



Nicole Altman, President
Katia Richards, Vice-President
Rebecca Wright, Secretary/Treasurer

Ann Marchand, Trustee
Ryan Gallagher, Trustee
Kimberly Knode, Trustee

Martha Wehrly, Trustee

JANUARY 16, 2024 MINUTES - BEATTY CHAMBER OF COMMERCE

- 1. Pledge of Allegiance**
- 2. Call to order** at 3:38 pm.
- 3. Recognition of members and invited guest present** – Board Members present were Nicole Altman, Katia Richards, Martha Wehrly and Ann Marchand via WebEx. Board Members absent were Rebecca Wright, Ryan Gallagher and Kimberly Knode. Employee present was Patricia Butler. Chamber Members present were Jon DeLee representing DeLee & Associates and Virginia Faulkner representing Janda Ribbons. Public present was Steve TaFoya.
- 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. - NONE**
- 5. Approval of the Agenda for the Beatty Chamber of Commerce meeting of January 16, 2024.** – Katia Richards made a motion to approve the agenda and Martha Wehrly seconds it. **4-0**
- 6. Reports**
 - a. President - NONE**
 - b. Office**
 - 1) Visitors: November – 59 / December – 34
 - 2) Office Sales: November - \$290.99 / December - \$225.00
 - 3) Correspondence & Meetings
 - a) Travel Nevada’s new branding is “Get a Little Out There”. Rural Tourism Pitch Day Challenge kicks off on January 31 with a free 8-week program and online classes every Wednesday from 5:30pm – 7:00pm.
 - b) We received a Thank-You letter from Epic Adventures; they sent an inquiry for information through leads from American Road Magazine.
 - c) We greeted the Trafalga Tours bus on 1/16; there were 17 attendees. The tour operator phoned 2 weeks ago to let us know that they would be in Beatty for lunch.
 - d) Silver Trails Territory December meeting – Set the discussions for a strategic plan. There is a short survey for Strategic Objectives. Please complete and return it to Patti.
 - 4) Google Business – December Profile – 182 views, 22 searches, 13 website visits and 27 people asking for directions.

- 5) Ashley Hunt was hired for the office position. She will work Tues – Wed -Thur and Patti will work Mon -Fri. Patti will work with her for training.
 - 6) Rural Round-Up is scheduled for April 10-12 in Stateline, NV. Early registration is \$75.00 until February 29th. Details are available at www.ruralroundup.com. There is a bus planned that will leave LV on the 8th with an overnight in Tonopah and a return trip on the 12th. The main hotel is Harrah's and special rates are available. The event will be held at the new Tahoe Convention Center.
 - 7) Office Building – Micah Hooey submitted an estimate of \$2,600.00 to prep and stain the exterior of the building.
7. **Board Member's Comments - (This item limited to announcements or topics/issues proposed for future workshops/agendas) - NONE**
8. **For Possible Action – Approval of the Meeting Minutes dated November 13, 2023.** – Ann Marchand made a motion to approve the agenda and Katia Richards seconds it. **4-0**
9. **For Possible Action – Approval of the October and November 2023 Treasurer's Reports.** - TABLED
10. **General New Business**
- a. **For Possible Action – Discussion, deliberation and possible decisions on grants and all matters pertaining thereto.** – The grant cycle opened on 1/15. There is approximately \$1.5 million in available funds. Patti met with Abby Ortiz, the Grants Coordinator. They spoke about ways to get reporting numbers to use when asking for back-up on additional projects and this year's grants. She would like to see us update our Facebook and website, branching out more into social media. LaDonna provided a quote for this. Three quotes are needed for the grant.
 - b. **For Possible Action – Discussion, deliberation and possible decisions on advertising and all matters pertaining thereto.** - We are set for the Spring Issue of Roadrunner Magazine. ER Creative sent 3 possibilities for approval. The Board decided on Option 2 with adjustments. WE have our winter ad running in the Bishop Radio Market. We will start our Spring ad in the Las Vegas Market in February to capitalize on the desert bloom.
 - c. **For Possible Action – Discussion, deliberation and possible decision on establishing criteria for "Honorary" Chamber members and all matters pertaining thereto.** - TABLED
 - d. **For Possible Action – Discussion, deliberation and possible decision to approve new and/or existing memberships and all matters pertaining thereto.** – Katia Richards made a motion to approve the 23 new and/or returning memberships and 1 honorary membership and Martha Wehrly seconds it. **4-0**
 - e. **For Possible Action – Discussion, deliberation and possible decision to allow the DVI use of the Chamber logo/image and all matters pertaining thereto.** – Martha Wehrly made a motion to approve DVI's use of the Chamber logo/image and Katia Richards seconds it. **4-0**
 - f. **For Possible Action – Discussion, deliberation and possible decisions on Post Beatty Days 2023 and all matters pertaining thereto.** - TABLED

- g. **For Possible Action – Discussion, deliberation and possible decision to review letters of interest and elect individuals for open Board positions and all matters pertaining thereto. Nominations can be made per By-Laws in addition to letters of interest.**

Positions up for election:

President - 2 year term currently held by Nicole Altman. – Katia Richards made a motion to elect Nicole Altman as President and Martha Wehrly seconds it. No other motions. Pass **4-0**

Secretary/Treasurer – 1 year term currently held by Rebecca Wright. – Katia Richards made a motion to elect Virginia Faulker as secretary and Martha Wehrly seconds it. No other motions. Pass **4-0**

Trustee – 2 year term currently held by Ann Marchand. – Nicole Altman made a motion to elect Jon DeLee to the 2-year Trustee position and Katia Richards seconds it. No other motions. Pass **4-0**

Trustee – 1 year term currently held by Kimberly Knode. – Martha Wehrly made a motion to elect Ann Marchand to the 1-year Trustee position and Nicole Altman seconds it. No other motions. Pass **4-0**

Trustee – 1 year term currently held by Ryan Gallagher. – Katia Richards made a motion to elect Steve TaFoya to the 1-year Trustee position and Ann Marchand seconds it. No other motions. Pass **4-0**

11. Office Priorities

- 1) Send details to Board members on the “Fish in the Desert” book.
- 2) Get pricing on stain and materials for exterior of building.
- 3) Complete Beatty Days 2023 spreadsheet details.
- 4) Training for Ashley Hunt.
- 5) Contact ER Creative for changes to the Roadrunner Magazine ad.
- 6) Compile list of possible items for the new grant cycle.

12. Emergency Items NONE

- 13. 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.** – Katia shared information on a children’s book, “Fish in the Desert”, that we could sell in our gift shop. Details will be sent to the Board members and added to the next agenda.

- 14. Set date, time and location for the next meeting.** – The next regular meeting will be held on Tuesday, February 13, 2024 at 3:30 pm in the Community Center small room.

- 15. Adjournment** – Nicole Altman made a motion to adjourn the meeting at 5:05 pm and Jon DeLee seconds it. **4-0**

Respectively Submitted By: *Nicole Altman* - President