

**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting February 25, 2026 – 5:30pm**

1. Call to Order and Pledge of Allegiance

The meeting was called to order by **Chair Terrill Trask**, followed by the Pledge of Allegiance.

2. Roll Call

Present:

- Member Robison
- Member Bath
- Member Woolsey (attending remotely from Washington, D.C.)
- Chair Terrill Trask

Absent:

- Member Chachas (sworn in but not present)

A quorum was established.

3. Public Comment

No public comments were received in person or online.

4. Action Items

A. Approval of Agenda

Motion to approve the agenda as presented.

Motion: Approved unanimously.

B. Approval of Minutes – January 28, 2026

Motion to approve minutes from the January 28, 2026 regular meeting.

Motion: Approved unanimously.

C. Ratification of Payment of Bills

1. **February 9 Bills** – Approved with the exception of Bill #12840 (Bath Lumber), from which Member Jason Bath abstained.

Motion: Passed.

2. **February 19 Bills (Bath Lumber)** – Approved with one abstention.

Motion: Passed.

3. **January Bills** – Clarification provided regarding delayed billing from Hotel Nevada/47s Motel for artists and concert accommodations. Approved with the exception of Bill #12802 (Bath Lumber).

Motion: Passed.

4. **November–January Bath Lumber Bills** – Retroactive approval due to previous lack of quorum.

Motion: Passed with one abstention.

5. New Business

A. Meeting Dates (Next Six Months)

Proposed schedule:

- March 25
- April 29 (adjusted from April 22 due to Rural Roundup conflict)
- May 27
- June 24
- July 22
- August 26

Motion: Approved unanimously.

B. Election of Board Officers

- **Chair:** Terrill Trask
- **Vice Chair:** Jason Bath
- **Secretary/Treasurer:** Liz Woolsey

Motion: Approved unanimously.

C. Appointment of Liaison to Golf Course Advisory Board

Jason Bath appointed as liaison.

Motion: Approved unanimously.

6. Information Items

Executive Director’s Report (Kyle)

- **Marketing & Media:**
 - February engagement slightly lower than January due to post–Fire and Ice lull.
 - “Find Yourself” campaign performing well.
 - Over 15,000 combined social media followers.
 - Website sessions: 11,000+ with 20,000+ page views.
 - Newsletter click-through rate: 7%.
- **Projects & Grants:**
 - Convention Center redesign nearing final approval.
 - Visitor’s Guide in final proofreading stage.
 - Trail signage and heritage grants progressing.
 - Interactive 3D tactile star map planned for downtown accessibility.
- **Upcoming Events:**

- **Crab Crack** event this weekend.
 - Presentation to Nevada Commission on Tourism (April 4).
 - Community meetings in April for outdoor recreation, history, and arts.
 - Attendance at National Main Street Conference (Tulsa) and Rural Roundup (April).
 - **Data Reports:**
 - January saw 15,000 unique visitors; 24,500 overnight stays.
 - Top visitor origins: Salt Lake City, Las Vegas, Boise.
 - 98% of visitors stayed in hotels.
 - January room tax up 5% year-over-year.
 - Visitor spending up 1.3% in 2024; employment in tourism steady at 7.9%.
 - Forecast for 2025: slight 4.9% decline expected statewide.
 - **Downtown Construction Update:**
 - Ahead of schedule; expected completion before July 4, 2026.
 - Ribbon cutting planned before horse races.
-

7. Public Comment

Ashley Adams (Great Basin National Park):

- Electrical replacement at Lehman Caves underway; partial reopening expected Memorial Day weekend.
- Prescribed fire completed in Kanyong Canyon for habitat restoration.
- Concession contract for Great Basin Café open for proposals (due March 25).
- New cave simulation trailer program launching March 21 for youth engagement.

Liz Woolsey:

- Reported successful interviews with Senator Cortez Masto regarding tourism and federal land policy.
- Attended State of the Union address.

No additional public comments.

8. Adjournment

Motion to adjourn approved unanimously. Meeting adjourned.

Prepared by: [Assistant-Generated Summary Based on Transcript]

Date Prepared: March 2026

Approved by: WPCTR Board at subsequent meeting.

X Elizabeth Wesley

3-25-26

Name

Date