



**White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting July, 22 2026 – 5:30pm**

I. Attendance

Board Members Present:

- Terrill Trask (Chair)
- George Chachas
- Pat Robison
- Elizabeth Woolsey

Board Members Absent:

- Jason Bath (Vice Chair)

Staff & Legal Present:

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

Members of the Public Present:

- In Person
 - Alicia Berkbigler
 - Marietta Henry (White Pine Horse Races)
 - Erika Quinones
- On Zoom
 - Ashley Adams (Great Basin National Park)

II. Call to Order & Pledge of Allegiance

Chair Terrill Trask called the meeting to order, followed by a recitation of the Pledge of Allegiance.

III. Public Comment (Beginning of Meeting)

- **Elizabeth Woolsey (Private Citizen):** Announced a dedication event for an apple tree and plaque honoring Justin Beebe, a firefighter who died in the Strawberry Creek Fire 10 years ago. The event is scheduled for Wednesday, August 12, at 5 p.m. at Baker Hall.

- **Ashley Adams (Great Basin National Park):** Provided an update that the park reopened Lehman Caves on July 10th for 60 and 90-minute tours following the installation of a new lighting system. A ribbon-cutting ceremony is potentially planned for October. The campgrounds are currently selling out every night.
- **George Chachas (Private Citizen):** Raised multiple concerns as an individual citizen, including:
 - Lack of ADA compliance in the convention center parking lot.
 - Requested justifications and cost breakdown for the convention center remodeling.
 - Requested rental agreement details for various parties (Cornhole League, Ian Bullis, Food Bank, Bob Winder) and a list of those who haven't paid for facility usage.
 - Requested inventory sheets since Ed Spear was director, monthly income usage reports for 2025/2026, and correspondence regarding the Grand Central Motel's room tax.
 - Reported that the convention center parking lot sidewalk requires tree trimming, and the asphalt walkway across the alley on Sixth Street needs to be repaired.

IV. Action Items & Approvals

1. Approval of Agenda

- **Discussion:** The board reviewed the agenda for the meeting.
- **Motion:** Elizabeth Woolsey
- **Second:** Pat Robison
- **Vote:**
 - **In Favor:** Terrill Trask, George Chachas, Pat Robison, Elizabeth Woolsey
 - **Opposed:** None
 - **Abstained:** None
 - **Absent:** Member Bath
- **Result:** Motion passed unanimously.

2. Approval of Minutes for June 24, 2026

- **Discussion:** Member Chachas requested a correction on page two of his comments to state that the center walkway needs "replaced," rather than "relocated."
- **Motion:** Member Trask made a motion to approve the minutes with the stated correction
- **Second:** Pat Robison

- **Vote:**
 - **In Favor:** Terrill Trask, George Chachas, Pat Robison, Elizabeth Woolsey
 - **Opposed:** None
 - **Abstained:** None
 - **Absent:** Member Bath
- **Result:** Motion passed unanimously.

3. Ratify Payment of Bills

- **Discussion:** Items C1 and C2 were combined. Member Chachas inquired about specific checks: Hotel Nevada (\$817 for summer concert band lodging), Nevada Northern Railway (10,065) for capital improvement grant reimbursement), ORF grants, Renaissance Society Historic Asset Preservation, and the Main Street America program (\$34,000). Executive Director Kyle Horvath addressed each item and offered to review the detailed invoice backups in the office.
- **Motion:** Elizabeth Woolsey made a motion to ratify the payment of the bills
- **Second:** Pat Robison
- **Vote:**
 - **In Favor:** Terrill Trask, George Chachas, Pat Robison, Elizabeth Woolsey
 - **Opposed:** None
 - **Abstained:** None
 - **Absent:** Member Bath
- **Result:** Motion passed unanimously.

4. Update On Convention Center Remodel

- **Discussion:** Executive Director Kyle Horvath presented the updated Phase 1 remodel cost of \$1,301,166.78. The remodel includes ADA upgrades for the rear bathrooms, necessary audiovisual upgrades for the main room, and removal of the permanent stage to allow for modular risers. Horvath emphasized that the project is funded through savings and will not require taking on debt.
- **Motion:** Chairman Terrill Trask made a motion to approve the convention center remodel update as presented.
- **Second:** Elizabeth Woolsey
- **Vote:**
 - **In Favor:** Elizabeth Woosely, Pat Robison, George Chachas, Jason Bath
 - **Opposed:** None
 - **Abstained:** None
 - **Absent:** Member Bath
- **Result:** Motion passed unanimously.

Discussion: Executive Director Kyle Horvath reported that domestic travel to downtown Ely saw 28,300 total trips in June, generating \$1.2 million in visitor spending. For the July 4th weekend, the downtown corridor tracked 9,200 unique individuals. The average stay duration was 153 minutes, reflecting a 23% increase in activity compared to the prior year. Data insights from the Placer Ai grant continue to guide tourism marketing efforts.

VI. Executive Director's Report

Kyle (Executive Director): The Abbi Agency PR quarterly report showed positive placements in publications like Travel and Leisure and Outside Online. The “persona quiz” will soon launch on the website. Signage projects at Ward Mountain and BLM Garnet Hill are underway, alongside a 3D tactile star map project for visually impaired astrotourism. The All Class Reunion was deemed a significant success.

VII. Marketing Manger's Report

Errol Porter (Marketing Manager): Across all platforms, views, visits, and engagement spiked significantly in July. The tourism pages currently have 15,766 followers. “Race the Rails” registration is open for its 10th year. The digital newsletter successfully deployed to 5,059 subscribers.

VIII. Public Comment (End of Meeting)

- **George Chachas (Private Citizen):** Expressed multiple concerns:
 - The kiosk across from Sportsworld requires attention because it is blocked.
 - Pointed out an Airbnb potentially operating without paying room tax.
 - Kyle Horvath agreed to follow up with the city regarding enforcement
 - Alost noted an ADA access issue at Great Basin and Aultman regarding the placement of pedestrian flashing light buttons.
 - **Marietta Henry (White Pine Horse Races):** Thanked the board for awarded grants.
 - **Elizabeth Woolsey (Private Citizen) & Kyle Horvath:** Discussed the American Discovery Trail Relay, noting that the Declaration of Independence baton will be passing through White Pine County on the 27th and 28th, with various community members participating via cycling, running, and horseback.
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IX. Adjournment

- **Discussion:** With no further business, a motion to adjourn was made.
- **Motion:** Elizabeth Woolsey
- **Second:** George Chachas
- **Vote:**

- **In Favor:** Terrill Trask, George Chachas, Pat Robison, Elizabeth Woolsey
- **Opposed:** None
- **Abstained:** None
- **Absent:** Member Bath
- **Result:** Motion passed unanimously. Meeting adjourned.

Respectfully Submitted,

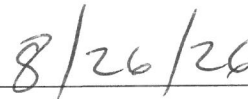
Recorded by Board Staff and Prepared for Approval

White Pine County Tourism and Recreation Board

X



Name



Date