

NYE COUNTY AGENDA INFORMATION FORM

Action
 Presentation
 Presentation & Action

Department: Town of Pahrump		Agenda Date:	
Category: Regular Agenda Item		August 4, 2020	
Contact: Alexandra Crow		Phone: 775-727-2814	Continued from meeting of:
Return to:	Location: Pahrump		Phone:
Action requested: (Include what, with whom, when, where, why, how much (\$) and terms) <p>Discussion and deliberation to appoint two members to the Pahrump Tourism Advisory Committee due to two resignations from the following list of applicants: Vicki Gladsjo and Deanna O'Donnell.</p>			
Complete description of requested action: (Include, if applicable, background, impact, long-term commitment, existing county policy, future goals, obtained by competitive bid, accountability measures) <p>The Pahrump Tourism Advisory Committee, at its February 6, 2020 meeting, approved the resignation of Lynn Peterson and the application for Vicki Gladsjo, for a four-year term, expiring in January 1, 2024. This motion passed unanimously.</p> <p>The Pahrump Tourism Advisory Committee, at its February 6, 2020 meeting , approved the resignation of Lynn Peterson and the application for Vicki Gladsjo. At its March 12, 2020 meeting, the PTAC approved the resignation of Ambrose Kroetsch and the application for Deanna O'Donnell. Both are for four-year term, expiring in January 1, 2024. The motions passed unanimously.</p> <p>Staff recommends approval to appoint Vicki Gladsjo and Deanna O'Donnell to the Pahrump Tourism Advisory Committee.</p> <p>Any information provided after the agenda is published or during the meeting of the Commissioners will require you to provide 20 copies: one for each Commissioner, one for the Clerk, one for the District Attorney, one for the Public and two for the County Manager. Contracts or documents requiring signature must be submitted with three original copies.</p>			
Expenditure Impact by FY(s): (Provide detail on Financial Form) <p style="text-align: right;"><input checked="" type="checkbox"/> No financial impact</p>			

Routing & Approval (Sign & Date)

1. Dept	Date	6.	Date
2.	Date	7. HR	Date
3.	Date	8. Legal	Date N/A
4.	Date	9. Finance	Date N/A
5.	Date	10. County Manager	Date

MG
 ITEM # 14

PAHRUMP TOURISM ADVISORY COMMITTEE MINUTES

ITEM # SUBJECT

February 6, 2020

Pursuant to NRS, a meeting of the **Pahrump Tourism Advisory Committee** was held at 8:00AM on February 6, 2020 at 400 N. Hwy 160 Pahrump, NV 89060.

1. Pledge of Allegiance and Call to Order

The meeting was called to order by Chairman James Horton at 8:05 am in the conference room at 400 N. Hwy 160.

2. Roll Call

Attendees: PTAC members - James Horton, Karen Spalding, Debbie Davis, Excused, Bonnie Bates, Catherine Tillett, Jack Sanders, and Kellie Graham. Tourism Director - Arlette Ledbetter with Alexandra Crow. Robert Adams, OVH Tourism Ambassador. PTAC Liaison – John Koenig, BOCC. Guests – Gene Frank, Park & Recreation Advisory Committee; Rob and Peggy Szydowski, RPS Media Concepts; Christine Butler, Copy She Wrote, LLC.; Vicki Gladys, PTAC Applicant; Deanna O'Donnell, KPVM; James Wilson, Pahrump Art Council and Ginger Forbes, Pahrump Art Council.

3. Approval of the Agenda for November 7, 2019

James Horton requested to move item #12 up in the agenda and move Tourism Director's bi-monthly updates to last.

4. GENERAL PUBLIC COMMENT (Three-minute time limit per person). Action will not be taken on the matters considered during this period until specifically included on an agenda as an action item. (FIRST)

No Comments.

5. FOR POSSIBLE ACTION: Discussion and Deliberation of Minutes of the Pahrump Tourism Advisory Committee meeting of November 7, 2019

James Horton requested to change the header on #8 to reflect the way it was in the agenda for that meeting. Karen Spalding motioned to approve the minutes with that one correction. Jack Sanders seconded. Motion was approved unanimously.

6. ANNOUNCEMENTS (FIRST)

No Announcement.

7. COMMITTEE COMMENTS (This item limited to announcements or topics/issues proposed for future workshop/agendas)

Commissioner Koenig reminds everyone about the upcoming Open Meeting Law Training Class on February 28th. Arlette stated that she will send a reminder prior to the training.

PAHRUMP TOURISM ADVISORY COMMITTEE MINUTES

ITEM # SUBJECT

February 6, 2020

8. FOR POSSIBLE ACTION – Presentation by Eugene Frank of Parks and Recreation

Advisory Committee regarding the status of the Valley Electric Community Center project.

Eugene Frank from the Parks and Recreation turned over the presentation to Ginger Forbes, of the Arts Council. Ginger Forbes President of the Arts Council gave a presentation on the community center and meeting spaces. The different activities in the facility including art classes, art displays and even a movie theater. James Horton asked about the proposed location. Ginger Forbes stated that the location would be different than the Fairground with an estimate cost of 100 Million. Jack inquired about estimates and compared the project to the Smith Center. Karen had a question on funding and the number of buildings. Ginger stated that she was meeting the CEO at Valley Electric today and was on the February 27th agenda. Karen inquired, if the Arts council may require a letter of Support for the PTAC board. Ginger agreed with this request.

9. For Possible Action– Discussion and Deliberation regarding Tourism Director’s monthly update, activity reports and projects

Arlette presented her executive summary for this quarter. She stated that revenue was really good with a 6% increase in room tax and spoke about the impact of International travelers. Alexandra gave a recap on the Quartzsite RV Show 2020 and gave an update on the International Press Trip Fam Tour. Commissioner Koenig was invited to attend the tour. Arlette stated that the marketing recap will be emailed to the committee.

10. For Possible Action – Discussion and Deliberation regarding Robert Adams, Pahrump OHV Tourism Ambassador update and report.

Bob reported on the current OHV trails, maps and designated routes. Bob stated the urgency to designate the trails.

11. For Possible Action – Discussion and Deliberation regarding options for new/replacement of welcome to pahrump highway signs, with any related recommendations being subject to BOCC approval.

James Horton stated that no discussion is needed at this moment. Please address all suggestions or questions to the Tourism Director Arlette.

12. Discussion and Deliberation to nominate, for BOCC approval, up to six (6) committee members with terms that expire in January 2020, and to further recommend that 2-3 of those members be appointed to a five (5) year term (instead of a four-year term), to create a staggered term schedule.

James Horton named the four applicants that submitted their application. Vicki Gladzjo introduced herself and the reason why she would like to be part of the team. Karen Spalding motions to accept Vicki, Jack, Catherine and Debbie. Karen Spalding amended her motion to have Jack Sanders and Debbie Davis on the five years plan. Bonnie Bates seconds the motion, approved unanimously. James Horton stated, one seat is opened for the next meeting.

PAHRUMP TOURISM ADVISORY COMMITTEE MINUTES

ITEM # SUBJECT

February 6, 2020

13. For Possible Action – Discussion and Deliberation to select officers, Chair, Vice Chair and Secretary, with terms expiring in January 2021.

Karen Spalding moved that Debbie Davis continues to assume the position of Secretary. Jack seconds the motion. Motion Approved. Jack Sanders moved that Karen Spalding and James Horton continues to assume the position of Vice Chair and Chair. Bonnie Bates seconds the motion. Motion Approved.

14. GENERAL PUBLIC COMMENT (Second)

Ginger Forbes announced that the Arts Council will be having an Art Sale Feb 13th from 6:30 to 8:30 at the Bob Ruud. Karen asked Jack, if we could place wine trails now that we have multiple wineries. Jack responded that we will have to work with sign ordinances. Bob announced the Nye County Republicans will have a parade on February the 23rd.

15. ANNOUNCEMENTS (Second)

None

16. ADJOURNMENT

Adjournment at 9:32 am.

PAHRUMP TOURISM ADVISORY COMMITTEE MINUTES

ITEM # SUBJECT

March 12, 2020

Pursuant to NRS, a meeting of the **Pahrump Tourism Advisory Committee** was held at 8:00AM on March 12, 2020 at 400 N. Hwy 160 Pahrump, NV 89060.

1. Pledge of Allegiance and Call to Order

The meeting was called to order by Chairman James Horton at 8:00 am in the conference room at 400 N. Hwy 160.

2. Roll Call

Attendees: PTAC members - James Horton, Karen Spalding, Debbie Davis, Bonnie Bates, Catherine Tillet, Jack Sanders, Vicki Gladsjo and Kellie Graham. Tourism Director - Arlette Ledbetter with Alexandra Crow. Bob Adams, OVH Tourism Ambassador. Jimmy Martinez, Pahrump Parks and Recreation.

Guests - Frank Duszynski, Best in the West; Christine Butler, Copy She Wrote, LLC.; Helen Schneider, Eric King and Deanna O'Donnell.

3. Approval of the Agenda for March 12, 2020

James Horton requested to move item #10 up in the agenda to after Announcements and Comments

4. GENERAL PUBLIC COMMENT (Three-minute time limit per person). Action will not be taken on the matters considered during this period until specifically included on an agenda as an action item. (FIRST)

Eric King introduced himself to the committee. James announced the BOCC has mandated a verbal or written report be given to them from all committee meetings.

5. FOR POSSIBLE ACTION: Discussion and Deliberation of Minutes of the Pahrump Tourism Advisory Committee meeting of February 6, 2020.

Karen Spalding moved to approve the minutes as submitted. Jack Sanders seconded. Motion was approved unanimously.

6. ANNOUNCEMENTS (FIRST)

Kellie Graham, Silverton Hotel Casino, reported that they county has an update on the Coronavirus. The committee questioned whether the Chili Cookoff would still be taking place. No one had heard anything otherwise.

Jack reported on receiving an invitation to present a winetasting for a show in Milwaukee, WI. Sanders Winery partnered with Travel Nevada and presented a very successful tasting. He brought samples chocolate treats depicting Nevada that were given away during the event.

7. COMMITTEE COMMENTS (This item limited to announcements or topics/issues proposed for future workshop/agendas)

PAHRUMP TOURISM ADVISORY COMMITTEE MINUTES

ITEM # SUBJECT

March 12, 2020

None

8. FOR POSSIBLE ACTION – Discussion and Deliberation regarding Robert Adams, Pahrump OHV Tourism Ambassador update and report.

Bob reported on current OHV activities such as a planned offroad poker run and a mapping run which would accept volunteers. Jack inquired if there might be a contact list for the state's OVH clubs that could be reached out to. Arlette replied, yes. Bob showed a map of the proposed fairgrounds and highlighted the offroad area and tracks. Nevada is no longer recognizing Arizona and California registration of offroad vehicles. Bob explained the rules regarding shared use of county highways. There is a planned Silver State Offroad Alliance meeting to take place soon.

9. PRESENTATION – James led a discussion to honor and acknowledge the late Ambrose Kroestch and his service to the PTAC and Town of Pahrump Tourism.

10. FOR POSSIBLE ACTION – Discussion and Deliberation regarding the Tourism Director's bi-monthly updates, activity reports and projects.

Arlette Ledbetter announced that Tourism's Alex Crow and Parks and Rec's Jimmy Martinez are coordinating this year's Fall Festival. Arlette mentioned that international visitor hits are way down for travel entering and exiting through Los Angeles and San Francisco, because of the Coronavirus. Google and Facebook marketing is now being done inhouse. There is a need to enhance the PTAC website. Working is being done on the marketing strategy with Braintrust and it will be done nationally and not internationally. Travel figures ended 2019 12.3% up while 100% increase since 2014.

Alex Crow reported on the International FAM trip which went very well.

11. FOR POSSIBLE ACTION – Discussion and Deliberation to nominate, for BOCC approval, one (1) PTAC committee member with a term expiring in January 2024.

Candidates Helen Schneider and Deanna O'Donnell introduced themselves to the committee and guests.

Debbie Davis moved to recommend to the BOCC for approval, Deanna O'Donnell for PTAC committee member with term expiring in January 2024. Bonnie Bates seconded and the motion approved unanimously.

12. FOR POSSIBLE ACTION – Discussion and Deliberation to possibly issue a letter of support to the Pahrumps Arts Council (and related parties) on the proposed Valley Electric community center.

James relayed his thoughts that PTAC could possibly be in conflict with the county and BOCC by issuing such a letter. This could be placed on a future agenda.

PAHRUMP TOURISM ADVISORY COMMITTEE MINUTES

ITEM # SUBJECT

March 12, 2020

13. GENERAL PUBLIC COMMENT (Second) –

Kelli announced the Silverton is making some alterations to their plans.

Karen thanked Helen Schneider for coming in and asked that she keep us informed of the dogs and kennels.

14. ANNOUNCEMENTS (Second) –

Vicki Gladsjo announced Mike Rowe came to Pahrump to present an award to B.J. Hetrick-Irwin, Ms. Senior Golden Years Founder. He and his crew got a good look at Pahrump while filming the event which should aired on his program in June.

Karen announced there is Silver Trails meeting March 20 in Pioche, if anyone would like to attend.

15. ADJOURMENT – The next meeting is scheduled for May 14 at 8:00 a.m. at 400 N. Hwy 160.

There being no further business, the meeting was adjourned.