

AGENDA
Regular Meeting

DATE: April 20, 2017
TIME: 10:00 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: Relay for Life Survivor Dinner Facility Use – Tina Westwood
2. Discussion and/or For Possible Action: Approval to Provide Funding for Additional Hours of Operation to Enable the White Pine Public Museum to Become a Visitor Information Satellite Office for WPCT&R – Carol Beager
3. Discussion and/or For Possible Action: List All Travel to All Trade & Travel Shows by Everybody That has Represented WPCTRB and Cost Associated – Board Member Setterstrom
4. Discussion and/or For Possible Action: Approval to Purchase Chairs for Administrative Office
5. Discussion and/or For Possible Action: Approval to Purchase Replacement Laptop Computer
6. Discussion and/or For Possible Action: Development of a Policy Regarding Catering at the Bristlecone Convention Center – Board Member Caroline McIntosh

7. Discussion and/or For Possible Action: Addition of Specific Deliverables, Timelines and Responsibilities to the Adopted Strategic Plan.
– Board Member Caroline McIntosh
8. Discussion and/or For Possible Action: Appointment of subcommittees to research and propose:
1. Format for regular reporting of Tourism and Recreation Board/Bristlecone Convention Center information to the Ely Times,
2. Development of robust social media plan to increase room nights,
3. Proposed categories regarding Bristlecone Convention Center usage fee structure and policy on catering,
4. Research steps, resources needed and action plan in creating the White Pine Ticket online ordering system, and
5. Any other subcommittees needed to implement the Strategic Plan.
-- Board Member Caroline McIntosh
9. Discussion and/or For Possible Action: Results From Survey Conducted With White Pine County Hotel/Motel Operators Currently in Operation
– Vice Chairman Marietta Henry
10. Discussion and/or For Possible Action: Requirement for Monthly Room Tax Reports to be Automatically (Electronically) Distributed to All Hotel/Motel Operators – Vice Chairman Marietta Henry
11. Discussion and/or For Possible Action: Approval of Aid to Organization Grants:
01-17 White Pine Men's Golf Association
02-17 White Pine Ladies Golf Association
03-17 Bristlecone Bowmen
04-17 White Pine High School Rodeo Club
05-17 Eastern Nevada Landscape Coalition
06-17 White Pine Horse Races
07-17 White Pine Public Museum
08-17 White Pine Rodders
09-17 White Pine Chamber - ENPH
10-17 White Pine Chamber - EOE Birkebeiner
11-17 White Pine Chamber - EOE Take it to Lake
12-17 White Pine Chamber - EOE Turkey Stretch
13-17 Lund Rodeo Association
14-17 Great Basin Service Club
15-17 White Pine County Ranch Rodeo
16-17 White Pine Chamber - Astronomy Bus
17-17 White Pine Chamber - Tree Lights
18-17 White Pine Chamber - Johnny Cash
19-17 Simplistic Solutions - Leader Cast
20-17 Simplistic Solutions – Balloon & Salsa Fest
21-17 Silver State Classic Challenge
22-17 White Pine Gymkhana

23-17 Great Basin Heritage Area Partnerships
24-17 Ely Volunteer Fire Department

12. Discussion and/or For Possible Action: Approval to Renew YESCO Billboard Contract
13. Discussion and/or For Possible Action: To Accept Robert Moore's Audit Proposal for FY18 and FY19
14. Discussion and/or For Possible Action: Accept Bid From CORE Construction For North Wall Construction
15. Discussion and/or For Possible Action: Formation of Subcommittee for High Street & Lyons Street Parking Lot
16. Discussion and/or For Possible Action: Reprint Museum Brochure
17. Discussion and/or For Possible Action: Reprint Event Guides
18. Discussion and/or For Possible Action: Print Ward Charcoal Oven Brochures
19. Discussion and/or For Possible Action: Consideration to Fund the Ely Salsa Balloon Festival for Ely Simplistic Solutions and White Pine Chamber of Commerce for up to \$26,000.00 – Board Member Bruce Setterstrom
20. Discussion and/or For Possible Action: Report from the Greater Western Travel & Tourism Research Association meeting, specifically including a review of Nevada Travel Impacts - 2003-2015 from Dean Runyan Associates, prepared for the Nevada Division of Tourism.
<http://deanrunyan.com/index.php?fuseaction=Portfolio.Detail&id=21> – Board Member Caroline McIntosh
21. Discussion and/or For Possible Action: Review of the adopted Strategic Plan, including actions accomplished by staff, and Consideration of Initiatives to be Added to Strategic Plan of Specific Deliverables, Timelines and Responsibilities, as well as appointment of subcommittees to research and propose:
 - Format for regular reporting of Tourism and Recreation Board/Bristlecone Convention Center information to the Ely Times,
 - Development of robust social media plan to increase room nights,
 - Proposed categories regarding Bristlecone Convention Center usage fee structure and policy on catering,
 - Any other subcommittees needed to implement the Strategic Plan.– Board Member Caroline McIntosh
22. Discussion and/or For Possible Action: Review and Approval of Tentative Budget for Budget Year 2017-2018 to align with Strategic Plan. – Board

Member Caroline McIntosh

23. Discussion and/or For Possible Action: Review and Approval to Apply for NCOT Grants to align to Strategic Plan – Board Member Caroline McIntosh
24. Discussion and/or For Possible Action: Approval to expend \$1,000 from the current budget with East River PR for publicity and marketing for the unique five-day event in August 2017. Events include the Ranch Rodeo, Horse Races, BBQ, White Pine County Fair and Solar Eclipse Train. Nevada Northern Railway will match the \$1,000 expenditure – Board Member Caroline McIntosh
25. Discussion and/or For Possible Action: Approval to move the recurring agenda item of the Review and Update of the Strategic Plan to "Ongoing Business" section to follow Public Comment and precede New Business in the agenda. The standing agenda item will include a written report of the activities and implementation of the Strategic Plan provided by the Executive Director. – Board Member Caroline McIntosh
26. Discussion and/or For Possible Action: Approval to create two grant cycles per year for Aid to Organizations rather than one annual cycle – Board Member Caroline McIntosh
27. Discussion and/or For Possible Action: That we include the following in the Strategic Plan: That we Limit all Travel & Trade Shows by a 550 Mile Radius, with a Provision that on a Case by Case Basis, we, as a Board, Review Opportunities Outside the 550 Mile Radius based on the Value of the Event, and any Criteria We Deem Appropriate. This Review Will Be Done Regardless of Whether the Funding is Federal, State or Local – Vice Chairman Marietta Henry

III. OLD BUSINESS:

1. Discussion and/or For Possible Action: Update from CORE Construction
2. Discussion and/or For Possible Action: Review of the Strategic Plan and Consideration of Initiatives to be Added to Strategic Plan
3. Discussion and/or For Possible Action: White Pine Golf Course Update
4. Discussion and/or For Possible Action: Approval of March 23, 2017 and April 10, 2017 Minutes
5. Discussion and/or For Possible Action: Review of the Financial Report
6. Discussion and/or For Possible Action: Approval to Pay Bills

7. Correspondence:
8. Nevada Northern RR Director's Report:
9. Executive Director's Report:
10. Staff Report:
11. Board Member Reports:

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 17th day of April, 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