

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting August 26, 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, Jason Bath, Mary Valencia, Janet VanCamp, Elizabeth Woolsey
Board Member Absent	None
Staff Present	Kyle Horvath, Errol Porter
Legal Counsel	McKinzie Hilton
Public Present	Paul Cavin, Paula Carson (Zoom), Matt Bowers (Zoom)

3. PUBLIC COMMENT-None.

4. PRESENTATION – Paul Cavin – Update on Bristlecone Convention Center Remodel

Paul Cavin, the architect for the Convention Center remodel, was present. He said they have started putting together the design drawings and a 3D model of the building. The next big milestone in the project is called schematic designs, and they are twenty to thirty percent complete with the design. We will submit those to Kyle in October for review. The next milestone is design development due in November. Again, we will meet with Kyle. Once that is done, we will get the drawings ready for submission to the Building Department sometime in mid-January. We are still at the front end of the process. Since most of the Board was not in place when this remodel discussion took place, Kyle asked for a pdf to be sent to him so it can be shared with the current Board members so they can see the conceptual floor plan. Kyle summarized by saying the main design is enlarging the capacity of the main room. The other main concerns were modernizing the AV equipment, better lighting, moving the Bristlecone display to the main lobby, and putting in a hallway that cross sections with our brochure and copy rooms that would connect with the bathrooms. The backroom and lobby will have some renovation to modernize them. The back bathrooms will be ADA compliant. Member VanCamp inquired about an additional office. Kyle said with the hallway cutting the copy and brochure rooms in half there will be a work space put back there so that when a zoom call is necessary or work needs to be done and the White Pine room is not available, there will be a space to work in. We are trying to minimize the disruption to events being held and maximize the functionality of what we have. Chairman Trask asked what the plan for construction is. Paul Cavin said this will be a design bid build and he will oversee the bidding process. Member Bath was concerned with how much interruption there may be on events during construction. Kyle said this will try to be scheduled more in the summer months when the activity is less inside. Paul said in their programming report they felt it would take about eight months for demolition and construction and will be phased around events.

5. 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: July 22, 2025, 4 pm 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

Member Valencia disclosed she will abstain from this item since she is employed by the Jailhouse and there is a check issued to them on the list of payables.

Motion: Member Bath moved to pay check nos. 12600 through 12633, in the amount of \$226,197.88, excluding check 12605 in the amount of \$658.61 to Bath Lumber.

Motion Seconded: Member Woolsey

Motion carried with one abstention

2. Approval to Ratify Payment of Bill to Bath Lumber

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

Motion: Member Valencia moved to pay check no. 12605 to Bath Lumber in the amount of \$658.61.

Motion Seconded: Member VanCamp

Motion carried with one abstention

3. Approval to Change the Board's Meeting Day and Time to the Fourth Wednesday of Each Month at Either 5 or 5:30 pm for Future Meetings

Chairman Trask said he asked for this agenda item because with his job he already has meetings on Tuesdays, and he works until 5 pm. Member Bath said he would appreciate the change since Tuesdays are busy for him.

Motion: Member Bath moved to change the monthly meetings to the fourth Wednesday of each month at 5:30 pm starting in September, 2025.

Motion Seconded: Member Valencia

Motion carried

4. Presentation of Placer.ai for White Pine County Fair and Horse Races

Director Horvath said the report shows the area that was geofenced as the fairgrounds and the horse track. We pulled the actual week of the horse races and compared to last year it shows almost the exact number of visitors – 4,000 people. Attendance was basically the same as last year, but the Saturday gambling was much higher than last year. The visitor's by origin for the top three show all local. Pocatello, ID comes in fourth, then Cedar City and Las Vegas. It shows the circuit where the horse community recreates. We held a ribbon cutting for the new mural at the 4H building.

6. Discussion/Information Items

A. Executive Director's Report

Director Horvath referred to his director's report for the period of July 23, 2025, through August 26, 2025. He said we had four properties that did not get their room tax reports in on time. He said they were mailed, dated, and stamped a week before they were due but were not received timely. It will be accounted for in the next report. Kyle brought up the IMBA trail signage project designs/logo. Kyle did an interview with Chris DeFranco of Outdoor Nevada on the national Christmas tree that is coming from Nevada. The tree will be coming through Ely on what they call a Whistle Stop. He is still doing the short videos with Sierra Social Media. He showed the new QR code stickers. From an arts standpoint, he said

we had several big events – the Pow Wow, summer concert series, and White Pine Main Street funded a new mural in Lund. From a history standpoint, the trains are running, the museums are open, and Sean Pitts is doing another Hamilton tour on September 13. Trail expansion is progressing. He said we will be hosting the second annual PDGA disc golf tournament on October 11. The Rotary gravel event went off with ten participants. He briefly gave the upcoming meetings and events. He said at the end of the calendar year this Board will have the opportunity to set the goals for the next calendar year.

Marketing Manager's Report

Marketing Manager Porter present. His report covered the period of July 17, 2025, to August 21, 2025. It was a good month as far as our views, visits, and engagement. All in the green. He discussed the top performing content. Our followers on Facebook, Instagram and Threads were all up. When Errol was hired, our followers on Instagram were at 4,000. There are now over 10,000. We are approximately 14,626 followers across all our social media platforms. Our Search Retargeting and YouTube adverts were both up and our Search Engine Marketing was down slightly. He gave the top posts/pages visited on our website. Our sessions and page views were both up. Our total audience for the newsletter is up. He mentioned the Governor's state conference for tourism is in December in Reno with early registration now open with an invitation extended to the Board to attend.

7. PUBLIC COMMENT

Member Woolsey said she was invited to speak at the Utah Tourism Conference on Agritourism and Astro-tourism and she presented a twenty minute session Park to Park in the Dark and what Baker is doing to adjust their dark sky lighting and what her store does to promote Astrotourism. Because of her presentation she was asked to do the same presentation at the Utah State Parks Conference in November.

Matt Bowers said he is bringing the National Cave and Karst Management Symposium to the convention center in October. He said he spent a day going back and forth with the City of Ely on how they can be allowed to have an alcohol permit. He said the caterer they are using is from the high school and usually when events come to the center, they are using a commercial caterer who is attached to a restaurant who has an alcohol license. Our caterer being the school does not have an alcohol license, so we have had to find someone else. The Jailhouse stepped up and said they would sponsor us but that still does not allow us to have an alcohol permit because it is under their name, and I am afraid under their liability. It would be far easier for non-profits like us to get our own permit from the city. He wanted to bring this to the Board's attention, and he said he has some ideas on how the Board may be able to address that in the future should they be so inclined.

8. ADJOURNMENT

Motion: Member Bath moved to adjourn at 4:57 pm.

Motion Seconded: Member Valencia

Motion carried

Minutes submitted by: Judi Bourbeau

Minutes approved by:


Name

9/24/25
Date

