

White Pine County Tourism and Recreation Board Meeting Minutes

Date: April 18, 2019
Time: 10:00 a.m.
Location Bristlecone Convention Center – White Pine Room

Members Present: Steve Stork
Bryane Goeringer
Marietta Henry
Jolene Gardner
Caroline McIntosh – via phone

Staff Present: Kyle Horvath
James Beecher

Members Absent: None

Public Present: George Chachas
Michael Berry
Wayne Cameron
Bill Sanford
Samantha Stroud

Chairman Stork called to order the regular meeting of the White Pine County Tourism and Recreation Board on April 18, 2019 in the White Pine Room at the Bristlecone Convention Center. Chairman Stork led in the Pledge of Allegiance.

I. Public Comment:

Michael Berry spoke to Agenda Item 8, Review of verbiage regarding approved uses of City of Ely’s last increase in room tax for city properties. As a hotelier he thinks that is a great idea, but he also thinks the other entities should be held responsible as well. The Railroad collected \$15,000 in Tour and Rec funds this month alone; it clears about \$150,000 a year out of Tour and Rec yet we don’t get to see where any of that is going, the economic impact it has on tourism and recreation and I think that should be required. If you are going to do it for the City you should hold it across the board because they also put in for grants and they have some of the highest grants in this. If the Railroad is doing so well, why does he need so much money to support everything the Railroad is doing. As a hotelier we don’t know where all that money is going and what it is doing for the economy. I think it needs to be blanketed across all the entities that receive money.

George Chachas said he is glad to see another property has the same concerns. George wanted to remind the Board that he came before them last year in that he attended ethics in government and open meeting law presentation presented by Wayne Carlson of Pool Pact which was given to the County Commission. Regarding the spending of public

monies, taxes and fees those expenditures were recommended to be done so openly and in the public eye. George said that is not happening. He voices his concern that Nevada Northern Railroad received and is receiving approximately \$250,000 or more of tax payer money and does not operate under the Nevada Open Meeting Law. In order to be held accountable you need to put them under the Open Meeting Law. If they don't want to go there, cut their money off. We don't know how it is spent. In the last meeting of the City Council, they asked for a \$200,000 loan and asked to be co-signed by the City. Now I see on the request for contributions, they also want to have their reindeer express funded. No. They had the Polar Express which they funded; they let that go and now they have a new program and we are expected to fund that. They need to be up front and show us what it is. George also reminded the Board that the manager and his wife had a conflict, NRS 281. If they take tax payers' money, the wife should not be cooking the books. George said he sees by the agenda that you are going to be talking about the 28-day rule and he asked the Chairman if he would take input. The Chairman responded in the affirmative. George said he has an ongoing concern regarding the \$4,000 that was given to the Community Choir. They are not a 501. They weren't at the time and that money needs to come back. They are a private club. If you go to the front of the building, look at the sign. It tells you to say off that private property. It is not a public entity. George addressed Member Gardner saying he has yet to receive any information, or from the Board, reference Mr. Spear, whether he had a business license, whether he was in a commercial location or a home occupation. The rest of us must pay fees; so should he. He is not a regular County employee; he had a contract.

II. New Business:

Approval of Agenda, Including Removal of Agenda Items-Chairman Stork: Member McIntosh asked if the Chairman could move Item No. 9 to the first of the meeting.

Motion: Jolene Gardner to accept agenda as presented.

Motion seconded: Marietta Henry **Unanimously approved. Motion carried.**

Chairman Stork said Item No. 9 will be taken out of order since Member McIntosh is traveling and has a window of opportunity to participate. Therefore, Item No. 9 will be taken next.

2. Approval of Minutes:

a. March 21, 2019 Regular Meeting

b. March 21, 2019 Special Meeting

Motion: Jolene Gardner made motion to approve.

Motion seconded: Marietta Henry **Unanimously approved. Motion carried.**

3. **Review of the Financial Report:** Kyle gave a summary of the Room Tax report with a couple properties not reporting. We still collected from the hotel/motels \$103,172.04; from the RV parks and campgrounds, \$2,88.63; for a total room tax of \$106,050.07. He then gave the breakout for what was deposited, what went into the Tour and Rec budget,

how much the railroad received, the pool and then the City of Ely. We showed a modest improvement over this time last year when you look at the eight-year comparison.

On the budget report, you can see that in regards to our City room tax, we are at 81% of what we had budgeted for; same with the County room tax, we are at about 78% of what we budgeted for; we are over on Center events; interest is above what we had budgeted for; and then the larger discrepancy at the bottom will be taken care of once we move the Capital Outlay over to pay for the parking lot and bathroom remodel.

Any of the expenses that were over, such as Employee Benefits, those have been over for a while because of the payouts. From an expense standpoint, there is nothing that stands out that we underbudgeted for. Essentially, what we are showing year-to-date is an operating surplus of \$139,743.46.

Michael Berry asked if people who operate Air B&Bs have to report room tax. Kyle said that in reference to Air B&Bs, if you have three lodging facilities, whether it be three rooms or three separate houses, then you are required to get a room tax license. Where we have run into an issue is a couple properties just have one unit. Kyle said he would love to have them included in our asset inventory. If they wanted to contribute to room tax, they could be lumped in like everybody else. Member Gardner said it would be nice to have them shown because right now there is nothing. Kyle said we would have to create a policy to say it is required by all of them.

At this point in the meeting, George Chachas had to leave and asked that Item 7 be put off until the next meeting. Chairman Stork said that they may visit it now but will bring it back up again.

Member Henry had a request regarding the payables. Since Member McIntosh is not here, can we go ahead and approve all of them less Bath Lumber. Response was Yes.

4. Ratify Bills:

Motion: Marietta Henry to approve Check Nos. 23963 through 24009 in the amount of \$84,698.41.

Motion seconded: Jolene Gardner **Unanimously approved. Motion carried.**

5. Approval to pay bill to Bath Lumber: Chairman Stork said Item 5 is a moot point and moved on to Item 6.

6. Approval to pay expenses associated with concern on May 10, 2019 for the 150th Anniversary of Golden Spike Celebration at NNRV with the Bar D Wrangler, not to exceed \$2,500: Kyle said the 150th anniversary on May 10 is of the connection of the transcontinental railroad. This opportunity came up to book the Bar D Wranglers who have a strong connection with the train in Durango, CO. We are trying to time it where the last train comes into the freight barn and the people get off and then the concert

and story telling begins. Timing wise, we will have two weeks of great music. We will have the KDSS concert on the fourth and we will have Bar D Wranglers the following week.

Motion: Jolene Gardner to approve.

Motion seconded: Marietta Henry **Unanimously approved. Motion carried.**

7. Review of rules and policies regarding “30 Day Rule” exempting certain qualified scenarios from collection of room tax: Chairman Stork asked if this item should be tabled. It was decided to go through it and then reschedule it for the next meeting for George. Kyle said the reason this item is on the agenda is because it keeps being brought up in Public Comment that we need to re-enact the thirty-day rule. Kyle said that request/response is obsolete because we do have a thirty-day rule. Kyle read what we have given to the hotels, what the accepted policy across the state of Nevada is and then also a couple NRS statutes. Kyle read what is on the back of the room tax form. “The following rules apply for any over 28-day rentals you have included in Line No. 1 which you now claim as a deduction. If a guest pays you a 28-day rental in advance, and your transient lodging facility has in the guest’s room a kitchenette with a stove and oven, refrigerator and a separate sink, excluding a bathroom sink, and the same natural person as a guest resides in your transient lodging facility for a period of at least 28 consecutive days, he or she has qualified as a permanent guest and is thus exempt from any tax; or, if your transient lodging facility does not have the aforementioned criteria, the natural person as a guest at your transient lodging facility will qualify from the exemption of tax, provided the same natural person has resided as a guest in the same room for nine consecutive months, paying all applicable taxes during that time. The room tax collected for the first 28 days is not refundable. However, any individual natural person who stays in your transient lodging facility, as defined herein for a period of nine months consecutively in the same room is entitled to a room tax rebate upon proving proof of said accommodation upon application for a rebate made to the White Pine County Tour and Rec Board. Transient lodging pursuant to eligibility for a 28-day exemption includes all recreational vehicles and mobile homes having a stove and oven, refrigerator and separate sink, excluding a bathroom sink. However, the room tax collected for the first 28 days is not refundable.” Kyle said this applies to hotels with appropriate facilities and it also applies to our RV parks. He said there are people who take advantage of this. We have an RV park that over the past couple months has said one hundred percent of their slots are 30-day rentals. At that point, Kyle said we need to look at re-designating those properties into rental properties. The issue with that is right now hotels report on the honor system because this is a state-ordered tax. The State of Nevada wants to keep their money, so they have empowered this Board to audit at the properties’ expense anybody accused of foul play. Kyle said we want the property owners knowing that their money is being re-invested wisely. Nevada enacted the room tax so that local communities could generate income from transients. This is the big thing. When George talks about we can’t tax the contractors, it is a transient lodging tax and that is the word right there. It doesn’t matter if you are in town because you want to see the Charcoal Ovens or if you are working, you are a transient if you are

not a permanent resident and that is who is getting taxed. Not the hotel properties. The hotel properties are partners in collecting that tax. That tax is to be re-invested into the community to drive quality of life measures and to develop a sustainable tourism program through marketing outside of the area. It is essentially so we don't have to tax the locals to have the things that we want for quality of life. Hotels aren't meant to be long-term living spaces. They aren't suitable for more than thirty days. Repealing a tax for a contractor to make it cheaper for people to stay longer in unsuitable conditions isn't the answer. The answer is the City and County figuring out their housing problems and putting more rental properties in here because these contractors are not second-class citizens. They deserve kitchens and stoves. A lot of them get good pay; their lodging is paid per diem and that is why a lot of them go to the properties that they go to because it is under the per diem. Removing the room tax doesn't do anything for solving the problem; in fact, it burdens the City and County more by not bringing in revenue for them to go ahead and use. Kyle said George talks about these people like they are second-class citizens, but they are not. They should enjoy the same thing as everybody else and, therefore, they should contribute the same as everybody else.

The NRS states that "after an occupancy in a hotel or motel for less than thirty consecutive days unless the occupant clearly manifests an intent to remain for a longer for a continuous period," designates that property then as a rental. As soon as you are designated the burden falls on you as the property owner. You have to pay the taxes to the community; you have to pay the ability to add a kitchen sink. What George is asking is ridiculous. It doesn't help the hotel rooms. What it is doing is it is taking the burden off contractors that should be paying because they are transients and putting the real burden on the property owners which is what we are trying to avoid doing. The whole point of the transient occupancy tax is to put it on the tourist so when re-invested wisely it benefits the entire community. If we are doing our job right, everybody should be excited about collecting this tax. You are not getting taxed; you are collecting a tax from transients and we are putting in back into the community which benefits everybody. Kyle does not recommend making any change in the way we operate business. This is good for the community. Chairman Stork said this item will be put on the next meeting agenda.

8. Review of verbiage regarding approved uses of City of Ely's last increase in room tax for city properties: Kyle said this is on the agenda because it is being brought up by George. Kyle said we can't tell the City how to spend their money. Kyle presented to the Board verbiage describing the disposition of tax revenue from the years 2016, 2017 and 2018. Even though the tax percentage amount has changed over those years, the verbiage is the same. Kyle read one of them: "Effective July 1, 2017, one and one-half of one percent (1.5%) of the total eleven and one-half percent (11.5%) of the room tax set forth in subsection A of this section shall be specially allocated and dedicated to the City of Ely pursuant to NRS 268.095(1)(d) to be used to pay the principal, interest or other indebtedness on any general or special obligations for infrastructure, repair, maintenance or replacement, or for the expense of operating or maintaining or both of

any facilities of the City, including but not limited to water distribution systems, sewerage systems or streets, road and alleyways.” Kyle said this is where many people stop reading who are making complaints but lawyers in their infinite wisdom put in the following continuation “or for any other purpose for which other money of the City may be used from the General Fund.” There is the caveat that allows the City to do whatever they want with it even though the lead-in was very road infrastructure oriented. We can’t make any judgment on this. Kyle’s recommendation to the City would be to take this money, set it aside earmarked for something and stick with it. From a transparency standpoint, the City will have a lot less headache going at it that way then having it lump into the General Fund and possibly disappearing.

Member Henry asked what is the statute of limitations on this? She wanted to know if they can do this every year. Is this going to go on and on and on? What is the most that they can take? Attorney Beecher said that is something he would need to look into. Kyle said his recommendation is that now both the City and County are at 13 percent across the board, we are on the low end of the high spectrum of comparable room taxes across the State. There are some places that are significantly lower; there are some places that are higher. Some go all the way up to 18 percent. Then you get Clark and Washoe Counties that add on their resort fees and their luxury tax, etc. Kyle is not for raising room tax anymore. For what we provide here, 13 percent is adequate. What Kyle is in favor of is increasing the pie as a whole so that everybody’s revenues go up. Let’s focus on increasing the pie by bringing in more visitors, by increasing revenues, by increasing our revenues by raising our average daily rate. That is how we are all going to get more money. You can tax yourself right out of the market.

Member Gardner said that she didn’t think the City is going to do anymore on this.

Attorney Beecher said the answer to your question – What can they do? – he doesn’t have the answer to that, but he can research it. Member Henry said there should be something in the NRS. Kyle said where he has seen it function properly in the past is City government would recommend a room tax increase, it is the hotel properties that need to be beating on the door at that point in time. Your hotel properties are your number one voice. Member Goeringer said the hotel properties did come together and go against it in the initial start of it. It was increased anyway.

Chairman Stork moved the discussion back to the agenda item. Kyle said this was discussion only, so no action needs to be made on this.

9. Approval of award recommendations to “Aid to Organization Grant” applicants:

Director Horvath said grant presentations have been made and all Board members should have their worksheet showing what was requested this year, what was awarded in the past, if anything, with an opportunity to have made notes during the presentations. Kyle’s understanding of this process, everyone goes through and makes

their recommendation; we discuss it, we pop in the figure and the computer will tell us what our total is and then we can fine tune it from there.

Chairman Stork said he will start with Member McIntosh. For clarification, Member McIntosh said the purpose of the grants is to bring more visitors to have more room nights in our community and that our recommendation should be based on those rewarding more as far as the number that they bring in. Chairman Stork responded in the affirmative as he reads our guide for Aid to Organizations. Member McIntosh said one of her questions is, instead of asking it each time, maybe Kyle could address this with each of these grant requests what design services, event services will Tour and Rec be providing that organization. She felt that our purpose was that we bring a consistent and integrated message for our community and County so that all our events lead together rather than just solo events. She asked if she was correct in that. Chairman Stork answered in the affirmative. She said so if we start with No. 1, Kyle can explain what event services they will be receiving or have received.

Note: For purposes of clarity, the amount each Board member recommends will be recorded in the following order with the amount following: Member McIntosh CM; Member Gardner JG; Chairman Stork SS; Member Henry MH; Member Goeringer BG.

19-1: White Pine Rodders - Rodder's Car Show

Kyle said they are getting a poster design and the suite of social media promotion. CM \$2000; JG \$2000; SS \$1,500; MH \$2,000; BG \$2,500

19-2: GB Service Club – Fireworks

Kyle said they are part of the entire Fourth of July weekend promotion. The entire Fourth of July weekend is going to be lumped into the same suite of social media promotion.

CM \$6,000; JG \$6,500; SS \$6,000; MH \$6,000; BG \$6,000

19-3: Rotary Club – Golf Tournament

Kyle said we are designing their poster as well as their signup sheets. The Rotary does a direct mailer to all their members and past participants so other than doing the standard social promotion, those guys end up taking care of all the additional marketing to try to get the players here.

CM \$1,000; JG \$1,000; SS \$1,000; MH \$1,000; BG \$1,000

19-4: Rotary Club – Ice Fishing Derby

Kyle said this is a Tier One event which means they get 100 percent of our services which includes photography, video production, outside-of-the-area promotion, design work; if we can do it, we offer it. Member McIntosh said it sounds as if Tour and Rec is providing more than the amount requested if we are providing a videography. Kyle responded in the affirmative. Chairman Stork felt the \$2,400 they are requesting that Tour and Rec is over the top on marketing for them. He would advocate no award outside of what we are doing for in-kind services. Kyle said the point of the tier system was if we offer this stuff gratis because of what you contribute, then you don't have to come back for grants and that opens up money for different organizations to come in

and we can try to nurture those events up to Tier One. Once you get to a maxed-out event like that, it is about bringing the base level up to that level.

CM zero; JG \$2,400; SS zero; MH zero; BG zero

19-5: Chamber of Commerce – Concert at the Lake

This is lumped into the Fourth of July marketing, but we did do a separate poster for this one. With the success it had last year and the fact that we trying to develop a music scene and bring more live music into the community, this is an event that we are offering slightly more than the base level of marketing services. Member McIntosh disclosed that Jason is a relative of hers; however, she receives nothing financially from this. James Beecher asked for more detail on what kind of relative. Member McIntosh said Jason is her nephew. Kyle said there are a couple of things in the grant proposal that if they were essential to the event, they could be broken out into a capital grant coming up. Kyle would recommend if we went that way, that we would do the same thing that we offer to EOE when we bought the timing equipment; that we own it.

CM \$5,000; JG \$5,625; SS \$5,000; MH \$5,000; BG \$5,000

19-6: Steptoe Valley TST – 5 Shooting Events

Kyle has been working with them from the beginning. We have designed their posters; we set up the Facebook event. We are doing the baseline standard marketing of design work and light social promotion. When making Member McIntosh's recommendation, she felt that we should look at the trap thrower as far as expenses that they seem to be more in line with a capital request. Chairman Stork felt they should apply for the \$3,780 with capital.

CM \$1,000; JG \$1,000; SS \$1,000; MH \$1000; BG \$1,000

19-7: White Pine Jr. Rodeo – Awards/Buckles

Kyle has not spoken with them specifically but considering that they bring in about 350-400 people from outside the community, he would be willing to do an above average level of marketing for them.

CM \$3,500; JG \$5,625; SS \$3,000; MH \$3,500; BG \$3,000

19-8: White Pine Ranch Rodeo – Prizes

Kyle said this is one that is getting lumped in with the Fair and Horse Races. They are included in all the posters, marketing and content that we are pushing out for that weekend. As a Tourism Board, we are promoting the entire weekend and all the associated activities. We have a targeted digital campaign that will be launching on May 1. They are getting a solid marketing suite. Member McIntosh based her zero recommendation on that fact that we are obviously contributing more than their request.

CM zero; JG \$1,000; SS \$1,000; MH \$1,000; BG \$1,000

19-9 Nevada Landscape Coalition – Winter Weed Conference

Kyle said this is an event that comes every year and they are very good about holding it at the Convention Center. In the past, we have awarded just the cost of the Convention Center. They have taken care of all their expenses from that point on. Member McIntosh said that even though it is not exactly an event for the whole visitor ship, is there a possibility we could give them from Tour and Rec a little media on this because it certainly is a wonderful service and a non-profit that is in our area that deserves

recognition. Kyle said he would recommend promoting the non-profit as to what the Landscape Coalition does, how it contributes in enticing people that way. It is not visitors in the traditional form that we think about it, but it is people coming into our community staying in the motels.

CM \$500; JG \$500; SS \$500; MH \$500; BG \$500

19-10: Shellbourne Reriders – Gifts

Kyle says he has a special interest in capturing and preserving the Pony Express history. It is an awesome asset that we have. He would love to work with them more in pumping up their event. He said he told them it would be promoted leading into it. One of our story telling pieces is about the Shellbourne Reriders and the Pony Express history and how they preserve it.

CM \$250; JG \$250; SS \$250; MH \$250; BG \$250

19-11: Great Basin Trails Alliance – Fears, Tears, Beers

Kyle said we have done the design and printing of the poster as well as hand bills that have been sent out to all the bike shops. We have worked with Cycle West to get all the posters out from Utah over to California as well as the social promotion. Chairman Stork said he noticed one of their needs is a timing station. He asked if that is compatible with something we already own. Kyle said it is his understanding that we would need to purchase more of those pads, and we would need to buy a lot more of them because you would need one for every stage they have, and they have six stages at the pro level. It would be a major investment. We wouldn't need to make that investment until they got to 200 riders and above. Member Goeringer said they bought Satellite Hawks six years ago and they are starting to fail. Member McIntosh asked if they are aging out, then would that be something as far as capital. That we could or something that we as a convention center/tourism and recreation should be purchasing so that it is part of our asset inventory to be used in possibly other events. Kyle said he is not opposed to that. Chairman Stork asked what are we looking at for a budget number for a complete timing system. Kyle said you are probably looking at \$10,000 to \$12,000. Member Goeringer said the system they are using is pretty good except it has a lot of human error that can be added into it. It has three different steps; it has a good pyramid for making sure that no one is cheating. When it gets so big that we are having a hard time keeping track of everything, they will have to go to a different timing system. Kyle said at that point what they have done is they contract with a timing system company so then it is less of an outlay.

CM \$3,250; JG \$3,625; SS \$3,500; MH \$3,500; BG \$3,500

19-12 Nevada Assessor – Fall Conference

Kyle said this is a conference coming to the community for three days. It will be our standard practice to grant the organization the amount of the convention center as to defer their costs. Member McIntosh made a disclosure that this is her son, Burton Hilton, and she receives nothing financially from this. Member McIntosh asked if the participants are staying three nights. Kyle said some people might bounce after the third day but the way the scheduling is it looks like people could stay the night for three full days.

CM \$750; JG \$1,000; SS \$750; MH \$1,000; BG \$750

19-13 Bristlecone Bowman – 3D Archery Shoot

Kyle said he has designed the poster and above and beyond that, they will have our standard marketing suite. We will do a little bit of paid promotion to our localized market such as Elko, Spring Creek and some other area in Utah. The amount they are asking for is to put new inserts into the 3D targets.

CM \$2,900; JG \$2,000; SS \$3,000; MH \$2,400; BG \$3,000

19-14 White Pine Horse Races – Race Sponsorship

Kyle said they are a Tier One event and as such get 100 percent of what we offer.

Member Henry disclosed that she is the Board Chairman of White Pine Horse Races and she derives no financial benefit.

CM \$12,000; JG \$12,000; SS \$12,000; MG \$12,000; BG \$12,000

19-15 Chamber of Commerce – Paint Horse Show

Kyle said this will be the basic marketing services.

CM \$500; JG \$500; SS \$500; MH \$500; BG \$500

19-16 Lund Rodeo Association – Livestock

Kyle said we are helping with the poster and marketing materials. It is the oldest and longest running rodeo in Nevada. Kyle said he has talked with Travel Nevada and since its signature is one of the oldest events in the state, they are going to help with some marketing as well.

CM \$2,500; JG \$2,500; SS \$2,500; MH \$2,500; BG \$2,500

19-17 thru 20 Chamber of Commerce – EOE Events

Kyle said these four events are all the EOE events. We do the design work for each one of their events. This falls right into our mission of trying to develop the outdoor recreation economy. Some background on each event. Take It To The Lake could be the signature of outdoor events for our running race. The Birkebeiner event has been moved to the weekend of Fire and Ice and is helping to create the entire weekend of events. The Ward Charcoal Ovens run is going to be a little more localized but showcases one of our State Parks and it puts feet on the trails to help trample them out so that visitors will have nice trails. The Turkey Vulture 5k was attended rather heavily by the local community. Member McIntosh proposed that we award one grant to the EOE and lump it together.

CM \$4,000; JG \$4,000; SS \$4,000; MH \$4,000; BG \$4,000

19-21 White Pine Museum – Cowboy Ball

Kyle said from a marketing standpoint he will design posters, post cards, printed material to try to get people to come for this. It is a fund-raising event to raise money to repair the hearse. If you look at their budget they show that they will lose money on the event and so instead of giving money to put on an event that is going to lose money that is supposed to be a fundraiser to fix something, I would rather have them apply for a capital improvement grant to fix the hearse. Member McIntosh said she agreed that it would be a better proposal as far as applying for a capital grant. Chairman Stork agreed.

CM zero; JG zero; SS zero; MH zero; BG zero

19-22 Chamber of Commerce – Fab 4 Concert

Kyle said in trying to fall in line with bringing music into the community, he does like it when other organizations take the reins for full support. Design work, calendar entry,

social promotion – your normal standard of support. There is nothing else going on for that weekend in August so this would be our only event for that weekend. Member McIntosh went to the concert last year and it seemed the demographic was older, and I would certainly not just focus on an older demographic as far as our music.
CM \$450; JG \$600; SS zero; MH \$600; BG \$600

19-23 Nevada Museum Association – Annual Conference

Kyle said this is a new one; this was a group that started organizing right when we started opening our grants. It would be our practice to fall in line with what we have done with our other conferences and grant the cost of the convention center expenses. Some of the additional monies that they asked for was covering the cost of getting into the McGill Drug Store so that the Museum Association could have these excursions such as train rides, etc. Our standard practice would be deferring the cost of the convention center.

CM \$800; JG \$1,000; SS \$800; MH \$1,000; BG \$1,000

19-24 White Pine Men’s Golf – Four Tournaments

19-25 White Pine Women’s Golf – One Tournament

Kyle is not sure how many people from outside of the community will be attending but we certainly would offer print and design, calendar and social media. Member McIntosh disclosed that she is the representative for Tour and Recreation on the Golf Course Advisory Board and receives no financial gain from that. Member McIntosh also proposed that we fund \$1,000 per tournament and lump it together for both men and women. Chairman Stock if it was possible if we could request that they collect valid numbers for us. Part of the modifications to the grant is that we are requiring anybody who is receiving grant money to fill out an event survey. We are going to provide the card with the survey questions, give them out to the events we have granted and that will be part of the reimbursement requirements is that they bring those back so they can be compiled. That type of data will be outside of the community vs. local, how much money they spent, where they stayed how many nights, etc.

CM \$5,000; JG \$5,000; SS \$5,000; MH \$5,000; BG \$5,000

19-26 Air Race Committee – Air Acts Sponsorship

Kyle said they are getting the Tier One. It is an event that has a significant investment from the County, the local community, and the sponsors so we are offering the event package to them. We have some targeted digital that is out right now, paid social that has been going out, content creation, articles, and photography. The only thing that is not scheduled is a videographer for this year. If the event goes on for a third year, then that will warrant a videographer. The grant request is not for marketing but for specific air acts. Member McIntosh said this seems to be an event that lends itself and we would be much smarter as a community if a professional air race event promoter was hired for this. Kyle said they are requesting \$7,000 and the air acts vary from anywhere from \$2,000 up to \$5,000. Essentially, we could suggest any amount and say we want to dedicate this amount to an air act that is appropriate for this amount. Chairman Stork said the grant money would have to be contingent upon them getting a professional event promoter for next year’s event. If they don’t, then zero would be my vote.

Member Henry agreed. She said she spoke with Lance Gale in length when this was first

started and that was her recommendation. She also recommended that again this year. Kyle said we can specify this condition.

CM \$5,000; JG \$5,000; SS \$5,000; MH \$5,000; BG \$5,000

19-27 NNR – Reindeer Express

Kyle said we need to consider that Polar Express does bring in a sizeable amount of people during the month of December. That event will be gone so this is the event to replace that. The amount requested was the cost of the production of the book. The proposal is that there will be a book written; it will take on the same essence of how Polar Express was a kids' book and ultimately this will take off and be wildly successful. Member McIntosh disclosed that she is a member of the NNR Foundation and receives no financial gain from this. Member McIntosh said the Polar Express is over November, December and early January the biggest tourist draw we have for one actual on-going event. Member Gardner disclosed that she is on the NNR Board. She said she cannot in good conscience give them the \$9,900. She called and spoke with Mark and wanted to know who was going to write the story; he said he is going to write the story. This \$9,900 is just for the graphics. She asked Mark if he was willing to change the dollar amount; he said he would and would take \$6,500. Member Goeringer said that if you are pulling that kind of pass-through money from us and if you need extra money all the time, he is feeling that it needs to be a 50-50 split, like a match almost. Chairman Stork agreed with Member Goeringer.

At this point James Beecher, at the request of Member Gardner, spoke about his analysis of this. He said yesterday he returned a call to Member Gardner. She had concerns about being on the Board and voting on this. Just like the previous disclosures, I told her that any disclosure is good if you think there may be a conflict. Being on the Board I don't think necessarily creates a conflict, but I do like that there is a general practice that the Board members do disclose that. To abstain from the voting, you really have to have a commitment in private capacity and that is just the floor. You also, in addition to that commitment in private capacity, which is usually like a very close relationship or pecuniary interest, that has to affect you so much that a reasonable person would be affected in not being able to make these decisions. The presumption is that people who are elected or appointed to Boards are able to remove themselves if they do have a conflict. I told Member Gardner that I would disclose that on the record today my analysis in that I was extremely comfortable with her voting on this item.

CM \$9,900; JG \$6,500; SS \$4,950; MH \$6,500; BG \$4,950

19-28 Chamber of Commerce – 150th Birthday Cake

Kyle said a cake in the park is a good idea over the Fourth of July weekend. All that activity will get lumped in with all of the Fourth of July promotions.

CM \$1,200; JG \$1,000; SS \$1,500; MH \$1,500; BG \$1,000

Kyle said that in our budget we said we would commit up to \$70,000; that is a tentative budget, not our final budget. Right now, the total is at \$65,500. We would have \$4,500 to play with. Member McIntosh said that if you look at our chart as far as where we are trying to fill room nights and the out-of-town visitors and I look at all of these different

events that have numbers, I would propose that we would look at perhaps bumping up the horse races \$4,500 because we know they bring in the higher numbers and sell out all of our venues. Member Goering agreed with that. Kyle said right now the recommendation would be to take the \$4,500 and dedicate that additional to the horse races. That would bring that amount to \$16,500. Chairman Stork said he could go along with that. He also said he wished there was a way we could entice people to start a new event that we could give money towards to bring something new, to fill a hole. Kyle said that the grant workshops we put on did help because the grants compared to last year were written a lot better. The community asking for grant money did take it to the next level. But what was being asked for was very similar to past years. I am hoping that through encouragement and community development we start seeing new ideas or outside-of-the-box ideas. With that said, this is what the community is asking for. Member McIntosh said we do have a new event we are awarding and that is the Ward Charcoal Ovens race. Perhaps it just takes some time with us influencing others as far as possibilities are concerned.

Michael Berry from the audience spoke in reference to the \$4,500. He asked if essentially if you could put that money somewhere to try and jumpstart another winter event. Right now, all your eggs are in this reindeer race or whatever the train is. That is the only thing the town promotes in the winter and that is why you can justify giving the money that you did. Why not set up a fund to jumpstart a different winter event instead of putting all our eggs in one basket being just the train.

Kyle responded by saying that the Ice Fishing Derby is a winter event, too. Fire and Ice - again if an organization after seeing what went down last year is like hey this is how we want to contribute to Fire and Ice or we have an idea for a winter event, awesome. We want those ideas. If it is an event that Tour and Rec is going to start on its own and nurture, like Race the Rails, then there is a pot for that, there is a line, I believe we have dedicated \$45,000 to Tour and Rec events so that covers things like Race the Rails, the Christmas event. That is what that is for. If there is an event where we can't find a local promoter that is willing to do it, we can't find an outside promoter that is willing to do it, we do have a nest egg for nurturing new events but that would fall on our shoulders as Tour and Rec to put that on. Michael then suggested putting the \$4,500 into seed events like First Fridays. When we did the concerts, we had no money. We had to raise it. Kyle said last year they had applied for the concerts through the Chamber. Michael responded in the affirmative saying they received \$200. Michael said if you had a pot that is dedicated use for things like that so we can start First Fridays again in the downtown corridor maybe once a month in the park. Kyle said that if it is not asked for in grant money and it is not something we put a line item in for, like seed money for concerts, there still is money in the budget to work with organizations that halfway through the year come up with an idea. Again, we would rather work with the organizer, the idea person, and split the shared duties. We would handle the marketing aspect of it while they handled the creation of the event.

With the recommendation of the Board to move the Horse Races up to \$16,500, that brings the total to \$70,000.

Kyle gave a recap. It is recommended by the Board the following amounts be given:

19-1 White Pine Rodders -----	\$ 2,000
19-2 Great Basin Service Club-----	\$ 6,000
19-3 Rotary Club – Golf Tournament-----	\$ 1,000
19-4 Rotary Club – Ice Fishing Derby-----	\$ zero
19-5 Chamber of Commerce – Concert at the Lake-----	\$ 5,000
19-6 Steptoe Valley TST-----	\$ 1,000
19-7 White Pine Jr. Rodeo-----	\$ 3,500
19-8 White Pine Ranch Rodeo-----	\$ 1,000
19-9 NV Landscape Coalition – Winter Weed-----	\$ 500
19-10 Shellbourne Reriders – Gifts-----	\$ 250
19-11 GB Trails Alliance – Fears, Tears, Beers-----	\$ 3,500
19-12 NV Assessors – Fall Conference-----	\$ 850
19-13 Bristlecone Bowman – 3D Archery Shoot-----	\$ 2,700
19-14 WP Horse Races – Race Sponsorship-----	\$16,500
19-15 Chamber of Commerce – Paint Horse Show-----	\$ 500
19-16 Lund Rodeo Assoc – Livestock-----	\$ 2,500
19-17 to 19-20 EOE lump sum for four races-----	\$ 4,000
19-21 WP Museum – Cowboy Ball w/rec to apply for Capital-----	\$ zero
19-22 Chamber of Commerce – Fab 4 Concert-----	\$ 600
19-23 NV Museum Assoc. – Annual Conference-----	\$ 900
19-24 WP Men’s Golf – 4 Tournament \$1000/tournament-----	\$ 4,000
19-25 WP Women’s Golf – Tournament-----	\$ 1,000
19-26 Air Race Cmte – Air Acts Sponsorship w/recommendation-----	\$ 5,000
that a professional air race promoter be hired for next year	
19-27 NNRY – Reindeer Express-----	\$ 6,500
19-28 Chamber of Commerce – 150 th Birthday Cake-----	\$ 1,200

for a total of \$70,00.

Motion: Bryane Goeringer made the motion to approve the summary as provided by Director Horvath.

Motion seconded: Jolene Gardner **Unanimously approved. Motion carried.**

At this point in the meeting, 11:11 a.m., Member McIntosh, in attendance via phone, left the meeting.

The Chairman then proceeded back to the original order of the agenda with II. New Business, 2. Approval of Minutes.

10. Executive Director’s Report:

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

Kyle reported that on social media, specifically Facebook, Instagram, Twitter and YouTube. On targeted digital, he talked about the YouTube campaign, the Ely Winter Ad content is about to be changed to Spring, air race ad, and horse race ad. We have print ads out in Cycle West, Adventure Sports Journal and American Road Magazine. In reference to new posters that are coming out, we are working on night sky start program rack card. Our lodging brochure will be done shortly. New visitors' guide is being designed; Ely Times is selling the advertising for that. Kyle went to the Main Street USA; it was awesome. He also went to the Hurricane Mountain Bike festival. We had seven representatives from White Pine County at the Rural Roundup. Grants are due next week. Kyle is writing a grant for outdoor rec trails campaign which will include digital and print. He is doing a very specific marketing blitz to Las Vegas - a multi-faceted campaign focused on locals in the LV, Henderson, Boulder City area. A special event marketing grant is being done and a grant to do a 3D video production at the Renaissance Village.

For upcoming events, we have the KDSS concert on May 4, a Star Train on May 5, May 10 is the 150th anniversary of driving of the Golden Spike, May 16-19 is the Nevada Open Road Challenge, May 18 is the Ward Charcoal Ovens trail run and May 18-19 is the Steptoe Valley Trap, Skeet and Target Youth Nationals Shoot.

For conferences coming in, we have the Elks at the end of April, BLM has two conferences in May, Nevada Open Road Challenge and the White Pine Athletic Boosters are here.

Kyle has scheduled a staff meeting on April 28 to talk with our part-time and maintenance staff to introduce them to Nicole and come up with a plan of attack for the Convention Center as a whole, kind of what we need and what it is going to look like over the next five years. Kyle has been speaking with some interior designers about pursuing some interior work in the big room. We have had two contractors come in and look at our bathrooms. We will be getting quotes on the ADA remodel of the bathrooms. Both have had different perspectives of how they would want to do it.

Kyle said to send out the Board packets digitally, they had to do it in multiple e-mails because of the associated material. He would like to do a Board workshop on compressing folders so we can still scan everything, compress it into a zip file and then make sure you confidently know how to open it up and extract those files. Everything will be in one e-mail. It would help with the efficiency.

III. Old Business:

- 1. Parking Lot Sub Committee – Goeringer:** Kyle and I are shopping around for bids.
- 2. White Pine Golf Course – McIntosh:** Skipped due to Member McIntosh's absence.

