

AGENDA
Special Meeting

DATE: March 3, 2017
TIME: 8:30 am
LOCATION: Bristlecone Convention Center – White Pine Room

Possible discussion and/or action on any of the following items. Times for the agenda are approximate. The Board has the right to take items in a different order to accomplish business in the most efficient manner.

ATTENTION: Cell phone use, text messaging and conversation that are unrelated to the specific agenda item that is being discussed are prohibited while the meeting is in session.

I. PUBLIC COMMENT:

Public comment will be limited to no more than three (3) minutes per person. No action may be taken upon a matter raised under this item of the agenda until the matter itself has been specifically included on an agenda as an item upon which action will be taken. Only those persons who have an item on the agenda will be recognized during the regular scheduled meeting.

II. NEW BUSINESS:

1. Discussion and/or For Possible Action: Review of current strategic plan for White Pine Tourism and Recreation – Board Member Caroline McIntosh

- Discussion and/or For Possible Action: Creation and adoption of White Pine’s Discover the Facts quarterly report for White Pine County tourism statistics replicating the format of Discover the Facts published by the Nevada Division of Tourism. Updated calendar of events held at the BCC and upcoming scheduled events for the year included in the board packet each month. Monthly report detailing usage of BCC meetings, conventions, special events, and revenue for each event. Monthly report to be included in expanded board packet each month. List of all trade shows/meetings attended by staff/board members, including dates and locations for FY16, expenditures for each show/meeting, and actual outcomes in effectiveness in increasing tourism in White Pine County. List of proposed shows/meetings for FY17

Provide summary of all social media utilized by WPCT&R, including metrics for each type.
– Board Member Caroline McIntosh

Discussion and/or for Possible Action: Creation of standardized report to summarize metrics for each event that WPT&R sponsors. Metrics to include: revenue by source, expenditures, room tax data on those weekends, and other event information. Data from previous years would also be included to measure year-over-year longitudinal growth. For example, the following items would be included for 2017 Fire & Ice:

- Number of vehicles at the gate and revenue
- Number of ice sculptures created
- Detailed expenditures, including advertising
- Room tax for the event weekend
- Social media posts and metrics
- Vendors
- Other pertinent information, including winners, judges, etc.
- Data points from previous years

Event reports would also be included within the White Pine's Discover the Facts publication. – Board Member Caroline McIntosh

Discussion and/or for Possible Action: •Current list of proposed upgrades needed including possible expansion of Bristlecone Convention Center

Discussion and/or for Possible Action: Provide a listing of seminars/conferences being attended by the Staff and or Board of Directors'. This listing will include the name, location of event, and brief description of the purpose of the Seminar/Conference, along with projected number of attendees.
This will be publicized through the Ely Times, as well as listed on the White Pine Tour and Recreation website.

Note: Upon return from the seminar/conference, a report will be provided to the Board, stating the number(s) of contacts made, and projected upcoming conferences scheduled in Ely as a result of our attendance.
– Vice Chairman Marietta Henry

Discussion and/or For Possible Action: Form Tourism Development Subcommittee.

IV. PUBLIC COMMENT:

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V. ADJOURNMENT:

** Signifies Closed Session- Discussion - Personnel

The meeting may be closed by appropriate motion for the purpose of discussion on any matter allowed under N.R.S. 241.303: (1) To consider character, alleged misconduct, professional competence or physical or mental health of a person/employee.

At the discretion of the Board, a portion of this meeting may be conducted via an electronic communications device.

NOTICE TO PERSONS WITH DISABILITIES - Members of the public who are disabled and require special assistance or accommodation at the White Pine Tourism and Recreation Board meeting are requested to notify the Recording Secretary of the White Pine County Tourism and Recreation Board in writing at 150 Sixth St., Ely, Nevada 89301; or by calling 775-289-3720 at least one day in advance of the meeting.

I, Lori Drew, did on this 27th day of February, 2017 post four (4) notices of the White Pine County Tourism and Recreation Board Agenda at the following locations:

Bristlecone Convention Center
White Pine County Courthouse

Ely City Hall
White Pine County Library

Lori S. Drew, Board Secretary