with Reach Local to switch out the ad content to fit in with winter and the Youtube ad is going to change. He gave the top posts/pages visited on our website. Our total audience for the newsletter is up. The open rate is 18.7% and the click rate is 1.1%.

Member Bath said he would like to see us next year working with the Park Service promoting Cave Lake. Kyle said yesterday he had a meeting discussing Fire and Ice and how the event will look in 2026. Cave Lake will be on our goals list for next year. He said the National Park Service has set a mandate to all their parks that they need to build relationships with their gateway communities a lot better. He said we can spend this winter discussing what this looks like for all of us this coming year. Member Woolsey said she has a meeting with the superintendent of Cave Lake this coming Friday to discuss this very topic. Chairman Trask suggested we might partner with other agencies to post our marketing material on their social media.

**6. PUBLIC COMMENT**

George Chachas said he did not receive an agenda for the August 26 meeting. He said the Board needs to bring back the thirty day stay rule. He said a person should not have to wait nine months for a refund. He has an ongoing concern on Heritage Park, and he has not seen anything on the agenda. He has yet to see anything on the agenda about Broadbent Park and the retaining of the grandstand. He said the city took out the track field, then the football field and then the baseball field. The area between Loves and the high school needs to be reserved for housing. Heritage Park must go.

**7. ADJOURNMENT**

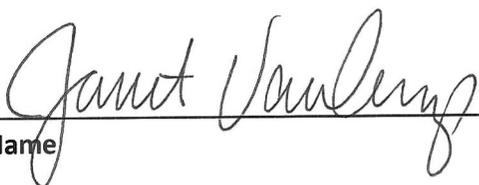
**Motion:** Member Bath moved to adjourn at 6:07 pm.

**Motion Seconded:** Member Woolsey

**Motion carried**

**Minutes submitted by:** Judi Bourbeau

**Minutes approved by:**

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Name Date 10-22-25