

White Pine County Tourism and Recreation Board Meeting Minutes

Date: January 24, 2019
Time: 8:00 a.m.
Location Bristlecone Convention Center – White Pine Room

Members Present: Steve Stork
Marietta Henry
Jolene Gardner
Caroline McIntosh

Staff Present: Kyle Horvath
James Beecher

Members Absent: Bryane Goeringer

Public Present: George Chachas
Lester Keizer, BCT

Chairman Stork called to order the meeting of the White Pine County Tourism and Recreation Board on January 24, 2019 in the White Pine Room at the Bristlecone Convention Center. Chairman Stork led in the Pledge of Allegiance.

- I. **Public Comment:** George Chachas is again asking that the Board bring back the thirty-day rule. Mr. Chachas feels that the additional funding support for out of pocket expenses requested on agenda item 2.7 for several people to attend Main Street Now National Convention other than Mr. Horvath should be denied. Mr. Chachas feels the support should come from the County or the City as it is their program. Chairman Stork commented that it is not their program. He said it is an independent program that we all contribute to. Mr. Chachas felt the independents should come forward and pay their fair share. He felt Tour and Rec was footing the bill more than they need to. Chairman Stork said the Main Street program is a private entity that is going to work on broadening the base among all businesses. Mr. Chachas said we want four lanes for downtown. The State says snow is generally gone within the day and we are on day three now. The funds of \$4000 or more given to Community Choir needs to come back to this facility. The Centennial building did not qualify for those funds. It is a private club.

Mr. Chachas has not received any information relating to Mr. Spear having a business license, a commercial or home occupation location.

Mr. Lester Keizer, the owner of Business Continuity Technology (BCT), spoke. His company manages the technology of the Convention Center. He gave a quick update as to where we are at this time. All the tasks we started out with are completed. We can monitor 24/7 the health of your stations. The anti-virus situation has been updated and is up and running. Performance review of work stations have been done. There are certain next steps the Board needs to look at. One of the things that needs to be addressed is cyber security. While we have anti-virus protection in place, it is just the first step in protection. What is now usual, customary and best practices is what is called unified threat management. The next investment that needs to be looked at deals with a fire wall. Think of it not as a physical static wall but as a smart wall. It will help detect and prevent things that are coming on board. It stops them at the door. We are also looking at doing some Wi-Fi upgrade. Something that would have a big impact on your tourism is to have better bandwidth and new internet. This is what really drives tourism. It is our responsibility to help you get what is best in a cost-effective manner to provide the services you need.

II. New Business:

1. Approval of Agenda, Including Removal of Agenda Items-Chairman Stork:

Motion: Marietta Henry made a motion to approve the agenda as presented.

Motion seconded: Jolene Gardner. **Unanimously approved. Motion carried four to zero.**

2. Approval of Minutes:

a. December 20, 2018

b. January 10, 2019

Motion: Caroline McIntosh made motion to approve minutes as presented.

Motion seconded: Jolene Gardner. **Unanimously approved. Motion carried four to zero.**

3. Review of the Financial Report:

Kyle started with the Room Tax report. For the month of December there was one property not reporting. We brought in \$80,960.42 in room tax. The breakdown is shown at the bottom of the report. We had a 5.2 percent increase in room tax over December of last year. Our total income year-to-date is \$976,769.51. For six months out of the year we are at 53% of what we had budgeted for. For expenses, \$832, 349.17. We are at an operating surplus of \$144,420.34. Starting out the new year, we will start hitting marketing hard and heavy; the community marketing that always kind of hovered at a low percentage, you will start seeing that increase. Member McIntosh commented that on the community marketing campaign where we budgeted \$80,000, we have spent 18 percent of it. Kyle responded in the affirmative.

Motion: Marietta Henry made motion to approve the financial report as presented.

Motion seconded: Caroline McIntosh. **Unanimously approved. Motion carried four to zero.**

4. Ratify Bills:

Motion: Caroline McIntosh made a motion to ratify bills in the amount of \$78,793.62, Check Nos. 23793 through 23851, excluding Check No. 23824 in the amount of \$200.03.

Motion seconded: Jolene Gardner **Unanimously approved. Motion carried four to zero.**

5. Approval to pay bill to Bath Lumber:

Member McIntosh commented she will abstain from the vote as she has an interest in Bath Lumber.

Motion: Marietta Henry made a motion that we pay Check No. 23824 in the amount of \$200.03 to Bath Lumber.

Motion seconded: Jolene Gardner. **Unanimously approved. Motion carried three in favor with one abstention.**

6. Approval to send Kyle Horvath to the Main Street Now Conference on March 25-27, 2019:

Kyle said that in the Board's packet is a schedule of the Main Street Now Conference. The last page has information on the flights. The Nevada

Main Street Program has offered to pay \$1,200 of expenses. Registration and hotel room have already taken care of. For sending Kyle to the Conference, the out of pocket is probably just going to be the plane ticket plus meals. Member McIntosh said that she thought there will be about 35 people from Nevada attending and we are one of many communities that will be in attendance. There will be a lot of collaboration for the four people going from White Pine County. She felt it was a great investment.

Motion: Caroline McIntosh made a motion to approve sending Kyle Horvath to the Nevada Main Street Now Conference in Seattle on March 25 through the 27th, 2019.

Motion seconded: Marietta Henry. **Unanimously approved. Motion carried four to zero.**

7. Additional financial support for Main Street Now National Convention additional out of pocket travel expenses not covered by Nevada Main Street Program. To include: Kyle Horvath, Brad Simpson, Nathan Robertson, Elizabeth Woosly - McIntosh:

Member McIntosh said we have had a strong ongoing group for over a year. Elizabeth Woosly is new to our County. She is part of Great Basin National Heritage partnership and they have awarded money for the Main Street Program and have asked to be a part of this to make sure that their voice is heard. Member McIntosh appreciates the Board's support. Kyle took a moment to address George's concerns made in Public Comment. There is a certain amount of commitment that each community had to commit to show that they are vested in the Main Street Program. The County and City both contributed monies. The Tour and Rec said that in this coming fiscal year they will have a line item for \$10,000 to have our contribution to the Main Street Program. That is next year but what we are talking about here is Tour and Rec's contribution that would be covering whatever the balance is between \$1,200, that has been granted to each person, and what the out of pocket travel expenses are. That is where this rationale comes from. Member Gardner asked for clarification on the \$1,200 given to each person. Kyle gave an explanation. It is to cover such items as the registration, hotel room and airline. Kyle asked for clarification as to whether the Board needs to approve a limit. James Beecher said that

Yes, an approval is needed; it can't be a blank check. Mr. Beecher said an approval needs to be made to approve an amount not to exceed.

Motion: Marietta Henry made a motion that we provide additional financial support for the Main Street Now Conference for the out of pocket travel expenses not covered at a limit of \$700 per person for Kyle Horvath, Brad Simpson, Nathan Robertson and Elizabeth Woosly.

Motion seconded: Caroline McIntosh. **Unanimously approved. Motion carried four to zero.**

8. Approval to send Kyle Horvath to the Hurricane Mountain Bike Festival on March 29-31, 2019:

Kyle said the Hurricane Mountain Bike Festival is the biggest festival of mountain biking in our area. He explained that there are two different options. One is going in as a vendor or coming in as a regular attendee. He has already reached out to certain vendors with meetings set up. Kyle would like to have the fluidity to move through the Festival and not be tied to a vendor table. The entry level point is \$200. Kyle proposes paying for this with special event marketing grant money that we received from Travel Nevada. We would be in front of a lot of bike enthusiasts. Member McIntosh said she understood the difference that it is more important to be with the people rather than standing behind a booth. She asked if there would be wisdom for looking at that situation for next year where we add a person to go to be a booth person and you do the other. Kyle agreed saying we could look at this trip as R&D since he has not been to the Festival before and potentially have a bigger presence there next year.

At this point, James Beecher made a comment about this agenda item. He said there has been some talk on social media about this item and the previous one. He wanted to put it on the record in case any one wants to look at the minutes that the difference between this travel and the previous one is that we are specifically developing mountain biking and tourism; we are specifically targeting the areas of UT, ID, CA and NV and this fits both of those categories where as previous events that we have not wanted to do has targeted neither of those things. He wanted to have that difference on the record. George Chachas asked what prompted this clarification. Mr. Beecher said that he had heard some criticism of this agenda item so he wanted to put some information out there so that if

anybody was interested in getting that information, they would have the ability to do that.

Motion: Caroline McIntosh made a motion to approve to send Kyle Horvath to the Hurricane Mountain Bike Festival on March 29 through March 31, 2019.

Motion seconded: Jolene Gardner **Unanimously approved. Motion carried four to zero.**

9. Parking lot repair proposal:

Kyle said that we have received a quote from Reck Bros. to do the simplest remodel as possible. However, according to the proposal it is not that simple. There is a lot of removal of top base and laying down new base. We are not going to be able to move forward on this until snow melts and weather gets better. He felt we need to at least get it on their calendar. Member Henry asked if we have money allocated for all of this. Kyle said he went back to the year-to-date budget, capital outlay, it shows that we budgeted \$330,000 and right now we have spent \$58,296. The capital outlay is part of our grant program as well, and he needs to go back and see how many people have received their reimbursements. There are still some big-ticket items, but he didn't think it would eat up half of that budget to where we wouldn't have \$150,000. We are also going to try to do bathrooms as well with that capital outlay money and any other potential repairs, refreshing the interior. Kyle said that since he is inexperienced in this, he does not have a recommendation one way or the other whether this is a good quote or a high quote. Member Henry said that Reck Bros. work is outstanding. Member McIntosh said that we will need to put out an RFP for anything over \$25,000. Chairman Stork said it would be nice if we would get an overview of this, so we know what we are talking about for sure. Mr. Beecher said that when you send out the RFP, you can request that they present their blue print, for lack of a better term, or design proposal of what needs to be done. Chairman Stork questioned whether we should put this on the next agenda re: sending out an RFP. Mr. Beecher said that Kyle could send one out and then it would be the Board approving. In this kind of situation, you would want to go with the lowest responsive responsible responder. Responsive means they have met all the requirements for the RFP; responsible means that they are properly

licensed, and responder means that they respond. Mr. Beecher said he can work with Kyle on this.

Motion: Chairman Stork said no vote is required on this item.

10. Update on WPC Air Races Campaign:

Kyle said the air race committee has been meeting regularly. Our contribution is the marketing aspect of it. We received a Special Events grant through Travel Nevada. What we have going on right now is Save the Date cards and the poster has been designed. The Save the Date was sized and formatted to be an ad in NV Magazine in the next edition. Information on the website is complete. The air races are shown as the featured events on our home page. Digital campaign has started. We also have locations that are targeted. A Facebook event has been created. We will be doing a campaign with the pilots. We will showcase a pilot through social media. Mr. Keizer asked if there was oversight that you can pitch to them that they also represent White Pine County so that when people come from outside and they meet with them, they extend that kind of hospitality. There was some criticism that Mr. Keizer heard where the pilots were more aloof and stand-offish. Kyle said that can certainly be addressed.

11. Update on WPC 150th Anniversary Campaign:

Kyle said we have to date designed the 150th badge. We are promoting 150 events in White Pine County for the 150th anniversary. Every poster that we do or help to do will have a badge on it to help identify that this is part of the 150 events. We want to take that badge and design a sign that can be placed in each one of the communities of White Pine County where people can take pictures. Mark Bassett asked how verification would be achieved if prizes are involved. Kyle said through social media and the pictures. Mark Bassett said he would be willing to kick in excursion train tickets for contest winners. Kyle said he would like to have a birthday party down in County Park on whatever the day it was that they signed the papers to become a County. He would like to have it visible to the passing public. Come to the Park and sign Happy Birthday to the County. This is where he sees the community coming together and getting involved. A

question was asked as to the actual date. James Beecher said he would do some research on that.

12.Update on Marketing Manager recruitment and proposal to offer relocation package to top candidate:

Kyle said the recruiting period closed on the 18th. We set a price cap of \$500 with Indeed. To date the expense is \$303. We received forty-eight total applicants. Twenty-four did not meet the minimum requirements. At least half of them were qualified. The top ten have been chosen. We have reached out to those ten people to let them know they have made it to the next level. The next step will be getting together a crew to go over the ten and rate them. These will be narrowed down to five and then phone interviews will be done with the interview panel. Member McIntosh asked Kyle if he thought we could have someone selected by the next meeting. Kyle said it is the plan right now to get that on the next agenda, to have the interviews done and have it approved in February. Chairman Stork felt that Member Henry would be a good person to have involved in the screening. Member McIntosh said we still need to discuss an amount for a relocation package. The amount offered to Kyle was \$12,000 for his relocation. Chairman Stork was concerned with moving someone from Las Vegas compared to from Oklahoma City. He asked if we should commit to assisting with a moving expense but not put a number on it. Member McIntosh felt there were two schools of thought on this issue. Relocation is not just for the moving company but for also getting the house and all that it involves set up. Member McIntosh felt it would be a lot more helpful if there is an amount, so you are not saving receipts. Member McIntosh was thinking along the terms of up to \$10,000. Mr. Beecher said the Board can approve a “not to exceed limit” and you would have the discretion to offer up to that amount. Member McIntosh suggested up to \$12,000 since there are applicants from all over the country.

Motion: Member McIntosh proposed that we approve a relocation package not to exceed \$12,000 at the discretion of our Executive Director.

Motion seconded: Jolene Gardner. **Unanimously approved. Motion carried four to zero.**

13. Executive Director's Report:

- a. Marketing**
- b. Events**
- c. Facilities**

Kyle said Ely Outdoor Enthusiasts submitted a letter thanking us for their grant. The GeoTargeted Campaign showed the numbers were starting to go down after doing it for five months. We refreshed the copy of the ad; we put in some new winter photos. The trails marketing campaign is the YouTube advertising. We committed to four months of that one; we are in our third month. Nevada Magazine/Visitors' Guide is complete. White Pine County Visitors' Guide grant – We have been doing content creation. Preliminarily all the seeds have been planted. Member McIntosh asked if that Guide is going to be a little bit more manageable and not so heavy. Kyle said it is and his thinking on that is doing more of a coffee table piece which has more of a White Pine culture, life style, story-telling piece. He is working with the group on doing design and layout and having newspaper sell advertising in it. Special Events Marketing is one of the new grants that we received. We are doing a lot of air race promotion right now. For the Story Telling Grant, we have two of the ten stories written. For the Winter Marketing Campaign, we have some dates set in March for a videographer to come out and do some winter marketing ad promotions for us. For new content, the museum brochure has been approved. The Race the Rails video has been slow moving. Video was done this weekend for the Fire and Ice video. The Highway 50 video is about to be completed. Our website doubled in its use last month. Kyle gave a breakdown on social media re: Facebook, Twitter and Instagram. Fire and Ice went well. The elk bond fire video was a huge hit. All in all, the community really enjoyed what went on this past weekend. The fireworks were awesome. Obviously, we will have more attendance next year. We will need more of a budget. We are doing a grant workshop on January 28 at noon and 6 p.m. We have Rotary Ice Fishing Derby this weekend. Valentine's Day concert on February 14.

Our phone system has been installed. Kyle has spoken with Ginda and Hoot reference wall coverings for the main room where we can keep the push pin feature.

Member McIntosh asked if we had heard any results from our lodging operators. Kyle said he has only heard through the grapevine that they are pleased how the weekend went. He thinks projection wise the hotels probably did very good. Chairman Stork said at least twenty patrons at this restaurant were here specifically for the festival.

III. Old Business:

- 1. Parking Lot Sub Committee – Goeringer:** Chairman said Item No. 1 is a moot point.
- 2. White Pine Golf Course – Henry:** Member Henry attended the White Pine Golf Course meeting last night. She said they are looking at a major expenditure for a mower. Closed for the winter. Looking at our rates with consideration given for locals at a lower rate and non-locals at a little higher rate for green fees. Kyle asked how much snow does the golf course hold on average. He asked because in the Midwest when the golf courses are covered with snow, they turn into cross country ski centers. If there is enough snow, perhaps a three- or four-mile track could be groomed for cross country skiing, snow shoeing, fat bike riding.
- 3. White Pine Trails Update – Goeringer:** Kyle said they are covered in snow.
- 4. Nevada Northern Railway Update Bassett:** Mark Bassett said the firework's train sold out. For the elk bond fire some of the passengers did stay on the train to see bond fire from train so that worked out well. We have the 2020 train on our schedule and have already sold tickets. The two phot shoots in February are sold out. New for this year is a photo workshop. We have a major film project February 11-12-13 at the railroad and they will be bringing in a crew of a 100 people. We have a Mexican movie company that wants to meet in February about shooting in June or July. Ghost Adventures, the No. 1 television show on the Travel Channel, wants to film February 11-12-13. Mark said 93 went through her annual inspection and passed with flying colors. Work on locomotive 81 is continuing. The goal is to get that locomotive up and running by May of 2020 because locomotive 40 goes down May 31 of 2020 for most likely a two-year restoration project that is going to cost around 1.5 million, plus or minus. Polar did not do as well this year as we did last year. We had a decrease of about twelve percent. Mark

feels that Polar Express has run its course and so we will not be doing Polar Express in 2019. We have Santa's Reindeer Flier and we are doing our own little story on that. We pay a very healthy franchise fee to do the Polar Express. Warner Bros. wants me to raise ticket prices. Without doing the Polar Express and paying the franchise fee, we will be able to lower the Christmas train ticket prices. We are working on our own story book on this. We clocked in at over 16,000 passengers for 2018; that is the second year that we have hit over 16,000. We are up to 289,000 passengers. We will be carrying out the 300,000th passenger sometime in August of this year. We did get great media coverage in December. 2019 is the 150th anniversary of the transcontinental railroad so we could incorporate that with the 150th anniversary of White Pine County. We will be doing our own spike ceremony with both 40 and 93 hot on that day. We are starting to promote the transcontinental railroad. You can bicycle the original transcontinental rail. It is a ninety-mile route across the Great Salt Lake. Next week is National Plan for Your Vacation Day and that is when we are going to be kicking off our 2019 schedule. We had a very good year last year and even so far in January, we have an increase over January of last year. The star trains are selling quite well.

5. Board Member Reports:

Member McIntosh reminded everyone that Kyle will be teaching a story telling class tonight from 6 to 7:30. Kyle said story telling is the base of all our marketing. You need to know your story, you need to understand your customer's needs and how your products are going to satisfy that. The old way of marketing was just to list what you have; the new way of marketing is to add the personal struggle and overcome to get that emotional attachment to your business. Your first step in developing your marketing plan. Kyle said the strategic planning meeting is tomorrow at 8 a.m.

Member Henry had great news. She met with the Ag Board last night and the race horses are on. They will be August 16, 17 and 18. We don't have a Chairman at this time, but we are working on that. The committee will be the original horse race committee. District 13 has

committed to help us. Member Henry asked Kyle if it was possible to do for the horse races what they are doing for the air races. She said she would like a Save the Date card in the format used for the air races with the three days explaining what is going to happen. We will be going to the County at their next meeting to ask for some funding. We talked about the high cost of our insurance. We are hoping the county can help us negotiate or get better rates for our insurance for our jockeys. Kyle asked when you would like to see this start to be promoted. Member Henry said right away. Member McIntosh asked if a rodeo is going to be held. Member Henry did not know. Kyle's recommendation is that when everyone knows which moving part is theirs, we can start marketing it.

Member McIntosh brought up the concert for Valentine's Day. Kyle said it is a fundraiser for youth arts programs. Commitment from Chamber to run the bar with a percentage of the bar proceeds to be donated to the youth arts program as well.

IV. Public Comment: None.

V. Adjournment:

Motion: Member McIntosh made a motion to adjourn.

Motion seconded: Jolene Gardner. **Unanimously approved. Motion carried four to zero.**

Minutes submitted by: Judi Bourbeau

Minutes approved by:

Name

Date