



119 E Main Street,

Beatty, NV 89003

Nicole Altman, President  
Katia Richards, Vice-President  
Jessica Eastman, Secretary/Treasurer

Ann Marchand, Trustee  
Jon DeLee, Trustee  
Bruce Balasky, Trustee

Patrick Taylor, Trustee

**MARCH 10, 2025 MINUTES**

**BEATTY CHAMBER OF COMMERCE**

1. **Pledge of Allegiance**
2. **Call to order - 9:14 AM**
3. **Recognition of members and invited guest present** – Board members present were Nicole Altman, Jessica Eastman, Katia Richards (9:18), Ann Marchand, and Jon DeLee on Webex. Employees present were Patti Butler, Ginny Faulkner, and Becca Settlemire.
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 March 10, 2025.** – Ann Marchand made a motion to approve the agenda for March 10, 2025, and Jessica Eastman seconds it. 4-0
6. **Reports**
  - a. **President - NONE**
  - b. **Office –**
    - 1) We had 75 visitors all domestic.
    - 2) Office Sales were \$124.00 (\$64.00 cash \$60.00 Zettle)
    - 3) We helped a lady get in touch with Beatty RV Park so that she can stay there for a while. She will be working in Death Valley.
    - 4) Helped a gentleman get in touch with Spicer’s Ranch. He stayed there one night, explored the hiking and biking trails. He made a donation to the Ranch. He stopped by the Chamber to thank us for helping him.
    - 5) Register Ink and tape have been ordered for the cash registers.
7. **Board Member’s Comments - (This item limited to announcements or topics/issues proposed for future workshops/agendas)** – Jon DeLee follow-up on new computer to see if it had arrived. It has and the Nye County IT guys will be setting it up so that we can use EDEN.

8. **For Possible Action – Approval of the Meeting Minutes dated February 11, 2025.** – Ann Marchand made a motion to approve the Minutes dated February 11, 2025, and Katia Richards seconds it. Jon DeLee abstain. **4-0**
9. **For Possible Action – Approval of the January 2025 Treasurer’s Report.** – Ann Marchand made a motion to approve the January 2025 Treasurer’s report with a stipulation to check with the Town Office on the 10220 room tax; which fund is Chamber advertising State/Town County. Also shows 1%; is this split between Chamber and Museum. How do we calculate monthly income to 10220? And Katia Richards seconds it. **5-0**
10. **General New Business**
- a. **For Possible Action – Discussion, deliberation and possible decisions on grants and all matters pertaining thereto.** – Total budget \$86,668. Total spent \$51,960.63 (Grant \$40,354, BTAB \$10,000, Radio 10220/\$46,314. Jon DeLee suggests we cut back on advertising, approximately 90K; cut in half maybe 50K. Break down – American road 9K, radio 47K, Spirit of the West \$5500, Certified Folder \$6600, Visitor’s guide 23K, 5-Day Itinerary 9K, Swag 3K, travel 5K. Need accurate inventory on brochures (old/new). Possibly do radio for 20K.
- b. **For Possible Action – Discussion, deliberation and possible decisions on advertising and all matters pertaining thereto.** – American Road digital activity 48,131. Leads 187. Engagements 3868. Outbound clicks 177. Survey cards 108 -Google/Bing/Yahoo-51, Social Media-3, Blog/Print-3, Radio-2, In Person/Word of Mouth-32, Booking/Online Ad-9. Other-8. Spring RoadRunner is out, Herrmann Global & Sojern run March 15<sup>th</sup> until June 16<sup>th</sup>. Do not use Herrmann Global after June. Check into Pahrump Radio for advertising and Syndicated informercials
- c. **For Possible Action – Discussion, deliberation and possible decisions to approve up to \$7000.00 for advertising in the USA TODAY National Parks Guide Magazine June 2025 edition and all matters pertaining thereto.** – Ann Marchand made a motion to approve up to \$8000.00 for advertising in the USA Today National Parks Guide Magazine June 2025 edition with the stipulation we use ER Creative to furnish the ad and Katia Richards seconds it. **4-0**
- 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 for new and /or existing membership Beatty Foundation, Beatty Library, Beatty Mobile Massage Service, Best in the Desert Racing, Bishop Chamber of Commerce, Death Valley Getaway Cabins and patch of Heaven and Jessica Eastman seconds it. **4-0**
- e. **For Possible Action – Discussion, deliberation and possible decisions on Beatty Days 2025 and all matters pertaining thereto.** –
- 1) Ann Marchand made a motion to approve of buying 1000 beer tokens and 1000 beverage tokens from Kardwell up to \$600.00 and Jessica Eastman seconds it. **4-0**
  - 2) Ann Marchand made a motion to approve of buying a 66-watt Megaphone Bullhorn Speaker from Home Depot for \$43.69 plus tax and Jessica Eastman seconds it. Katia Richards to order and pick up. **4-0**
  - 3) Ann Marchand made a motion to approve Stake Your Claim for Beatty Days as the theme for 2025 Beatty Days with the colors being black with gold and white and Jessica Eastman seconds it. **4-0**

- 4) Banners were inventoried and a list of how many of which ones we have will be at the office.  
Only 2 banners had to be thrown out.
- 5) Dates have been posted for Beatty Days - October 31<sup>st</sup>, Nov 1<sup>st</sup>-2<sup>nd</sup>, 2025

**11. Office Priorities**

- 1) Order paper and ink for printer, card stock, envelopes.
- 2) Order the drink tokens.
- 3) Purchase the Megaphone bullhorn speaker from Home Depot.
- 4) Check with Carrie at the Town Office on the room tax report regarding 10220.
- 5) Nicole Altman and Ann Marchand will meet with Patti Butler and go over the Advertising Account.

**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. - NONE**

**14. Set date, time and location for the next meeting.** – The next regular meeting will be held Tuesday April 15, 2025, at 9:00 am in the Community Center small room.

**15. Adjournment** – Nicole Altman made a motion to adjourn the meeting at 11:54 am and Katia Richards seconds it.

Respectfully Submitted by – Virginia Faulkner Administrative Secretary