

White Pine County Tourism and Recreation Board Meeting Minutes

Date: January 19, 2017
Time: 10:00 a.m.
Location: Bristlecone Convention Center - Back Meeting Room

Members Present: Shane Bybee
Drew Skeen
Marietta Henry
Bruce Setterstrom
Caroline McIntosh

Staff Present: Ed Spear
Lori Drew

Members Absent: None

Public Present: Melody VanCamp
John Ogden
Geri Wopshall
Wayne Cameron
George Chachas

Randy Hesterlee
Jonathon Dishong
Melody Van Camp
Mark Bassett
Pat Setterstrom

Marietta Henry called to order the meeting of the White Pine County Tourism and Recreation Board at 10:00 a.m. on January 19, 2017 in the White Pine Room at the Bristlecone Convention Center. The Board led in the Pledge of Allegiance.

I. Public Comment: George Chachas requested more information. He stated his concerns about the Railroad receiving tax money and not following open meeting law.

II. New Business:

1. To Suspend Lease for Sign at Highways 6 & 318: Mr. Spear explained that it was noticed by the State Highway Department that our sign located at the junction of Highways 6 & 318 is an illegal sign and is not permitted. We were lead to believe that it was permitted when we signed a three year lease. Randy Hesterlee explained when the sign was originally permitted there was a business on site. Once the business was removed it was no longer a legal sign. The sign is too close to an existing sign to meet the code for permitting. Mr. Spear recommended to the board that we remove our wrap at this time as the board as well as the owner can be assessed a fine. There is an appeal being filed but Mr. Hesterlee stated that due to the spacing of the signs it was his opinion that the variance would not be granted. The regulations on the sign are set by the federal Highway Beautification Law. Mr. Hesterlee stated that the wrap would need to be removed within 30 days.

Motion: Bruce Setterstrom. To have YESCO remove the wrap and suspend the lease.

Motion seconded. Marietta Henry. **unanimously approved motion carried**

2. Presentation by the City of Ely Strategic Tourism Committee: Mayor Melody Van Camp spoke about the tourism committee she formed about a year ago. She recruited members from different areas of involvement in the community. They have had several

speakers from all over the state as well as locals that have offered suggestions. The committee did apply for, and received a grant from the Rivers Trails Conservation program. Deb Reardon will be here in February to go over the logistics. Tahoe Star Tours would like to come here. The committee has used the Roger Brooks video library and Mark Bassett will help them apply for a grant. Mayor Van Camp is currently trying to secure funding to get better gateway signage.

3. Board Assignments: Mr. Bybee asked for a representative for the Chamber of Commerce and the Golf Course.

Motion: Drew Skeen. To appoint Caroline McIntosh Chamber of Commerce Representative.

Motion seconded. Bruce Setterstrom. **unanimously approved motion carried**

Motion: Caroline McIntosh. To appoint Marietta Henry Golf Course Representative.

Motion seconded. Bruce Setterstrom. **unanimously approved motion carried**

4. Approval to Hold Volunteer Appreciation Dinner: Ed Spear explained that this year there is a conflict with the White Pine Weekend at the train so we are planning to do just the dinner on a different day. Lori Drew stated that May 5th is the day on the calendar that is open. The Mt. Wheeler Power Annual Meeting is April 8th.

Motion: Bruce Setterstrom. To approve going ahead with Volunteer Appreciation up to \$12,000.00.

Motion seconded. Marietta Henry. **unanimously approved motion carried**

5. Approval to Order Business Cards for Board Members: Mr. Spear explained that the board members have not had cards in the past but he felt it was a good idea. Lori Drew stated that it would cost roughly \$50.00 to \$60.00.

Motion: Caroline McIntosh. To approve business cards for the members of the board.

Motion seconded. Marietta Henry. **unanimously approved motion carried**

6. A Letter of Support to White Pine County Commission to Increase and Improve Our Broadband: Caroline McIntosh stated that the White Pine County Commission is having Lindsay Harmon give a presentation on February 8th. Ms. McIntosh asked that the board send a letter of support.

Motion: Bruce Setterstrom. To direct Ed to write a letter in support of expanding broadband in White Pine County.

Motion seconded. Marietta Henry. **unanimously approved motion carried**

7. Solicit Proposals for a New Board Attorney: Shane Bybee stated that our current attorney is in the process of moving. Mr. Spear explained that the board normally has a contract that is hourly based.

Motion: Caroline McIntosh. To direct Ed Spear to distribute a letter to the local attorneys as far as their interest and their fees per hour to be our attorney.

Motion seconded. Drew Skeen. **unanimously approved motion carried**

8. Approval to Purchase Trade Show Giveaways: Lori Drew explained that we reprinted the train nail files and also printed some with the shield from the Lehman Caves. There

is money left over and we would like to purchase eyeglass/screen cleaning cloths. There is \$2000.00 left over from the previously approved budget.

Motion: Bruce Setterstrom. To spend \$2,000.00 on cleaning cloths for giveaways.

Motion seconded. Caroline McIntosh. **unanimously approved** **motion carried**

III. Old Business

1. Update from SH Architecture/CORE Construction: There is no update. Mr. Spear explained to the new board members that we are waiting on a new plan to recover the north side of the building and add double doors.

2. White Pine Golf Course Update: Mr. Bybee said that Randy Long was out of town and there had not been a meeting recently.

3. Approval of December 22, 2016, December 29, 2016 and January 9, 2017 Meeting Minutes:

Motion: Bruce Setterstrom. To approve the December 22 and 29, 2016 and January 9, 2017 minutes.

Motion seconded. Marietta Henry. **unanimously approved** **motion carried**

4. Review of the Financial Report: Ed Spear explained that he has included a copy of the budget in the packet for the new board members. Mr. Spear went over the income and fund balance areas. He then explained the monthly expenses.

Motion: Bruce Setterstrom. To accept financial report as presented.

Motion seconded. Marietta Henry. **unanimously approved** **motion carried**

5. Approval to Ratify Bills: Mr. Spear explained that we need a board member to come in and go through every check and verify the back up. Shane Bybee volunteered to be the one to verify.

Motion: Bruce Setterstrom. To ratify check numbers 22387-22462, totaling \$101,368.38.

Motion seconded. Caroline McIntosh. **unanimously approved** **motion carried with Shane Bybee abstaining from check # 22451**

6. Correspondence: Lori Drew read a note from Debra Fairman thanking the board for the money received from the Holiday Fashion Show.

7. Nevada Northern RR Director's Report: Mark Bassett stated that engine 93 is down for its 15 year inspection. The money was raised for the tubes and the goal is to have the engine back in service July 1st. Over the next 4 years there will be a need for about \$4,000,000.00 to work on the steam engines. Mr. Bassett explained that the support from this board has really paid off. The Polar Express carried 4,019 passengers, a 33% increase. 2017 will be the 30th anniversary.

8. Executive Director's Report: Ed told the board that he just returned from ABA at which he had appointments with 22 tour operators. Ed will leave Sunday night for the Canadian Snowbird consumer show and Lori and Meg will be leaving for St. George and Salt Lake. Drew Skeen and Mark Bassett will be helping with those shows. There will be a FAM coming in on their way to Go West and we will be taking the group to the Jail-house for dinner. We will need volunteers to sit with members of the group.

9. Staff Report: Lori Drew explained the different reports that are in the board packet. There is a monthly room tax report and an 8 year compare. The tourism inquiry report is compiled from anyone who calls, comes in or requests information by email. There were 277 vehicles reported through the gate for Fire & Ice. A photo of the train taken by Lori is on the cover of the Governor's budget.

10. Board Member Reports: There were no reports. Shane Bybee stated to Mr. Bassett he felt that his estimation of room nights generated by the Polar Express is low.

IV. Public Comment: George Chachas stated there needs to better snow removal.

V. Adjournment:

Motion: Caroline McIntosh. To adjourn the meeting.

Motion seconded: Marietta Henry. **unanimously approved** **motion carried**

Minutes submitted by: Meg Rhoades

Minutes approved by:

Name

Date