

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

I. Attendance

Board Members Present:

- Jason Bath (Vice Chair / Acting Chair)
- George Chachas
- Elizabeth Woolsey
- Pat Robison

Board Members Absent:

- Terrill Trask (Chair)

Staff & Legal Present:

- Kyle Horvath (Executive Director)
- Mckinzie Hilton (Legal Counsel)
- Errol Porter (Marketing)

Members of the Public Present:

- Dee Sandoval (White Pine County Horse Races)
- Marietta on Zoom (White Pine County Horse Races)
- Jose Noriega
- Kay McMurray & Brian Godon (White Pine Corral Association and White Pine Horse Races - referenced/present)
- Wayne Cameron
- Crystal Arena (White Pine Corral Association)

II. Public Comment (Beginning of Meeting)

- **Dee Sandoval:** Spoke on behalf of the White Pine County Horse Races. She requested that the Board fully fund their grant application, noting that the organization is in great need of funding this year due to rising costs. She made herself available for financial questions later in the meeting.

III. Action Items & Approvals

1. Approval of Agenda

- **Discussion:** No changes or removals to the agenda were suggested.
- **Motion:** George Chachas
- **Second:** Jason Bath
- **Vote:** * **In Favor:** Jason Bath, George Chachas, Elizabeth Woolsey, Pat Robison
 - **Opposed:** None

- **Abstained:** None
- **Result:** Motion passed unanimously.

2. Approval of Minutes (February 25, 2026)

- **Discussion:** George Chachas noted a correction needed for the February 9th bills section; the minutes stated one member abstained but did not list the name. Jason Bath clarified that he was the member who abstained (due to the Bath Lumber bill) and asked that his name be added to the official record.
- **Motion:** Elizabeth Woolsey (To approve the minutes with the correction adding Jason Bath's name to the abstention).
- **Second:** George Chachas
- **Vote:** * **In Favor:** Jason Bath, Elizabeth Woolsey, Pat Robison
 - **Opposed:** None
 - **Abstained:** George Chachas (Abstained due to not being present at the February meeting).
- **Result:** Motion passed.

3. Ratify Payment of Bills (Excluding Bath Lumber Bill #12869)

- **Discussion:** George Chachas requested clarification on a \$600 maintenance bill (Kyle Horvath confirmed it was paid to LG Tree Service for snow removal around the public buildings) and an agency bill (Kyle confirmed it was for The Abbi Agency, their PR firm).
- **Motion:** George Chachas
- **Second:** Elizabeth Woolsey
- **Vote:** * **In Favor:** Jason Bath, George Chachas, Elizabeth Woolsey, Pat Robison
 - **Opposed:** None
 - **Abstained:** None
- **Result:** Motion passed unanimously.

4. Ratify Payment of Bill to Bath Lumber

- **Discussion:** Jason Bath declared his conflict of interest.
- **Motion:** George Chachas
- **Second:** Elizabeth Woolsey (or other present member)
- **Vote:** * **In Favor:** George Chachas, Elizabeth Woolsey, Pat Robison
 - **Opposed:** None
 - **Abstained:** Jason Bath
- **Result:** Motion passed.

5. Accept Engagement Letter to Squire and Company for Auditing Services (FY 2025-2026)

- **Discussion:** Kyle Horvath noted that the county's current auditors, Hinton Burdick, have been excellent for the past three years. Squire and Company acquired them,

and Kyle recommended sticking with their services to conduct the current fiscal year audit.

- **Motion:** George Chachas
- **Second:** Pat Robison
- **Vote:** * **In Favor:** Jason Bath, George Chachas, Elizabeth Woolsey, Pat Robison
 - **Opposed:** None
 - **Abstained:** None
- **Result:** Motion passed unanimously.

6. Preliminary Budget Review for Fiscal Year 2026-2027

- **Discussion:** Kyle Horvath presented a preliminary budget breakdown. The State of Nevada is projecting an 11.5% decrease in tourism, but White Pine County is conservatively projecting a 5% decrease. Kyle walked through line items, noting major saved expenses (such as the architect fee from the previous year). The primary objective of this agenda item was to establish a preliminary budget cap for tonight's "Aid to Organization" grant approvals.
- **Motion:** Elizabeth Woolsey (To set the preliminary Aid to Organization budget at \$85,000 for FY 26/27).
- **Second:** George Chachas
- **Vote:** * **In Favor:** Jason Bath, George Chachas, Elizabeth Woolsey, Pat Robison
 - **Opposed:** None
 - **Abstained:** None
- **Result:** Motion passed unanimously.

IV. Aid to Organization Grants (Agenda Item 5 a-t)

Disclosures & Abstentions:

- Jason Bath disclosed he would abstain from Item 5(t) regarding the Ely Renaissance Society. He also disclosed a relative volunteers for Main Street (Item 5c, 15-26, 18-26), but legal counsel determined he did not need to abstain.
- Elizabeth Woolsey disclosed her business proximity/involvement regarding the Baker event, but legal counsel determined no direct financial benefit required an abstention.

Grant Deliberations: The board collaboratively decided to distribute the \$85,000 budget across the following applications:

Applicant / Project	Request	Approved	
		Award	Notes / Abstentions
A. Great Basin Pyrotechnics (Fireworks)	\$12,000	\$6,000	Unanimous aye

Applicant / Project	Request	Approved Award	Notes / Abstentions
B. Ely Lions Club – Renaissance Fair & Pumpkin Festival	\$10,000	\$8,000	Unanimous aye
C. White Pine Main Street (Baker Events)	\$4,000	\$4,000	Unanimous aye
D. Steptoe Valley Trap & Target	\$2,000	\$1,000	Unanimous aye
E. White Pine Public Museum	\$10,800	\$5,000	Unanimous aye
F. White Pine Horse Races	\$20,000	\$20,000	Unanimous aye
G. Junior Livestock Program	\$2,000	\$2,000	Unanimous aye
H. Christian Motorcyclists Association	\$1,200	\$1,000	Unanimous aye
I. Ely Shoshone Tribe Pow Wow & Fandango	\$19,000	\$4,000	Unanimous aye
J. White Pine Productions (Rodeo & Roping Events)	\$25,000	\$10,500	Unanimous aye
K. Junior High School Rodeo Club	\$4,000	\$3,000	Unanimous aye
L. Ely Outdoor Enthusiasts	\$4,000	\$1,500	Unanimous aye
M. BMX Club	(Referred)	—	Directed to reapply under Outdoor Rec
N. Nut Log Lego Convention	\$1,500	\$1,000	Unanimous aye
O. White Pine Main Street (Downtown Events)	\$3,000	\$2,000	Unanimous aye
P. Lund Rodeo Association	\$5,000	\$4,000	Unanimous aye
Q. White Pine Corrals Association (Gymkhana Series)	\$3,000	\$3,000	Contingent upon proof of 501(c)(3) stat
R. White Pine Main Street (Downtown Ribbon Cutting)	\$4,000	\$2,000	Unanimous aye
S. Nevada Northern Railway (120th Anniversary)	\$10,000	\$5,000	Unanimous aye
T. Ely Renaissance Society Art Exhibit	\$4,000	\$2,000	Approved 4-0; Jason Bath abstained

V. Executive Director's Report

Kyle Horvath (Executive Director) and Errol Porter (Marketing) presented:

- **Convention Center Remodel:** The final layout from Paul Cavin Architect indicates a "champagne plan" cost of \$3.6 million, exceeding the reserved \$2 million. Kyle requested the board to review the blueprints to prioritize essential ADA compliance issues (specifically restrooms) for a phased approach discussion at the next meeting.
- **Operations & Marketing Updates:** The new Visitor's Guide and updated city/county green maps are heading to print. Travel Nevada grants closed. Eric Burke has been hired to paint the Mary Pavlakas mural. Placer.ai subscription was renewed.
- **Placer.ai Data (February):** The city saw roughly 14,000 unique visitors resulting in \$1.5 million in visitor spend. A future geofenced report will be generated specifically for the Pow Wow. Board members suggested presenting this data to the Chamber of Commerce.
- **Marketing Metrics:** Facebook followers reached 15,175. A newly targeted YouTube advertisement performed exceptionally well, increasing views by 10,000. Event registrations for "Fears, Tears, and Beers" are filling rapidly (200 of 350 spots booked).

VI. Marketing Report (Presented by Errol Porter)

- **Social Media & Digital Platforms:** Total followers increased across all platforms to 15,175. The top-performing post for the month was a February 23rd Facebook post.
 - **Advertising Campaigns:** Winter and snow-targeted digital ads are ending and being swapped out for the new season. The newly updated YouTube ad campaign has performed exceptionally well, generating an increase of nearly 10,000 views in just one month.
 - **Website & Newsletter Metrics:** The most visited webpage in February was for "Fears, Tears, and Beers". Event registration recently opened and already has 200 of the 350 spots filled. The "Nevada Open Road Challenge" page was also in the top five. The March 6th newsletter showed strong click-through rates.
 - **Media & PR Placements:** Episode 4 of Alex Honnold's show on Outside Television prominently features Ely, Great Basin National Park, mountain biking, and dark sky viewing at Cave Lake. This episode is already generating email inquiries following a bike show in Las Vegas.
 - **Nevada Northern Railway:** The railway is currently running a "White Pine Special" through the end of March, offering special rates for White Pine and Eureka locals to boost ridership.
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- **George Chachas:** Spoke strictly as a private citizen. He stated his strong support for mandatory ADA requirements at the Convention Center but strongly opposed utilizing tourism funds to transform the facility into a competing "Event Center". He argued the facility should support downtown businesses rather than compete against private sector venues like St. Lawrence Hall, Mr. Gino's, and the Postal Palace. He also expressed ongoing frustration regarding unaddressed ADA compliance failures on the Great Basin rebuild project.
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VIII. Adjournment

- **Motion to Adjourn:** Elizabeth Woolsey
- **Second:** George Chachas
- **Vote: * In Favor:** Jason Bath, George Chachas, Elizabeth Woolsey, Pat Robison
 - **Opposed:** None
 - **Abstained:** None
- **Result:** Meeting adjourned.

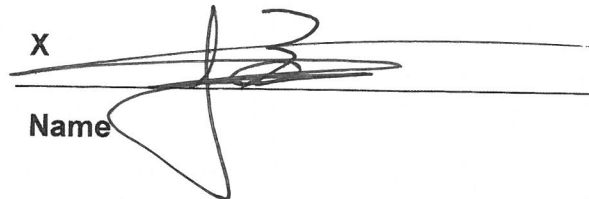
Respectfully Submitted,

Recorded by Board Staff and Prepared for Approval

White Pine County Tourism and Recreation Board

X

Name



5/27/26

Date