

**White Pine County Tourism and Recreation Board  
Bristlecone Convention Center – White Pine Room  
Regular Meeting January 28, 2026 - 5:30pm**

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

Chairman Trask called to order the White Pine County Tourism and Recreation Board regular meeting at 5:30 pm. He led in the pledge of allegiance.

**2. ROLL CALL**

<b>Board Members Present</b>	Terrill Trask, Jason Bath, Elizabeth Woolsey
<b>Board Member Absent</b>	None
<b>Staff Present</b>	Kyle Horvath, Errol Porter
<b>Legal Counsel</b>	McKinzie Hilton
<b>Public Present</b>	Pat Robison, George Chachas Via Zoom: Travis Mason-Bushman

**3. PUBLIC COMMENT**

Travis Mason-Bushman, the Chief Interpretative Ranger at Great Basin National Park, was present via Zoom. He said 2025 was the second busiest year in the Park's history with over 151,000 visitors. That is second only to 2017 which had 168,000 visitors. The increase in visitors creates more demand; they are dealing with staffing challenges. Their astronomy ranger has moved on, but they are still planning to continue with a robust astronomy program with a Spring astronomy festival planned for 2026. The contract is underway for the cave lighting system. The Park is hopeful that they will be able to restart limited cave tours on Memorial Day weekend with full opening of the caves in late July.

George Chachas inquired about check no. 12814 to Hotel Nevada for \$1,506.89. Going back to October 22, 2025, he asked about check no. 12710 to Nevada Northern Railway Foundation for \$4,290 for tickets. He asked if it was to reimburse the Tour and Rec Board. Again, he asked on check no. 12714 regarding Doris Lawler. Why are you paying this? He has a concern on a debit charged to Riddleys for the construction crew. Going back to December 17, 2025, he asked about the status of the grandstand at Broadbent Park. He has not received any information regarding each month's income from usage and rental of the facility. He has received no information on the number of conventions brought in since Kyle Horvath was hired. He has received no information on the last inventory list that was taken prior to Kyle Horvath's employment. When he looks at the expenses pertaining to advertising, he sees no increase in traffic downtown. To date he has not been provided with any rental agreements for Ian Bullis or the Food Bank. Time called.

**4. ACTION ITEMS**

**A. Approval of Agenda, Including Removal of Agenda Items – Chairman Trask**

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

**Motion Seconded:** Member Woolsey

**Motion carried**

**B. Approval of Minutes: December 17, 2025, 5:30 pm Regular Meeting**

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

**Motion Seconded:** Member Woolsey

**Motion carried**

**C. NEW BUSINESS**

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

Member Bath had a question on the payment to the 4-Sevens Motel for \$5,153.33. He asked if that was for one event or a cumulation. Kyle said he would need to check on that. He said they did have a band, the fireworks crew and an influencer that were all booked over there.

Member Bath also questioned check no. 12814 to the Hotel Nevada in the amount of \$1,506.89. Is this a cumulation of rooms over a time? Kyle will need to double check on those. He said in the future he will have these charges itemized for the Board.

**Motion:** Member Woolsey moved to table this item.

**Motion Seconded:** Member Bath

**Motion carried**

**2. Approval to Ratify Payment of Bills to Bath Lumber**

No action taken due to lack of a quorum since Member Bath had to abstain.

**5. DISCUSSION/INFORMATION ITEMS**

**A. Executive Director's Report**

Director Horvath said Fire and Ice was a big success. All was well attended. The marketing plan – Find Yourself in White Pine County – is up and running. Print and digital ads are out, and YouTube is close to being finished. We just sent in our final content for the Visitor's Guide. He gave a brief mention of the upcoming events. There is a new report included from Placer.ai. We still can do targeted reports on specific events, but this new report is the civic report. This report covers only the city of Ely boundaries. For 2025, there were 306,000 visitors that came into the city of Ely outside the fifty mile radius. That was down 22 percent which goes in line with what we saw our visitor numbers showing overall as being flat from a domestic standpoint and non-existent from an international standpoint. He briefly summarized what we can expect from the report: visitor spending, day vs. overnight trips, top origins, average duration, overnight leakage, visitor spending, top state markets, trend analysis, visitor origins, visitor activity by category, visitor distribution, and the state ranking report dates showing the top ten cities in Nevada.

Member Bath asked Kyle what his prediction was for visitor travel. Kyle said at the Nevada Travel conference they indicated international travel should increase. He did not feel like he could make a forecast on that. He does think domestic travel will stay strong. Member Bath also felt domestic travel would be good and the Board needs to be ready for that. He felt that we were ready as far as marketing goes but that the businesses need to be ready too. Kyle said communication is key and that the Chamber and Main Street are part of their communication plan. He hopes to use community meetings and workshops to get the information out.

**B. Marketing Manager's Report**

Marketing Manager Porter said this past month was particularly good for social media. Everything was up across all our media platforms. Total followers on all platforms are over 15,000. On our targeted digital LocaliQ ads our Find Yourself campaign is officially live. He gave the top posts/pages on our website. Our newsletter has over 4,800 subscribers. Our click through rate is 1.2%. Errol said the early registration for rural roundup is still open. Errol also said he and Kyle do a lot of work for the Pony Express territory, which covers all of Highway 50, and going into this America 250 there are exciting events planned. He said Travel

Nevada organized a media mission where territories and people can be in front of journalists. A media mission is planned for February 23 in Atlanta and Pony Express is allowing Errol to attend.

Member Bath said he heard only good comments on the Fire and Ice weekend and congratulated the staff for being able to pull all the events off even though Mother Nature was not cooperating.

**6. PUBLIC COMMENT**

George Chachas asked when they are paying for an influencer, what does that person do. To date he has not received any information regarding the rental agreements with Ian Bullis or Bob Winder. He wants to remind the Board that the county is applying for a SNPLMA grant for an event center. Changing this facility to an event center is not good. You have three different entities in the downtown area that you will be competing against. The Nevada Railroad Foundation does not operate under the Nevada Open Meeting Law. He has not received a list of those who have not paid for convention center usage. The Board needs to bring back the thirty-day stay rule. Time called.

**7. ADJOURNMENT**

**Motion:** Member Bath moved to adjourn at 6:06 pm.

**Motion Seconded:** Member Woosley

**Motion carried**

**Minutes submitted by:** Judi Bourbeau

**Minutes approved by:**

*Elizabeth Woosley*

3-25-26

Name

Date

