

**White Pine County Tourism and Recreation Board  
Bristlecone Convention Center – White Pine Room  
Regular Meeting December 17, 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**

**Board Members Present**  
**Board Member Absent**

Terrill Trask, Jason Bath, Janet VanCamp  
Elizabeth Woolsey; Mary Valencia has resigned. The County Clerk is working on advertising to fill the position

**Staff Present**  
**Legal Counsel**  
**Public Present**

None  
McKinzie Hilton  
Pat Robison, George Chachas, Stephen Bishop  
Via Zoom: Ashley Adams, Matt Bowers, Tavis Smith

**3. PUBLIC COMMENT**

George Chachas said he has not received any information regarding each month's income from usage of rental of the facility. He has not received any information requested regarding how many conventions have been held since Kyle has been hired and how many new events have been held. He has received no information on status of the grandstand at Broadbent Park. The city is doing little to improve the downtown area. The railroad foundation still does not operate under the open meeting law. To date he has not received a list of those who have not paid the convention center for usage. He said the Board needs to bring back the thirty-day stay rule. Time called.

**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: October 22, 2025, 5:30 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 VanCamp had a question on the December bills reference payment to Paul Cavin in the amount of \$21,000. Director Horvath said Mr. Cavin is our architect and that is an ongoing expense for the preparation of the convention center remodel.

Member VanCamp had a question on the December bills reference payment to YESCO Financial Solutions in the amount of \$1,361.13. Director Horvath said we have the electronic billboard at Mt. Wheeler Power. There are many panels that will need replacement but right now we are keeping them on life support. The other one we own is at the top of Murray Canyon and we pay government rental on that one.

Member Bath inquired about the payment to Commnet Wireless on the December bills in the amount of \$2,110. He asked if that was what this facility is paying for broadband. Director Horvath confirmed that is correct.

Member VanCamp inquired about the payment to 5D Networks also on the December bills for internet. Director Horvath said that is the backup bare minimum. He said it is a three year contract with installation fees waived and we are one year into the contract.

**Motion:** Member Bath moved to pay check nos. 12758 through 12785 in the amount of \$133,101.46 minus check no. 12763 in the amount of \$532.06 to Bath Lumber for the December bills.

**Motion Seconded:** Member VanCamp **Motion carried**

**Motion:** Member VanCamp moved to pay check nos. 12727 through 12757 in the amount of \$213,707.16 minus check no. 12732 in the amount of \$608.71 to Bath Lumber for the November bills.

**Motion Seconded:** Member Bath **Motion carried**

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

No action taken due to lack of a quorum.

**3. Report from Hinton Burdick for Fiscal Year 24/25 Financial Audit and Acceptance of Report – Tavis Smith**

Tavis Smith was present via Zoom. He expressed his thanks to the team he worked with at the convention center which allowed Hinton Burdick to make a timely filing of the audit report. He briefly went over the packet of financial statements for the fiscal year. Page five gives an overview from management's perspective. Page one is the independent auditor's report which summarizes their opinion and the basis for their opinion on the financial statements. The independent auditors report on internal control on page 38 found no deficiencies were noted. He shared a few slides with the Board showing the revenue and expense trends, the net position, and the cash trend. The Board expressed their thanks.

**Motion:** Member VanCamp moved to accept the report from Hinton Burdick for fiscal year 24/25 financial audit.

**Motion Seconded:** Member Bath

**Motion carried**

**4. Presentation about Great Basin National Park by Ashley Adams, Superintendent for Great Basin National Park**

Superintendent Adams present via Zoom. She thanked the Board for the invitation to attend this meeting. She gave a general update. The Park is seeing increased visitation compared to last year. They are still catching up after the longest government shutdown in history. Many construction projects have either been completed or are in the works: the water and sewer line replacement in Lehman Caves was completed; the lower Lehman Creek campground expansion and renovation project was just completed; the Lehman Caves electrical and lighting replacement project has just started with us anticipating having the caves open for the 2026 Memorial Day weekend; a SNPLMA five year project to redo the campground in Strawberry Creek in on the agenda; another piece of this SNPLMA project concerns work being done on the Osceola trail; and a project for 2026/2027 is dust abatement and strategies to protect the rock art at the caves. An update of the interpretation team includes the opportunity to launch a pilot program for the wild cave tours. It was launched in July and was every weekend through the Labor Day weekend. It was a tour through the Royal Gorge, the palace room, the annex and out the west room. The festival held

in September from the 18<sup>th</sup> through the 20<sup>th</sup> went very well. There were over forty events with over 2,200 in attendance. For the operations update, the Lehman Caves visitor center is closed for the winter season but the Great Basin visitor center in Baker is open. The Wheeler Peak campground, upper Lehman Creek campground, Baker Creek campground, and Grey Cliffs campground are all closed for the winter. The Wheeler Peak scenic drive is closed at Upper Lehman campground for the winter. The Park's concession contract will conclude February of 2027. The Park released a prospectus seeking proposals. The contract is a ten-year term. We are in the process of hiring our summer seasonal jobs. One difficulty for the Park Services is the continued reduction in permanent staffing which does impact the operations capacity. Superintendent Adams appreciated the opportunity to let the Board know what is happening at GBNP.

The Board thanked Superintendent Ashley for all the valuable information she imparted. Member Bath asked about the road going to Lexington Arch and asked if it had been reopened after having been washed out during flooding. She responded that there is a new trail head now with parking available which is about a half mile from the trail head. Member Bath also asked when the specialized cave tours will be open for ticket purchase. She responded a date has not been set yet as several factors need to be considered. He also questioned whether there is any plan to put designated motorcycle parking areas on the upper camp grounds where the lakes are. She said at this time there is no motorcycle parking planned but she will discuss this with the management team. Director Horvath thanked her for her time and talent and for making Great Basin National Park accessible for the public to enjoy.

#### **5. Update on the Construction Plans for the Convention Center Remodel**

Director Horvath provided an updated timeline. Two meetings ago we met with the architects to discuss the blueprints. We asked them to present the champagne plan and the cost. The estimate was around \$150,000 of construction cost which brings us to a sub two million dollar project. We had a follow-up meeting to narrow down several items. The initial blueprints are available to review with a final presentation to be made to the Board for approval of the design. After the approval, the construction documents will go to the city for review and approval with the bid process to then start. In that bid process the project will be phased to have as minimal impact as possible to events. We are looking at doing the back rooms and bathrooms first. Technology and aesthetics will be in phase one. The cost of construction will be spread out over two years.

Member Bath said after looking at the plans, from his perspective, the garage door is making it more accessible for different events on which we can expand. It is all good. If we do not update, we are stagnant. Director Horvath said we need to keep up with the demands of our clients. Additionally, member Bath said we do not know the future of some of the SNPLMA projects out there referring to the event center proposed at the fairgrounds. He said he has heard it is geared more towards equine events and livestock shows which does not make it conducive to concerts which really makes it important to expand on what we have already established here. Director Horvath felt what they are trying to do at the fairgrounds will compliment what we are doing here and not conflict.

#### **6. Presentation of Placer.ai for the Renaissance Faire**

Director Horvath said since we had the Renaissance Faire at Broadbent Park last year, we have some comparisons for what that event does for the Park. For the metrics, he drew the numbers from three days set up, day of the event and the day after. Participation was up forty-five percent from last year. On the

civic dashboard covering the trade areas, it shows the visitors by origin. The favorite places civic dashboard show where the visitors went before and after. What stood out for Director Horvath was the origin of the visitors and how many people came from out of the area and the growth of the event.

Member Bath asked when did we start doing this report? Kyle said we achieved Placer.ai last year as part of a Travel Nevada grant and they gave us the grant for a second year. Member Bath felt this type of data is what we need as a tool to get people to our local businesses. Member VanCamp asked for how long do we have this program through the grant; Kyle said for another six months. He said this is an economic development and business recruiting tool. Chairman Trask asked for the login information so he can spend some time familiarizing himself with the various reports. Member Bath said he would love to partner with the Chamber to get information out to the businesses.

## **5. DISCUSSION/INFORMATION ITEMS**

### **A. Executive Director's Report**

Director Horvath briefly pointed out the meetings that were attended. For the 2026 marketing plan, he feels we need to have new messaging. He said they have been surveying visitors as to why they are here and their experiences with a theme of regenerative travel coming through. The new messaging will hold a double meaning of Find Yourself in White Pine County – physically, emotionally, spiritually, and mentally. The new campaign will start January 1. He and Errol in conjunction with the Abbi Agency have devised a fluid outline of what the next year's marketing is going to look like. Kyle, Errol, and Member Bath attended the Governor's conference on tourism in Reno. An application has been submitted to IMBA for Ely to be a designated trail town. The capitol Christmas tree whistlestop was a huge success. Kyle gave a brief update on the grants, arts, history, outdoor recreation, and upcoming meetings/events. Kyle printed out the goals that had been set for 2025 by the previous Board. He would like the Board to think about their goals for 2026 and revisit this item at the January meeting.

### **B. Marketing Manager's Report**

Marketing Manager Porter said everything was up across all our media platforms. On Instagram he just put out the fire and ice poster. That was the top performing content. Total followers on all platforms were almost 15,000 as of December 11. For our targeting digital through LocalIQ, we are starting to change out all our content. He gave the top five posts/pages visited. We increased our audience for the newsletter. Our click through rate is 1.2%. Member Bath asked if there was a way we could involve the school district to help us promote events in town by either volunteering or participating.

## **6. PUBLIC COMMENT**

George Chachas said he has not been provided with any rental agreements from Ian Bullis or Bob Winder. In reference to the SNPLMA grant to the county for the event center, if it is something different from what he thought it was he felt it was incumbent on the Board to find out what is happening. He reminded the Board again that the convention center parking lot is not ADA compliant.

## **7. ADJOURNMENT**

**Motion:** Member Bath moved to adjourn at 7:27 pm.

**Motion Seconded:** Member VanCamp

**Motion carried**

Minutes submitted by: Judi Bourbeau

Minutes approved by:

Elizabeth Noddy

Name

1-28-26

Date