

Pursuant to NRS, a meeting of the **Pahrump Tourism Advisory Committee** was held at 8:00AM on March 16, 2023 in the Board of County commissioners Chambers in Pahrump, Nevada.

1. PLEDGE OF ALLEGIANCE AND CALL TO ORDER

The meeting was called to order by Chairman James Horton at 8:05 am in the Board of County Commissioners Chambers.

2. ROLL CALL

Attendees: PTAC members - James Horton, Karen Spalding, Jack Sanders, Catherine Tillett, Tim Burke, DeAnna O'Donnell and Charles Ballew. Excused – Debbie Davis and Vicki Gladsjo. Also in attendance: Bob Adams, Pahrump's OHV Tourism Ambassador. County Commissioner Frank Carbone and Donna Corey, SCREDA.

3. APPROVAL OF AGENDA FOR March 16, 2023

Agenda was approved as presented.

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)

Donna Corey, Southwest Central Regional Economic Development Authority, presented a pamphlet updating SCREDA's activities and achievements.

5. FOR POSSIBLE ACTION- DISCUSSION AND DELIBERATION OF THE MINUTES OF THE PAHRUMP TOURISM ADVISORY COMMITTEE MEETING OF JANUARY 12, 2023.

Approval of the January 12, 2023 Minutes were moved to the May 11, 2023 meeting agenda.

6. ANNOUNCEMENTS

NONE

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

NONE

8. **FOR POSSIBLE ACTION – DISCUSSION AND DELIBERATION REGARDING TOURISM DIRECTOR’S BI-MONTHLY REPORT.**

PTAC Director, Arlette Ledbetter gave a promising update on occupancy and daily rates increases. She then reported on:

- A. Strategic Planning
- B. Website Update – requesting identification of outdated info such as restaurants
- C. Zardeko
- D. OVH assistance for Robert Adams
- E. Event Checklist, a due diligence list
- F. Reviewing flyer for misinformation
- G. Update and providing information for the Nevada Magazine
- H. Possible assistance with Highway 160 magazine advertisements
- I. You Tube
- J. A reoccurring column in PVT updating coming events; how tourism dollars, not taxes from locals, are used; events for locals that PTAC wants to highlight; present a different subject each month.
- K. The need to present to the BOCC data proving how useful an Event Coordinator would be for the County. In addition to organizing current events an Events Coordinator could also investigate and develop new County activities
- L. Sporting activities to come to Pahrump

9. **FOR DISCUSSION ONLY – REPORT BY ROBERT ADAMS, PAHRUMP’S OHV TOURISM AMBASSADOR.**

Robert Adams reported that the person assigned to the local BLM office has been transferred, so now Pahrump is in a stall mode for the Pahrump to Beatty Trail.

10. **FOR DISCUSSION ONLY - REPORT BY KAREN SPALDING, PTAC COMMUNITY CENTER AD-HOC COMMITTEE CHAIRMAN.**

Karen gave the floor to PTAC member, Charles Ballew. Charles presented the first of the Monthly reports to come on the Fair Ground Committee’s activities. The committee is on the ground floor in planning.

11. FOR POSSIBLE ACTION – DISCUSSION AND DELIBERATION FOR ANY TOURISM-RELATED RECOMMENDATIONS TO THE BOARD OF COUNTY COMMISSIONERS, WITH RESPECT TO PTAC’S ROLE AS AN ADVISORY COMMITTEE TO THE BOCC.

James requested that PTAC members continue to suggest projects to present to the BOCC that would benefit tourism.

James would like the PTAC to be more active in presenting ideas for the BOCC to consider. He would need these items sent to him two weeks prior to the meeting so they could be included in the meeting’s agenda.

12. GENERAL PUBLIC COMMENT (Second)

NONE

13. COMMITTEE COMMENTS (Second) –

NONE

14. ANNOUNCEMENTS (second)

Next meeting is scheduled for May 11, 2023 beginning at 8:00 am in the BOCC Chamber.

15. ADJOURNMENT

Adjourned at 9:20 a.m.