

**White Pine County Tourism and Recreation Board  
Bristlecone Convention Center – White Pine Room  
Regular Meeting February 25, 2025 - 4 pm**

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

Chairman Trask called to order the White Pine County Tourism and Recreation Board regular meeting at 4 pm. He led in the pledge of allegiance.

**2. ROLL CALL**

<b>Board Members Present</b>	Janet VanCamp, Terrill Trask, Mary Valencia, Jason Bath
<b>Board Members via Zoom</b>	Ian Bullis
<b>Board Member Absent</b>	None
<b>Staff Present</b>	Kyle Horvath, Errol Porter
<b>Legal Counsel</b>	McKinzie Hilton
<b>Public Present</b>	George Chachas, Vince Fleischman Zoom: Paula Carson

**3. PUBLIC COMMENT**

George Chachas spoke. He said from the last meeting of January 28, 2025, there was a report from the Director that said requests have been received from conventions that we have not been able to bid on because we do not have the right size floor or functionality. He wants to know what those factors are. On the list of bills dated January 21 he asked about a room tax reimbursement; he wants to know the history on that. On the present billing, check no. 12373 for LG Tree Services in the amount of \$1,360 maintenance, he wants to know what that is for. Check no. 12379 for mileage reimbursement for an individual. He wants to know what that is for. He wants to know what ORF means for White Pine County Golf Course. He is questioning the \$11,000 for Main Street. From previous meetings, he has asked how many conventions have been brought in. He has received nothing to date. He has asked how many new conventions have been brought in that were not previously held here. He has received nothing. He is still waiting for the past inventory list that was taken prior to Kyle's employment. He has yet to receive anything regarding ADA compliance on the parking lot across the street. Time called.

**4. ACTION ITEMS**

**A. Approval of Agenda, Including Removal of Agenda Items – Member VanCamp**

**Motion:** Member VanCamp moved to approve the agenda as presented.

**Motion Seconded:** Member Valencia

**Motion carried**

**B. Approval of Minutes: January 28, 2025, 4pm Regular Meeting**

**Motion:** Member VanCamp moved to approve the minutes as written.

**Motion Seconded:** Member Bath

**Motion carried**

**C. NEW BUSINESS**

**1. Approval to Ratify Payment of Bills**

Director Horvath clarified one of the reimbursements was for nine months of 28 day rental. Per our policy if that person can show that they have paid room tax for nine months consecutively in a motel room that is not suitable for long-term rental, then they are eligible for reimbursement. The motel provided the required paperwork. The ORF is outdoor recreation facility which is a grant reimbursement. LG Tree

Service was for snow removal from November up to date for the parking lots. Member Bath asked if the snow removal was done through a bid or as needed. Director Horvath said it is as needed. For further clarification as to which parking lots, it was said the center parking area as well as the parking for the Lyons building. The only hand shoveling is for the north side of the building.

**Motion:** Member Bath moved to pay check nos. 12352 through 12391 in the amount of \$145,161.91 excluding the Bath Lumber bill, check no. 12361, in the amount of \$643.95.

**Motion Seconded:** Member VanCamp

**Motion carried**

## **2. Approval to Ratify Payment of Bill to Bath Lumber**

Member Bath disclosed that he will be abstaining on this item due to his family's interest in Bath Lumber.

**Motion:** Member VanCamp moved to pay check no. 12361 in the amount of \$632.95 to Bath Lumber.

**Motion Seconded:** Member Valencia

**Motion carried with one abstention**

## **5. Discussion/Information Items**

### **A. Executive Director's Report**

Director Horvath referred to his director's report for the period of January 19, 2025, to February 25, 2025. He went through the various meetings he attended. He included the last three Abbi Agency press releases. He included a three page report on the economic impact of tourism in White Pine County. He just entered an artist in residence contract with Brett Phares. He said we are the point people for disseminating information on the highway construction project downtown. He briefly touched on the accomplishments. He gave an update on current grants. He said we are halfway through the 3D trail signage grant and are partially reimbursed for all our Travel Nevada grants. The mural of Operation Haylift has been approved and will begin soon. He gave the upcoming meetings and events as well as the ongoing projects/goals for 2024/2025. The expense pie chart for fiscal year 23/24 has been updated. It was suggested electronic signage could be utilized to better inform the public of the road closures and construction downtown.

### **B. Marketing Manager's Report**

Marketing Manager Porter gave his report which he pointed out is in a different format, hopefully more eye catching and easier to follow. It starts with engagement overview of all our media platforms. It shows the current views, visits, and engagements; in the future it will show the change from month to month. It shows top performing content from Facebook and Instagram. It shows our total followers of 14,437. Our search retargeting was up. We do need to update our YouTube ads. He gave the top pages visited on our website, our current audience for the newsletter which was up and our open and click rate.

## **6. PUBLIC COMMENT**

Paula Carson thanked Nicole for working on the agenda. She always does a wonderful job, and she appreciates her help. She told Kyle she liked the way he was able to share his screen, and she really liked Errol's new report format.

Vince Fleischman spoke. He said he is a veteran fisherman. He was not sure the fishing derby needed to be cancelled. He suggested that some of the veteran fishermen could be contacted to help show people how to fish. He said that most people who want to fish do not know how to fish. He said this lake is a

trophy lake. He questioned the amount of money given to the railroad as shown on the pie chart. Director Horvath said the city and the county created the ordinance to earmark a certain percentage of the room tax that comes in to go directly to the railroad. He said there are four earmarks - city, railroad, golf course and state. Time called.

George Chachas spoke. He is concerned about the appearance of the museum. They just brought in a car for show, and it is draped in plastic. He has yet to receive a rental agreement that the Board has with Ian Bullis and Bob Winder. He requested a copy of events going back to May 28, 2024. He has yet to receive anything. He would like to see a running total of what you have made per month. He still has a concern with the Nevada Northern Railway Museum. They do not operate under the open meeting law. He is still concerned about the grandstand at Broadbent Park. He wants to know what the status is.

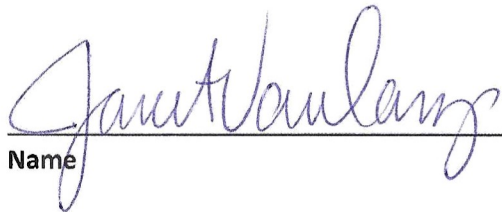
**7. ADJOURNMENT**

**Motion:** Member VanCamp moved to adjourn at 4:43 pm.

**Motion Seconded:** Member Valencia

**Motion carried**

**Minutes approved by:**

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Name Date

3-25-25