

White Pine County Tourism and Recreation Board Meeting Minutes

Date: April 21, 2016
Time: 10:00 am
Location: Bristlecone Convention Center – White Pine Room

Members Present: Ernie Flangas
Lorraine Clark
Richard Howe
Bruce Setterstrom
Jacki Hansen

Staff Present: Ed Spear
Lori Drew

Members Absent: None

Public Present: Drew Skeen
Mark Bassett
Bryane Goeringer
Bunny Hill
Geri Wopschall
Mike Coster

Sarah Bullis
Wayne Cameron
Suzie Goeringer
Mike Coster
Melody Van Camp

Ernie Flangas called to order the meeting of the White Pine County Tourism and Recreation Board at 10:00 am on April 21, 2016 at the White Pine Room at the Bristlecone Convention Center. Lorraine Clark led in the Pledge of Allegiance.

I. Public Comment: Bryane Goeringer of the Jailhouse Motel spoke against the proposed tax increase. He stated that he felt that passing this tax to fix everyone’s budget shortfalls was a bad idea.

II. New Business:

1. Approval of Aid to Organization Grants: Jacki Hansen suggested that all the board members take the packets home and each person turn a worksheet into Lori Drew with their recommendations for each entity within 10% of budget. Richard Howe stated that he felt it should be done now with the budget in mind. Discussion followed. The Board was polled and each Board Member’s recommended amount was recorded. The amounts were averaged for each application. The final amounts are listed below.

01-16	White Pine Men’s Golf Association	\$4,000.00
02-16	White Pine Ladies Golf Association	\$1150.00
03-16	Eastern Nevada Landscape Coalition	-0-

04-16	Silver State Classic Challenge	\$3,300.00
05-16	White Pine Rodders	\$2,000.00
06-16	Lund Rodeo Association	-0-
07-16	Bristlecone Bowmen	\$2,600.00
08-16	White Pine Horse Races	\$4,200.00
09-16	Great Basin National Park Foundation	\$1,500.00
10-16	White Pine Chamber of Commerce (Take it to the Lake)	\$1,600.00
11-16	White Pine Chamber of Commerce (Ely Neon Lights)	\$2,000.00
12-16	White Pine Gymkhana	\$1,200.00
13-16	Great Basin Service Club	\$6,500.00
14-16	White Pine Public Museum	\$12,500.00
15-16	Great Basin Heritage Area Partnership	\$3,100.00
16-16	National Speleological Society	\$1,720.00
17-16	White Pine County Ranch Rodeo	\$1,250.00
18-16	White Pine High School Rodeo	\$2,850.00
19-16	Schellbourne Re-riders	\$250.00
20-16	White Pine Chamber of Commerce (ENPH Show)	\$1,030.00

Motion: Bruce Setterstrom. To accept and approve.

Motion seconded: Richard Howe **Unanimously approved.** **Motion carried.**

2. Approval to Increase Room Tax by Two Percent: One Percent (1% Effective July 1, 2016 and an Additional One Percent (1%) Effective July 1, 2017: Richard Howe stated that he is opposed to this increase and to the money being removed from the Tourism & Recreation Board to go to the City of Ely. Jacki Hansen also stated that she does not agree with the City taking the money and would like an official legal opinion as to the legality of them using room tax for infrastructure. Bruce Setterstrom and Ed Spear explained how this increase would offset 2% of the 2.5% the City is taking.

Motion: Bruce Setterstrom. That we request the City put it on their agenda to raise the room tax 1% this year on the condition that it is legal for them to take the 2.5% away from the Tour & Rec Board. Withdrawn

Motion: Lorraine Clark. To increase the room tax by 2% with 1% being effective July 1, 2016 and the additional 1% effective July 1, 2017 contingent on the legality of the city's proposed room tax ordinance. If the ordinance is not legal it will be retracted.

Motion seconded: Jacki Hansen **Motion carried 4 to 1 with Bruce Setterstrom against.**

3. Approval to Renew YESCO Billboard Contract: Ed Spear explained this is a good location and if we don't renew the sign would have to go to a public entity. Mark Bassett said the train would pursue it.

Motion: Lorraine Clark. To approve to renew the YESCO Billboard Contract.

Motion seconded: Richard Howe **Unanimously approved.** **Motion carried.**

4. Calvary Church Request for Special Rate for Community Dinner May 21, 2016: Sarah Bullis stated that when she looked at the convention center she decided that it was out of her price range and that her friend had put the request in to the board. She explained that she is doing this as a community wide event and not limiting it to any one denomination. Members of the board expressed their concern about setting a precedent. Mrs. Bullis understood completely.

Motion: Died for lack of motion

5. Approve to Enter into Signage Agreement with Vegas Joe's Located at Blackjack Junction:

Ed Spear stated that he and Bruce had looked at the sites and the Burrito Farm sign has become available. The cost would be \$200.00 per month. He said that Bruce spoke to the mayor and she said that the city would commit to it. Ed said that the cost to expand the sign would be \$3,000.00 and the art work would cost \$1500.00.

Motion: Bruce Setterstrom. To commit to the sign for the \$4,500.00 plus the \$200.00 per month. Amended to \$5,500.00

Motion seconded: Jacki Hansen **Unanimously approved.** **Motion carried.**

6. Approval to Print Area Maps: Ed said that this project was started about a year and a half ago with the Chamber of Commerce. Lori Drew explained that this map has businesses, points of interest such as parks, the train and services

Motion: Bruce Setterstrom. That we purchase 6,000 maps as quoted.

Motion seconded: Lorraine Clark **Unanimously approved.** **Motion carried.**

7. Approval of Participation in the State Fair: Ed Spear explained that we have received a request from the Nevada State Fair to have a booth. It is a long show but he is hoping for a volunteer to do it. Bruce volunteered that he and his wife Pat will work the 8th thru the 10th. Ed will take over on the 10th.

Motion: Lorraine Clark. To Participate in the Nevada State Fair.

Motion seconded: Jacki Hansen **Unanimously approved.** **Motion carried.**

8. Approval of Participation in Travel Nevada Governor's Trade Mission: Ed explained that Travel Nevada is looking at another mission in Europe. They are waiting on interim financing. Ed said that he wanted to get it pre-approved because of the short time frame. If the financing goes through there would be no cost to the Board except staff time. Richard Howe said that he didn't feel this trip was a benefit because of how the public would perceive it. Bruce also spoke against it. Jacki Hansen, Lorraine Clark, Ernie Flangas and Mark Bassett spoke in favor of attending and on the foreign visitors they have encountered.

Motion: Jacki Hansen. To participate in the Travel Nevada Governor's Trade Mission.

Motion seconded: Lorraine Clark **Motion carried 3-2 with Richard Howe and Bruce Setterstrom against.**

III. Old Business:

1. White Pine Golf Course update: Lorraine Clark stated their meeting is scheduled for the 25th.

2. Approval of March 24, 2016 and March 30, 2016 Minutes:

Motion: Richard Howe. To approve March 24, 2016 and March 30, 2016 Minutes.

Motion seconded: Lorraine Clark **Unanimously approved.** **Motion carried.**

3. Review of the Financial Report: Ed Spear explained the revenue and expenses.

Motion: Bruce Setterstrom. To approve the financial report.

Motion seconded: Lorraine Clark **Unanimously approved.** **Motion carried.**

4. Approval to pay bills.

Motion: Jacki Hansen. To ratify the bills in the amount of \$97,709.63 with checks #21889-21960.

Motion seconded: Lorraine Clark **Unanimously approved.** **Motion carried.**

Bruce Setterstrom abstained from checks numbered 21901 and 21902, Lorraine Clark Abstained from checks numbered 21952 and 21959 and Ernie Flangas abstained from check 21960.

5. Correspondence: Lori Drew read a thank you from Tom Bath and Family.

6. Nevada Northern RR Director's Report: Mark Basset reported the wheels were back for locomotive 93 and they are in the process of installing them. The seats have been reupholstered through a grant from the Tourism & Recreation Board. He is participating in some programs with Google and there is now an online view of the complex. Gift shop sales were down a bit in March from the previous year due to the fact that in 2015 they had the TAP International student group in for a Reality Week type program. Lorraine Clark congratulated Mark on his award from Travel Nevada for excellence in grant writing. Mark wasn't there to receive the award because he was presenting grants in Carson City.

7. Executive Director's Report: Ed Spear reported that he attended the Spotlight on the Southwest and that he had the opportunity to write a couple of itineraries. He met with tour operators from as far away as Nova Scotia. He stated that the Commission on Tourism will not be doing any consumer shows this year so he is writing more grants for consumer shows. Ed will be the chairman of the Pony Express Territory beginning July 1st.

8. Staff Reports: Lori Drew reported that Rural Roundup had some new sessions that were different and helpful. The ending session was on the National Park's 100 year

celebration and that they are doing a big marketing push out of Las Vegas that includes Great Basin National Park.

9. Board Member Report: Ernie reported that he also felt Rural Round Up was a great success and that one of the things he learned not in an actual session is that there are funds available for communities to do improvements. Laughlin received 32,000,000.00 to redo their river walk and parks. Jacki Hansen went over the room tax reports and other forms that are in the packet every month that are not discussed in the meeting but are very important. Lorraine talked about Rural Roundup and that there was a large emphasis on the Millennials and the fact that they want more adventure and that South Korea Airlines was there and they were very interested in the rural communities. Bruce Setterstrom reported that he attended the Salt Lake Adventure Gear Fest and that there was a lot of questions about the bike trails. He felt that room tax revenues going down did reflect badly on our board.

IV. Public Comment: Drew Skeen from the Hotel Nevada stated that he felt the room tax revenue reduction was largely due to economy issues.

V. Adjournment:

Motion: Lorraine Clark. To adjourn the meeting.

Motion seconded: Richard Howe **Unanimously approved.** **Motion Carried.**

Minutes submitted by: Meg Rhoades

Minutes approved by:

Name

Date