

**White Pine County Tourism and Recreation Board  
Bristlecone Convention Center – White Pine Room  
Regular Meeting November 26, 2024 - 4 pm**

**1. CALL TO ORDER; PLEDGE OF ALLEGIANCE**

Chairman McIntosh called to order the White Pine County Tourism and Recreation Board regular meeting at 4:04 pm. Member Wright led in the pledge of allegiance.

**2. ROLL CALL**

<b>Board Members Present</b>	Chairman McIntosh, Terrill Trask, Sandra Wright
<b>Board Members via Zoom</b>	Marietta Henry
<b>Board Member Absent</b>	Janet VanCamp
<b>Staff Present</b>	Kyle Horvath, Errol Porter
<b>Legal Counsel</b>	McKinzie Hilton
<b>Public Present</b>	Stephen Bishop, George Chachas, Patti Cobb (Zoom), Paula Carson (Zoom)

**3. PUBLIC COMMENT**

George Chachas spoke. He spoke to the minutes of October 22, 2024, and referred to a bill in the amount of \$177,107.22. He wanted to know if a profit and loss statement was given to the Board from the horse races. He said he has yet to receive any information on how many conventions have been held since the Executive Director was hired. He said he has not received the latest inventory list. He said to date the convention center parking lot is not ADA compliant. At a previous meeting, he said he had asked Carson if he had sent a letter and if he had, he wanted a copy of it. To date he has not been provided with a rental agreement from the food bank and/or Bob Winder or from Ian Bullis. Time called.

**4. PRESENTATION – Stephen Bishop – Renaissance Faire, Lions Club**

Stephen Bishop present. He spoke to the Renaissance Faire and answered the question – What did we do with your money? His presentation listed all the events that took place at the Faire, both new and returning. He spoke to the BAARX pet costume contest where a cow was entered this year. JW Electric did the pumpkin drop. Spinning and weaving demonstrations were again a bit hit. A new hit this year was Finch and the Magpies, an Irish band, from Salt Lake City. They were very well received. MAD photography was there to help with publicity. The Yerington/Mason Valley Fire Department pipe band played for us. They were amazing. Ancient Baby from Ashland, Oregon, a funky folk band, contacted us and asked if they could perform. They were particularly good. The Riders of Avalon created a new show just for Ely. They are an equestrian group that do demonstrations of knightly mounted games of skills. We had thirty volunteers and thirty-four vendors. We had eleven non-selling displayers that set up booths. We partnered with several other organizations for various events. We had about 1,800 people in the park that weekend. We had at least eight states represented. There was approximately \$25,000 in taxable sales reported. He asked - What can we do better next year? We need more time for performances and activities. We need a better layout. Scheduling needs to be fine-tuned. Signage could be better. Communication with partners could be better. He said everyone wants to come back next year. He wants to go bigger. He gave a big Thank You to the Board and said none of this could have happened without the support of Tour and Rec. The Board and Kyle thanked Mr. Bishop for all his work and said that he has created a signature event for Ely, even catching the eye of Travel Nevada.

money. Right now, he said we can estimate the economic impact based on Travel Nevada's visitor spending average, which for our area is about \$140.

**4. Update on Convention Center Remodel**

Kyle said there was an in-person meeting with Paul Cavin and the design team. We went into a contract with them to do an architectural redesign of certain aspects of the convention center to increase our capacity, functionality and flow, as well as bringing the bathrooms in the back up to ADA standards. The esthetics and technology aspects need to be brought up to speed. We had a walk through. We have had multiple meetings with staff and the Board to address what are the goals we want out of this redesign. We are one or two weeks away from getting their initial sketch of what they are proposing. This will be brought to the Board to review. Kyle has asked them to join us via Zoom at the December meeting to answer questions.

**5. Executive Director's Annual Evaluation**

Chairman McIntosh thanked the Board members for turning in their evaluations. She said on the form it shows an averaging of the scores and all comments that were given. Chairman McIntosh thanked Kyle and said it has been a wonderful year. Member Henry thanked Kyle for his efforts. All the events that are happening in Ely are amazing. Thank you for the work you and your staff are doing. Kyle acknowledged his staff saying it is fun coming into work when working with professionals.

**Motion:** Member Henry moved that we accept the Executive Director's annual evaluation as stated.

**Motion Seconded:** Member Wright

**Motion carried**

**6. Approval to Extend and Modify Employment Agreement/Contract with White Pine County Tourism and Recreation Director Kyle Horvath and Approval of Modified Agreement**

Chairman McIntosh said this agreement will extend for three years.

**Motion:** Member Wright moved for approval to extend and modify employment agreement/contract with White Pine County Tourism and Recreation Director Kyle Horvath and Approval of Modified Agreement.

**Motion Seconded:** Member Henry

**Motion carried**

**6. DISCUSSION/INFORMATION ITEMS**

**A. Executive Director's Report**

Director Horvath referred to his report for the period of October 23 to November 26. He went through the various meetings he attended. He referred to a copy in the packet of the forest service and IMBA meeting on trail expansion. The room tax collection was down a bit. Even though it was eight percent less than the eclipse year, it was significantly higher than a non-eclipse year. Some accomplishment highlights are the Giant Horizons video final edit was launched; the visitor persona designs are done; we are updating our room tax forms to include the average daily rate and occupancy rate for the month; our influencer made a visit to Ely and her posts were a huge hit; and Errol restocked all our marketing materials around town. Status on current grants were given. Holiday trains are running. He spoke briefly to upcoming meetings, events, and on-going projects.