

White Pine County Tourism and Recreation Board Meeting Minutes

Date: March 23, 2017
Time: 4:00 pm
Location: Bristlecone Convention Center – White Pine Room

Members Present: Shane Bybee
Marietta Henry
Caroline McIntosh via phone
Bruce Setterstrom

Staff Present: Ed Spear
Meg Rhoades

Members Absent: None

Public Present:

| | |
|----------------|-----------------------|
| George Chachas | Johnathon Dishong |
| Randy Jackson | Nancy Herms |
| Carol Beager | Richard Horsley |
| Mark Bassett | Billie Sue Heckethorn |
| Wyatt Cox | Connie Odgers |
| Mitch McVicars | Bill Wilson |
| Fred Wineberg | Wayne Cameron |
| Barbara Jirak | Sarah Locke |
| Jim Bath | Brandi Roberts |
| Bunny Hill | Carol McKenzie |
| Cody Coombs | Bill Botelho |
| Janet Brough | April Bath |
| Randy Long | Catherine Odgers |

Shane Bybee called to order the meeting of the White Pine County Tourism and Recreation Board at 4:01 p.m. on March 23, 2017 at the White Pine Room at the Bristlecone Convention Center. Shane Bybee led in the Pledge of Allegiance.

- I. Public Comment:** George Chachas stated that he hasn't received a list of conventions. Mr. Chachas stated concerns over the railroad not operating under the open meeting law.
- II. New Business:** Chairman Shane Bybee stated that there was a need to table several items and a special meeting would need to be scheduled.
Motion: Bruce Setterstrom. To table New Business items 1,5,7,8,9,10,11,15,16 and Old Business item 2.
Motion seconded: Marietta Henry **Unanimously approved.** **Motion carried.**

1. Review of Tentative Budget for Budget Year 2017-2018: Tabled.

2. Acceptance of Auditor for Budget Year 2016-2017: Shane Bybee opened and read the bid received from Robert Moore. The proposal for fiscal year 2016/2017 is \$11,000.00. Out of pocket travel expenses will be billed separately. The proposal offers the same fee for the years 2017/2018 and 2018/2019

Motion: Bruce Setterstrom. To accept the proposal from Robert Moore for 2016/2017 auditor services.

Motion seconded: Marietta Henry **Unanimously approved.** **Motion carried.**

3. Approval to Apply for NCOT Grants: Ed Spear explained this was the first of two grant cycles. He read a list of all of the shows completed so far that fall under the Travel Industry Trade grant. Bruce Setterstrom asked if the specific shows needed to be decided right now. Mr. Spear said he lists the planned shows in the grant but we don't have to attend them all. He continues on to explain the next grant NTA & ABA. He started applying for this grant because of a direct request several years ago from the Nevada Division of Tourism. He explained that these two shows are the largest tour operator shows that we attend. In the past this was a territory grant but switched to a grant for White Pine County in 2010. Bruce Setterstrom asked how many buses come in to Ely. Mr. Spear explained that there are several that come into town but that it is really difficult to track that. We could ask the hotels to report their bus groups but they may or may not know if it was generated from an appointment we held. Mr. Spear then gave the details on the Canadian Snowbird Show grant. These shows see nearly 50,000 RV travelers. The next grant was the Grand Circle Association. Our number one lead source comes from the Grand Circle Planner. Caroline McIntosh stated that she agrees with Mr. Spear on Grand Circle but questioned if the Canadian Snowbird shows had a good return on investment. She said that she sees a lot of trailers go through but was not sure that generated room tax nights. She suggested keeping Grand Circle and taking a year off of the others. Mr. Bybee said that he really differed in opinion on the Canadian Snowbird Mesa show. That he sees a lot of the RV's in RV Parks and also in hotel parking lots. Mr. Spear said that he wouldn't recommend splitting the shows up and that if that were the case he would have the territory apply for the Snowbird Shows instead. It would reduce White Pine's exposure at those shows. The next grant was Las Vegas & Other Media. Last year we received \$8,000 with a match required of \$4,275.00. This is used for our Las Vegas Review Journal advertising as well as other publications. The grant requires advertising outside of a 100 mile radius. The Nevada Magazine and Visitors guide grant is the next grant. This year we are on the cover of the State Visitors Guide which is the main publication distributed by the state at all of the shows that they do. We generally do three ads yearly in the Nevada Magazine as well. The new grant he is applying for is for our new event Race the Rails, which is a mountain bike/road bike vs. the train race. The last grant is for the White Pine Visitors Guide.

Motion: Caroline McIntosh. To approve the grants excluding ABA & NTA.

Motion seconded: Bruce Setterstrom **Unanimously approved.** **Motion carried.**

4. Approval of Relay for Life Survivor Dinner – Tina Westwood: Tina Westwood explained that she and her daughter were asked to organize the survivor dinner. The event has out grown the Elk's Hall. She is wondering if there is a way to get a break on the price to use the convention center. Mr. Spear explained that we have not granted previous requests due to the precedence that it would set. Mr. Bybee asked what the fee would be and Mr. Spear said \$400.00. Caroline McIntosh stated that she believed that this was part of the discussion as part of the strategic plan as to developing a fee schedule for profit or nonprofit groups that is to be discussed at the next meeting. Tina said she would be more than happy to wait for that meeting. Mr. Bybee stated that no action would be taken on this and an agenda item would be created for the next agenda.

5. Approve 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: Tabled.

6. Approve to Limit All Travel to Trade & Travel Shows to a 550 Mile Radius – Board Member Setterstrom: Mr. Bybee asked for comments.

Motion: Marietta Henry. That we limit all travel trade shows by a 550 mile radius, with the 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 funding is federal, state or local.

Motion seconded: Caroline McIntosh **Unanimously approved. Motion carried.**

7. List All Travel to All Trade & Travel Shows by Everybody that has Represented WPCTRB and Cost Associated – Board Member Setterstrom: Tabled

8. Results from Survey Conducted With White Pine County Hotel/Motel Operators Currently in Operation – Vice Chairman Marietta Henry: Tabled

9. Requirement for Monthly Room Tax Reports to be Automatically (Electronically) Distributed to All Hotel/Motel Operators – Vice Chairman Marietta Henry: Tabled

10. Approval to Purchase Chairs for Administrative Office: Tabled

11. Approval to Purchase Replacement Laptop Computer: Tabled

12. Approval of Agreement to Provide Legal Services – James Beecher: Mr. Spear explained that Mr. Beecher was unable to attend the meeting but the agreement was in the packet.

Motion: Bruce Setterstrom. To accept the agreement for legal services from Mr. James Beecher.

Motion seconded: Marietta Henry **Unanimously approved. Motion carried.**

13. Advertising Proposal from Lifiable Media/USA Radio Networks for a Regional Advertising Campaign Promoting White Pine County as a Tourism Destination – Wyatt Cox: Mr. Cox along with Fred Weinberg and Janet Brough presented the opportunity to advertise nationwide with USA Radio. Caroline McIntosh stated that she would like to investigate the idea more after the board looks at the strategic plan and budget. Bruce Setterstrom asked if a couple of board members could meet with Wyatt if there were questions. Ms. Brough said she could participate in a conference call if needed.

14. Approval for Board Members and Staff to Attend the TTRA Conference April 5-7, 2017: Caroline McIntosh stated that she thought this conference would fit well with what they are trying to do and she is unable to attend Rural Round Up.

Motion: Bruce Setterstrom. To send Caroline McIntosh to TTRA.

Motion seconded: Marietta Henry **Unanimously approved.** **Motion carried**

15. Development of a Policy Regarding Catering at the Bristlecone Convention Center:
Tabled

16. Addition of Specific Deliverables, Timelines and Responsibilities to the Adopted Strategic Plan: Tabled

III. Old Business:

1. Update from SH Architecture/CORE Construction: Mr. Spear stated that the bids for the north wall are scheduled to be opened next week.

2. Review of the Strategic Plan and Consideration of Initiatives to be Added to Strategic Plan: Tabled

3. White Pine Golf Course update: Marietta Henry reported that officers were elected. They talked about the need to update golf carts and make improvements to trails and buildings. There is an opening for the at-large position.

4. Approval of February 23, 2017 and March 3, 2017 Meeting Minutes:

Motion: Bruce Setterstrom. To approve February 23, 2017 and March 3, 2017 meeting minutes.

Motion seconded: Marietta Henry **Unanimously approved.** **Motion carried.**

5. Review of the Financial Report: Ed Spear explained that revenue was still above projected and that expenses were staying within the budget. There are some large improvement projects scheduled for next year that we will pay cash for.

Motion: Marietta Henry. To approve the financial report.

Motion seconded: Bruce Setterstrom **Unanimously approved.** **Motion carried.**

6. Approval to Ratify Bills.

Motion: Bruce Setterstrom. To ratify check numbers 22530 - 22574, totaling \$67,160.41

Motion seconded: Marietta Henry **Unanimously approved.** **Motion carried.**

7. Correspondence: Meg Rhoades read a thank you from the Western Folk Life Center for a basket we put together for Cowboy Poetry Festival. She also showed an article that was written on Highway 50 by two members of the Go West Summit FAM that the board and Pony Express Territory hosted at the Jailhouse last month. The article is in German but Ely has the majority of the space in it.

8. Nevada Northern RR Director’s Report: Mark Bassett reported that the season opens April 8th and that all the tubes have been removed from locomotive 93 and they are getting ready to put the new tubes in.

9. Executive Director’s Report: Mr. Spear stated that registrations for Rural Round Up were done. Groups with current reservation for the convention center were contacted and as expected several did not want their event publish and requested to just be listed under the heading of private event. Ed said that he is scheduled for another surgery on his shoulder and is hoping to only be out 2 to 3 weeks.

10. Staff Report: Meg Rhoades reported that the details for Volunteer appreciation were coming together. The theme will be a Mexican Fiesta. The event is open to all civic organizations. Advanced tickets are needed. She explained that the organizations are not limited on how many volunteers they can invite but they must register and provide the names of their attendees. Meg also mention that at the Go West Summit Lori Drew attended in February, during the welcome, the Director of the Reno Sparks Convention Center stated that if it were not for Mr. Ed Spear, the convention would not have been held in Reno. That he was very instrumental in getting the ball rolling and bringing Go West to Nevada.

11. Board Member Report: Caroline McIntosh had no report. Marietta Henry had no report. Shane Bybee reported that at the County Commission had submitted their SNPLMA grants and that the priority list was to redo the duck pond, the White Pine Public Museum trails, Caylor Park and the fourth item as an alternate is the Lund Park.

IV. New Business Continued:

17. Aid to Organization Request Presentations:

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| 01-17 | White Pine Men’s Golf Association | WP Men’s Golf Events | Randy Long |
| 02-17 | White Pine Ladies Golf Association | Two Women Team Event | Randy Long |
| 03-17 | Bristlecone Bowmen | Annual 3-D Shoot | Mitch McVicars |
| 04-17 | White Pine High School Rodeo Club | High School Rodeo | Catherine Odgers |
| 05-17 | Eastern Nevada Landscape Coalition | Winter Weed Conference | No Representative |
| 06-17 | White Pine Horse Races | Horse Races | Jim Bath |
| 07-17 | White Pine Public Museum | White Pine Public Museum | Carol Beager |
| 08-17 | White Pine Rodders | White Pine Rodder Car Show | Randy Jackson |
| 09-17 | White Pine Chamber of Commerce | Eastern Nevada Paint Horse Show | Wayne Cameron |

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| 10-17 | White Pine Chamber of Commerce | Ely Outdoor Enthusiasts-Bristlecone Birkebeiner | Nancy Herms |
| 11-17 | White Pine Chamber of Commerce | Ely Outdoor Enthusiasts- Take it to the Lake | Nancy Herms |
| 12-17 | White Pine Chamber of Commerce | Ely Outdoor Enthusiasts- Turkey Vulture Stretch | Nancy Herms |
| 13-17 | Lund Rodeo Association | Lund Pioneer Days Rodeo | Rich Horsley |
| 14-17 | Great Basin Service Club | July 4 th , 2017 | Bunny Hill |
| 15-17 | White Pine County Ranch Rodeo | White Pine Ranch Rodeo | Cody Coombs |
| 16-17 | White Pine Chamber of Commerce | Astronomy Festival Stargazing Bus | Wayne Cameron |
| 17-17 | White Pine Chamber of Commerce | Replace Christmas Tree Light Bulbs | Wayne Cameron |
| 18-17 | White Pine Chamber of Commerce | Tribute to Johnny Cash & June Carter | Wayne Cameron |
| 19-17 | Simplistic Solutions | Leader Cast | Johnathon Dishong |
| 20-17 | Simplistic Solutions | Hot Air Balloon and Salsa Festival | Johnathon Dishong |
| 21-17 | Silver State Classic Challenge | Silver State Classic Challenge | Bunny Hill |
| 22-17 | White Pine Gymkhana | White Pine Gymkhana | Billie Sue Heckethorn |
| 23-17 | Great Basin Heritage Area Partnership | Alliance of Nat'l Heritage Areas Fall 2017 Conf | Brandi Roberts |
| 24-17 | Ely Volunteer Fire Department | 83 rd Annual NV State Firefighters' Association | April Bath/Bill Botelho |

V. Public Comment: None

VI. Adjournment:

Motion: Marietta Henry. To adjourn the meeting.

Motion seconded: Caroline McIntosh **Unanimously approved. Motion Carried.**

Minutes submitted by: Meg Rhoades

Minutes approved by:

Name

Date