

EUREKA COUNTY RECREATION BOARD
Regular Meeting 9:00 A.M.
July 28, 2026

PRESENT

Elmer Porter
Robin Hicks – Present by Telephone
Rich McKay
Clint Willis

Errol Porter, Social Media Specialist

VISITORS

Jerry White
High School Rodeo Club

Agenda Item #1 – Call to Order

Chairman Elmer Porter called the meeting to order at approximately 9:01 a.m.

Agenda Item #2 – Approve Agenda. (For Possible Action)

Action – Motion made by Clint Willis, seconded by Rich McKay to approve the agenda for the regular meeting of July 28, 2026, as read. Motion carried by all voting aye.

Agenda Item #3 - Public Comment & Discussion. (Discussion)

None.

Agenda Item #4 – (Review of Financial Status of Recreation Board. (Discussion)

Chairman Porter reviewed the financial reports as follows, Recreation Fund \$188,193.00, Capital Projects \$20,000.00, and Tourism Fund \$6,057.00.

Agenda Item #5 – Correspondence. (Discussion)

Chairman acknowledged a thank you note from Eureka Restoration for helping with the archery shoot.

***Agenda Item #6 – Review & Approve Minutes of Regular Meeting May 12, 2026.
(For Possible Action)***

Action – Motion made by Clint Willis, seconded by Rich McKay to approve the minutes of Regular Meeting May 12, 2026, as read. Motion carried by all voting aye.

***Agenda Item #7 - NV State Old-Time Fiddlers' – Kim Russell
Correspondence regarding the fiddlers' event that was held May 15-16, 2026.
(Discussion Only)***

Chairman Porter noted that Kim Russell was unable to attend the meeting. However, Kim sent a letter reporting on the event. She indicated that the event would stay in Eureka as Ms. Ashcroft, High School Music teacher, has offered to host the competition.

Action – None.

Agenda Item #8 - Eureka High School Rodeo Club – Mindy Filippini/Holli Else
Requesting \$2,500.00 to help pay for prizes, banners/chute signs, programs, lodging for judges, portable restrooms, and livestock for the High School Rodeo August 14-16, 2026.
This is the same amount as last year. (For Discussion/Possible Action)

Members of the HS Rodeo Club approached the Board to discuss their remaining request of \$2,500.00 of \$5,000.00, in which \$2,500.00 was approved in December. Overall, the members are doing well.

Action – Motion made by Rich McKay, seconded by Robin Hicks to approve the request from the Eureka High School Rodeo Club for \$2,500.00, Recreation Fund, to help pay for prizes, banners/chute signs, programs, lodging for judges, portable restrooms, and livestock. Motion carried by all voting aye.

Agenda Item #9 – Perdiz Sport Shooting – Jerry White
Requesting \$2,500.00 for printing, postage, and stickers/labels of 2027 Remington Calendars for Perdiz Shooting events. This is the same amount requested last year.
(For Discussion/Possible Action)

Jerry White of Perdiz Sport Shooting approached the Board to discuss his request. The calendars that include all the yearly scheduled events are distributed throughout the state.

Action – Motion made by Robin Hicks, seconded by Rich McKay to approve the request from Jerry White of Perdiz Sport Shooting for \$2,500.00, Tourism Fund, to pay for printing, postage, and stickers for the 2026-2027 calendars. Motion carried by all voting aye.

Agenda Item #10 - Social Media Specialist – Errol Porter
Discuss/Update on media activity for the Recreation Board. (For Discussion)

Errol Porter, Social Media Specialist, talked about his report that had been emailed to all the members. This report is from May 11th thru July 27th which includes the views on Facebook, Instagram, and Threads. There has been a positive change from the previous report of 1.2 thousand to 1.8 thousand views. Our engagement and contact-content interactions went from 1,300 up to 1,600. The top performing post for Facebook was a post I made about the Heritage Festival and specifically about the Shoshone tribes, presentation and drum circle at the Heritage Festival. On July 23rd, I shared photos from what Abby Sweet took of a Eureka sunset, and so that was the top post for Instagram. And then on May 12th, the top post on Threads was a post I made about going through the downtown, getting a coffee, and continue strolling downtown. As you look at all the followers across all the platforms, we currently are at 2,729.

Discussion continued about Threads and the success of the Heritage Festival.

On another note, Errol said that USA Today reached out a couple months ago. They're doing a special Nevada section in USA Today. Typically, USA Today is one of those publications that I would skip over because of how expensive it can be. However, this was like a special Nevada edition, and they were doing kind of a special run for advertisements of people in Nevada, so I decided to take advantage of it. Therefore, a quarter-page ad featured in USA Today, in one of their upcoming issues, I believe in the fall.

There's also a digital portion of it, which is one of the main things that I care about. Due to it's one thing to be in a print advertisement, but if there's also a digital advertisement combined with it or digital circulation, then I really think that is what gets the bang for your buck as opposed to being solely print or even solely digital sometimes. I got the artwork over to them last week, so curious to see. In addition, the Eureka Sentinel, owner Ben Rowley, reached out and he wanted to do an article on Eureka. It was released July 7th, so I was interviewed. I also referred him over to Brenna, and I believe he, he said he was also going to talk to Garney. I know that he got some really great quotes and snippets from Brenna and little things from myself as well, just talking about Eureka bringing up and focusing on tourism. The newspaper is only digital. Regarding the passports for tourists, Brenna indicated to me that she has received a couple of boxes with the new redesigned books which have the digital component.

Action – None.

Update on signage for each end of town. (For Discussion)

Errol talked about the new signs at each end of town.

Board members discussed the new signs and some ideas on what could be done differently in the future.

Action – None.

Agenda Item #11 - Eureka County Recreation Board

Discuss date for a special meeting in which all persons would present their annual requests. (For Discussion/Possible Action)

Chairman Porter called for comments about having a meeting for all persons to present their requests for the year. If no one has any suggestions then we will wait until the next meeting to discuss.

Action – None.

Agenda Item #12 - Eureka County Recreation Board

Board members will present their list capital projects they would like to see for the next five years. (For Discussion/Possible Action)

Chairman Porter previously Board members would compile a list of capital projects they would desire to see in the next five years.

Following are ideas that were presented by all the Board members:

- *Restroom facilities downtown within the parks or similar location.
 - *Enhancing the ballparks.
 - *Improving the UTV trails, bicycle trails, etc.
 - *Enhancing current facilities, maybe adding a dump station for travel trailers, dog area/park, possibly up at the ballparks due to more space. Including an area with a canopy where people could park and get out to walk the dog. Maybe include a kiosk with a map of Eureka, etc.
 - *Hang an oversized American flag.
 - *Possibly hire a grant writer.
- Using the old caboose and install a kiosk.

- *Utilize the ballparks and put in a nice playground for the kids, maybe a couple of RV hook ups, picnic areas with awnings, awning over the bleachers on the lower field, and eventually installing lights on the lower field.
- *Enhancing the pool area adding exercise equipment, thru Renown grant program, outside in the back, if the pool is not interested then install at the ballparks.
- *Install a splash pad at the pool, back yard.
- *Community members have suggested a recreation center.
- *Signage within the town, way finder signs.
- *Some way to assist funding Main Street.
- *Facelift for the downtown area, possibly upgrade the streetlights.

Discussion ensued regarding projects on Main Street and NDOT funding, replacing sidewalks, partnering with the county and school district for various projects.

Action – None.

***Agenda Item #13 - Eureka County Recreation Board
Update on room tax ordinance. (For Discussion)***

Member McKay reported that the ordinance has been approved and it now states that anyone with a one room rental will be required to pay room tax. The man camp at JD is still refusing to pay room tax.

Board members discussed the problem of property owners not paying room tax for RV rental spaces.

Action – None.

Agenda Item #14 - *Public Comment & Discussion. (Discussion)

Errol Porter shared that that he gets questioned often about why some things are done in White Pine and how to get them done in Eureka. You can't have certain things without having other certain things.

Agenda Item #15 - Review Funds Expended and Set Next Meeting Date. (Discussion)

Funds expended were as follows: funds expended \$2,500.00 Recreation Fund and \$2,500.00 Tourism Fund

Members of the Recreation Board discussed the next meeting date and tentatively scheduled Tuesday, September 22, 2026 starting the meeting at 9:00am.

Agenda Item #16 - Adjournment. (For Possible Action)

Action - Motion made by Rich McKay, seconded by Clint Willis to adjourn the meeting. Motion carried by all voting aye.

Meeting Adjourned

EUREKA COUNTY RECREATION BOARD

Secretary