White Pine County Tourism and Recreation Board
Bristlecone Convention Center – White Pine Room
Regular Meeting August, 26 2026 – 5:30pm

I. Attendance

Board Members Present:

- Terrill Trask (Chair)
- Jason Bath on Zoom (Vice Chair)
- George Chachas
- Pat Robison

Board Members Absent:

- Elizabeth Woolsey

Staff & Legal Present:

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

Members of the Public Present:

- In Person
  - None
- On Zoom
  - None

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)

- **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, specifically asking for details beyond the sound system and handicap access.
  - Requested rental agreement details for various parties including the Cornhole League and Food Bank.

- 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.
- Noted several maintenance issues: the Convention Center parking lot sidewalk on the southeast side of Fifth Street needs cleaning/trimming, the asphalt walkway across the alley on Sixth Street needs repair, and the parking lot in front of the annex on Lions needs professional resurfacing.

IV. Action Items & Approvals

1. Approval of Agenda

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

2. Approval of Minutes for July 22, 2026

- **Discussion:** Member Chachas requested two corrections on page four of his comments, noting that the kiosk across from Sports World requires attention specifically because it is blocked by advertising, and pointing out a typo under adjournment to correct "nor" to "no further business."
- **Motion:** Member Trask made a motion to approve the minutes with the stated corrections.
- **Second:** Jason Bath
- **Vote:**
  - **In Favor:** Terrill Trask, George Chachas, Pat Robison, Jason Bath
  - **Opposed:** None
  - **Abstained:** None
  - **Absent:** Member Woolsey
- **Result:** Motion passed unanimously.

3. Ratify Payment of Bills

- **Discussion:** Member Chachas requested clarification on several bills. Kyle clarified that Carl Dunn and Hollywood Sounds were for the concert series, Hotel Nevada was for multiple band rooms, McKenzie's check was for distributing marketing materials county-wide, Hometown Pizza was for the reggae band, Film Freeway was for submitting the Copper Frontier documentary to the Big Sky and

Twin Falls film festivals, and AnyPromo/Sock Guy were for Race the Rails participant swag.

- **Motion:** Member Jason Bath moved to ratify payment of bills, with the exception of the Bath Lumber bill (13046).
- **Second:** George Chachas
- **Vote:**
  - **In Favor:** Terrill Trask, George Chachas, Pat Robison, Jason Bath
  - **Opposed:** None
  - **Abstained:** None
  - **Absent:** Member Woolsey
- **Result:** Motion passed unanimously.

4. Discussion and/or possible action to ratify payment of Bath Lumber bill

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

5. Presentation on Placer AI for White Pine County Fair and Horse Races

- **Discussion:** Executive Director Kyle Horvath suggested tabling this item to give the software sufficient time to calculate the recent event data
- **Motion:** Chairman Terrill Trask made a motion to table the report.
- **Second:** Pat Robsion
- **Vote:**
  - **In Favor:** Terrill Trask, Pat Robsion, George Chachas, Jason Bath
  - **Opposed:** None
  - **Abstained:** None
  - **Absent:** Member Woolsey
- **Result:** Motion passed.

V. Executive Director's Report

Kyle Horvath (Executive Director): Presented the July Placer AI report for the downtown Ely corridor, noting 25,000 unique visitors and an estimated visitor spend of $1.2 million. Reported that room tax collection was up 43% compared to July of the previous year. Noted a shift in arrival patterns, with more visitors arriving on Thursdays and Fridays rather than just Saturdays. Highlighted that Las Vegas, Salt Lake City, and Pheonix are the top origin markets. Discussed ongoing efforts to move the Rotary club Ice Fishing Derby to February. Reported successful ribbon cutting for the remodeled

downtown. Shared that he hosted an outdoor recreation meeting with Senator Jackie Rosen, who recognized Ely as Nevada's only IMBA trail town. Stated that the Grand Central Motel has submitted two out of the three room tax checks but no supporting documentation. The board agreed that a formal warning letter needs to be sent threatening to pull their business license if compliance is not met. Spoke with the owners of a new Airbnb, education them on the county's business license requirements.

VI. Marketing Manager's Report

Errol Porter (Marketing Manager): Reported that August numbers were exceptionally high, driven heavily by Race the Rails and the Fair and Horse Races. Noted that the Facebook page surpassed 11,000 followers, largely aided by Kyle's weekly live videos. Stated that Local IQ display ads are holding steady, though YouTube ads saw a dip, which will be addressed in an upcoming meeting. Reported that Race the Rails sold out its 120-rider capacity for its 10th anniversary, making it the most visited page on the website in August. Shared that the July 24 newsletter achieved an 18.1% open rate and a 2.3% click rate. Presented a full-page ad created in-house that was featured in the Las Vegas *Desert Companion* magazine, alongside a newly submitted digital leaderboard ad. Noted excellent recent press coverage secured through the Abby Agency, including features in *Travel + Leisure* and during National Park Week.

VII. Public Comment (End of Meeting)

- **George Chachas (Private Citizen):**
    - Suggested adding an expiration-dated coupon (e.g., a free train ride) to future Desert Companion ads. Pointed out that the Convention Center PA system needs upgrading, noting it was difficult to hear during the Ward Mountain Fire Information meeting. Asked about the current location of two $1,500 microphones previously purchased by Ed Spear. Requested that board members provide personal reports on future agendas. Stated his preference that meeting minutes be taken by a human secretary rather than AI. Demanded to see the late fee amounts and paperwork submitted by the Grand Central Motel, advising the board to ensure all future communication with the motel is in writing.

VIII. Adjournment

- **Discussion:** With no further business, a motion to adjourn was made.
- **Motion:** Terrill Trask
- **Second:** Pat Robison
- **Vote:**
    - **In Favor:** Terrill Trask, George Chachas, Pat Robison, Jason Bath
    - **Opposed:** None

    - **Abstained:** None
    - **Absent:** Member Woolsey
- **Result:** Motion passed. Meeting adjourned.

Respectfully Submitted,
Recorded by Board Staff and Prepared for Approval
White Pine County Tourism and Recreation Board

X Elizabeth Woolsey 10-28-2026

Name **Date**