

**Beatty Town Advisory Board  
100 A Avenue South  
P.O. Box 837  
Beatty, NV 89003**

**Minutes  
06/23/2014**

**THE BEATTY TOWN ADVISORY BOARD MET IN REGULAR SESSION AT 6:30PM IN THE BEATTY COMMUNITY CENTER.  
THE BEATTY TOWN ADVISORY BOARD HEREAFTER WILL BE REFERRED TO AS THE (BTAB)  
THE BEATTY TOWN ADVISORY BOARD MEMBERS HEREAFTER WILL BE REFERRED TO AS THEIR RESPECTIVE INITIALS.**

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**Dick Gardner (DG) – Chair  
Kelly Carroll (KC) – Vice Chair - Absent  
Erika Gerling (EG) – Treasurer  
Randy Reed (RR) - Member  
Crystal Taylor (CT) – Member**

**1 Pledge of Allegiance**

Meeting called to order at 6:31pm

**2 Approval of the Agenda for the BTAB meeting of June 23, 2014.**

*Item 5 emergency items pulled*

**3 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

**4 For Possible Action – Approval of the workshop minutes dated May 29, 2014 and the meeting minutes dated; June 9, 2014**

*RR – Motion to approve the workshop minutes dated May 29, 2014; Second CT; 3-1 abstain (EG)*

*RR – Motion to approve the meeting minutes dated June 9, 2014; Second CT; 4-0*

DG – Stated for the record Kelly is not here this evening he is working.

**5 For Possible Action – Emergency Items**

*Item pulled*

**6 Board Member's Comments (This item limited to announcements or topics/issues proposed for future workshops/agendas)**

EG; RR; CT; - None

DG – Stated that Erika brought him some photographs of the old Episcopal Church, the one that the VFW has. The photos are very interesting.

**7 Presentation Gold Creek Films; Ted Faye- Last Great Video On the Trail**

Ted Faye - Stated he wanted to come back and show the work that was done. The time before last when he was here he was talking about how to promote the area, and coming up with this concept of "On the Trail". We've made some really good progress, there's actually four episodes, so we made those dollars stretch. The first episode is at the Museum, the second episode at the Happy Burro, the third is in that little tour of the Brothel and the fourth is at Death Valley Nut & Candy. This isn't meant to be a general overall video of Beatty, that's not the point here, the point is to tell these stories in an interesting way and focusing on some little aspects of town. We hope that the series will get bigger; we hope to move it up the chain. We don't have the commitment yet, from KNPB, that's still being worked, nothing is a straight line in my business. There is a possibility that John may not be a regular and it will go back to being "On the Trail" and then John might guest in various places. As you know, there's always the show you want to do, the show you do, and then the show that gets done. We're moving along and I'm really encouraged, I will tell you this, oddly enough, I'm going to get on my soap box for a second; I really believed, and Joni Eastley did, and Lorinda and others, and that's why this idea of promoting the region as the site of the last great American gold rush, sort of got some play, but I have met resistance in the most interesting places, and I honestly think that, first of all I can't do it myself. I can't be the one to say I think this would be a great way to promote the region. I think Tonopah is onboard, I mean they came onboard with the ad for the Mining Park and the Mizpah, they came on and they got an ad and then of course Beatty, but I think at some level there needs to be... I'll tell you this, I went down to Death Valley and I talked to them, their marketing people, and they said we'd get onboard with this if there was a big push by Nevada and there was signage, and I said yes that would be part of the plan, there were brochures and it was really being promoted as really a touring corridor. I'm trying to push this ball up a hill, saying look this is where the last gold rush in the United States took place, let me go to a place where people go to because it is and it's been vetted by Sally Sanjani, one of the big historians of Nevada, this is how she talks about this region and then people go well yes, but we want to promote what you do here, not this history. We want to promote what people can do here, so we need to promote what they can do, and I'm like yes that's exactly right, but why we can't tell the storey so that they know why they are coming here in the first place, or why this region matters? That's my only thing and then you can tie all the cool things people can do to this theme. You develop a theme because they always come back to, we want to promote what people can do; okay and now the big push is the Millennials from your State Tourism bureau. We've got to get the 30 something's, which is terrific and we need to do this but even they need to know why in the world this region even matters. I talk to young people; I'm in L.A. every day and I say to people I'm going to Beatty and they go where? I say it's really cool because that's where the last gold rush in America happened, and they say really? I've never heard of that and I tell them it's true. They ask what's out here and I tell them there's a lot of neat stuff like ghost towns. That's my pitch when I talk to people in L.A. and friends of mine and young people. I really feel like there's a great opportunity to create this corridor, but every time I bring it up to certain elements that could do that, they say well, you're not talking about what people can do, you're talking about a whole thing, signs and this and that. I said yes that's what you're talking about, an effort to promote this region from Tonopah to Death Valley, and I think the tourism dollars are there, but I don't think it's going to come through the normal routes. I think it's going to come through the communities involved here; Beatty, Goldfield, and Tonopah, with corporate and business support coming together from Round Mountain and Solar Reserve, and from US Ecology and from anybody who cares about this region, who makes a concerted effort to come together and say, we want to promote this corridor, and you guys need to cough up the bucks, and we can get a statewide grant to go through whatever mechanism it needs to go through and just bypass the normal means. It's just a suggestion but I can't do it all, no individual can. My interest in this area came from Death Valley, I was researching Death Valley and it talked about Goldfield, Tonopah and eventually it expanded and I understood that it was all one story. The good news is that the folks down in Death Valley are going to give me a kiosk, of my own, to promote the history and we can put all the brochures about the Last Great American Gold Rush, and everything that we want to in the Borax Museum in Death Valley. They're saying that now, you know people change their minds, but for now that's what they are saying. I feel like maybe we get the ball rolling and maybe there is a way to think about it, maybe there is a way to go for a statewide grant that would begin to put this piece of the puzzle together. I really think you could create a touring corridor that would go not only from Tonopah down to Death Valley but you could actually loop, you could encourage an entire loop. Drag people over from 395 and push them trough a California-Nevada loop.

EG - Stated, like the Alien Highway kind of thing.

Mr. Faye - Agreed; exactly and you've got the loneliest road, they pitch that up on Highway 50. I think here people are always intrigued by a gold rush the very words intrigue them.

EG - Stated part of the problem is there is one customer that we all have to share and everybody wants that customer. So in Death Valley of course they want everybody to know what they can do in Death Valley because they want the people to stay there.

Mr. Faye - Agreed; of course.

EG - Went on but we still have to figure out a way to collaborate to share this one customer. So knowing the history and knowing that you can do this loop and travel this road and stay in Beatty and see Rhyolite or petroglyphs or the hot springs or whatever and then go to Death Valley and stay in Death Valley or come back or go on to the next thing. That's the mindset people have to have but they don't because they (Death Valley) want 100% of that customer, not a 20 or 40 percent share.

Mr. Faye - Stated I'm not talking about anybody in this town I'm talking about people beyond this town.

DG - Asked what are we watching?

**7 Presentation Gold Creek Films; Ted Faye- Last Great Video On the Trail - Continued**

Mr. Faye – Stated the first episode is about 17 minutes and the second is about ten so that will take about a half an hour so I'm going to show you a little bit of the first episode and most of the second.

Mr. Faye – Played the videos.

EG – Stated it looks good, very entertaining.

DG – Asked, this is not the finished product though? You're still working on this.

Mr. Faye – Stated well this is the last, there are three episodes in Beatty so that's it for that so far. What we are going to do is create the YouTube Channel for it. You can find the first complete episode on YouTube now under Gold Creek Films and I'll make these available for the Museum, the Chamber, and the Town so you can post them on your sites or you can link to the YouTube channel.

DG – Asked what about the ads and stuff on them?

Mr. Faye – Stated I need to attach the "when you're in Beatty, visit Beatty, see the Chamber of Commerce" we'll do a little blip at the end. I'll coordinate with somebody as to how you want the language.

EG – Stated Carrie is the person to coordinate with and gave him an example; we have a color logo of the town with the burro and miner and it says "Gateway to Death Valley", so something like that and then "visit Beatty Nevada Gateway to Death Valley was sponsored in part by Beatty Town Advisory Board".

Mr. Faye – Stated that's what I needed. I needed some guidance, that's the only reason it wasn't there I needed some guidance.

EG – Clarified, the brochures will be at the Borax Museum?

Mr. Faye – Stated yes, I'm going to be able to do about 6000 brochures, so there will be about 1500 at each venue.

EG – Clarified, so you're going to spread them around the area.

Mr. Faye – Stated yes, Tonopah gets some, the Mizpah gets some, and the Tonopah Mining Park gets some.

EG – Suggested including the Opera House at Death Valley Junction.

DG – Asked if there were any other questions.

There were none

Mr. Faye – Stated everything will be up on YouTube in the next week or so.

**8 Consent Agenda Items**

**a. Action – Discussion of any item from the Consent Agenda Items that needs review before a decision is made.**

**b. Approval of Town Vouchers**

DG – Stated we are going to break this down into two packages. Package 1 is the normal bills; Package 2 is the fire hydrant.

*RR – Motion to approve the town vouchers, packet 1, in the amount of \$1,737.20; Second CT; 4-0*

*RR – Motion to approve the town vouchers, packet 2, in the amount of \$4,679.35; Second CT; 4-0*

**9 Reports**

**a. Secretary**

Carrie Radomski; Town Secretary – Reviewed information from the office;

BLM announces a desert advisory council committee meeting on July 1<sup>st</sup> in California; also the BLM announces connecting to people, a desert subgroup meeting July 8<sup>th</sup> in California. Information is available in the Office.

The question about the fire hydrants and why it took so long; the second hydrant had to be relocated because the pipe wasn't big enough at the original location, which caused some of the delay.

**10 General Business**

**a. For Possible Action – Discussion, deliberation and decision to pursue the possible donation of the “Rhyolite Mercantile” to the Town of Beatty by the Bureau of Land Management, and all matters pertaining thereto. – Karl Olsen**

Karl Olsen – Stated I’ll follow through with what Mr. Faye was talking about, the whole history of the area. That’s one of the reasons I think what I am about to propose is really important. So much of the history has been lost through, looting, disrespecting the buildings, a whole bunch of things. What I would like to do tonight is propose this idea, and right now it’s just to see how the Town feels about it. Out at Rhyolite, has everybody seen the building out there, The Rhyolite Mercantile? There is no question that the building is historical, everybody agrees, from the BLM Archeologist, the Assayer, there’s no doubt, and they think it was built in 1905, that’s for sure. What’s happening now is unless you can provide providence that says where the building came from, actually the site that it came from we can’t get it on the register of the State Historical Register or the National Historical Register, and that’s what the BLM wants, is to actually prove that it came from Rhyolite, and went back to Rhyolite. If not they are going to get rid of it. I spoke to Edwin Thompson today; he lived there (in the building). What the BLM proposes to do is remove the asbestos from the inside and the insulation, according to Edwin it’s not even asbestos it’s vermicular that they put in the walls. The BLM will decontaminate it, after that if nobody wants it and they can’t provide providence out there; it’s going to go away. When I found this out and talked to the field manager, I thought well, that building has as much history in the Town of Beatty as it has out there. It’s spent as much of its life here as it did where it is now (Rhyolite). Judge Thompson and his wife lived in it, and it was a grocery store next to where the VFW is today.

Mr. Olsen – Stated before we go any further I just wanted to see if there was an interest in the Town. The building measures 20x36. At the Park (Town Square) they were going to put bathrooms in but that is out. So down at the bottom there is that section of land. There is a place we could put the building. The problem is getting it moved we have to move it ourselves, the BLM won’t move it, they will clean it. Right now if enough people put pressure on the BLM they might leave it where it’s at but right now it looks highly doubtful from their management point of view. Once we get it here, like I said, this is just the idea stage, to see how people feel about it, we could side it and roof it, I know what every building out there was like, and we can use historical materials. Then later on, just get it so that it’s presentable to people driving into town it’s in the park then, we can work on the inside.

Mr. Olsen – Emphasized; before we can do anything we have to find out is there an interest in the Town in doing it? From both the Museum Historical Society, and all the Boards in Town, that’s what I’d like to know.

DG – Asked why wouldn’t the Museum be interested in this?

Mr. Olsen – Stated he has not presented it to the Museum and Historical Society Board. I wanted to see if the Town was interested in doing this first.

DG – Stated getting it moved is one thing, who takes care of it? The maintenance is another, if we put it down in that park it would have to be fenced in, and I was driving by and I happened to be looking at the Museum. There is that big vacant lot next to the Museum. This building being twenty feet, in the narrow side (of the lot) it looks to me like there’s a good twenty five or thirty feet there. To me it looks like the Museum, because there is a fenced yard, would be the most ideal spot for it. Yes, I do think something ought to happen to it, and not tear it down or anything like that but I just don’t think if we put it out there on the proposed Town Square we would need somebody to maintain it, and we just don’t have the manpower or the means to do that right now. Have you talked to anybody about moving it?

Mr. Olson – Stated there is no point it looking into moving it if there is no interest. The one thing about putting it at the Museum is it’s hidden. You go to any town, right now Goldfield went and got the locomotive that was part of the Tonopah Tidewater Railroad System, and they’re moving the locomotive and putting it right in the center of their town. They are going to redo their bottle house up there and they’re getting private money for one other thing, but they’re redoing the bottle house and putting the locomotive right there, that’s the entrance to their town. Right now we have nothing at the entrance to our town, we have a clock and we have a mural, when you come in the other way you have Eddies World.

DG – Asked but wouldn’t it be the same thing? You’re talking if we put this in the park we are going to have the cost of getting it presentable.

Mr. Olson – Clarified, he wants to know if there is an interest in doing it, wherever we put it.

EG – Stated I think there is an interest in saving and preserving the building, I’m all for preservation of historic buildings, and there are a lot of buildings in Beatty that are from Rhyolite. The thing is after they (BLM) remediate it; number one who are they going to give it to, who’s going to be the owner of it? This is what I’m thinking because yes we want it.

Mr. Olson – Stated that’s the first thing, does the Town want it? Then we will go and address the rest of this.

EG – Stated we can’t say we want it if we don’t have a plan of how we are going to move it, take care of it, restore it, maintain it.

Mr. Olson – Stated that comes after the first question, do you want it, if you want it then we go to the BLM, and we’ll find out if we own it and then we can go from there. If we can’t get the money we don’t move it. The first question is do you want it?

DG – Stated I think we want it but the question here is where do we put it?

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Mr. Olson - Stated we're putting the cart before the horse.

EG - Stated no, we have to answer all of those other questions before we accept a gift, or a donation, or anything. We have to answer those other questions as a Town Board because if we're going to be financially and physically responsible for something we have to know that we are going to be able to do those things on the back end before we accept something on the front end.

DG - Stated I agree.

EG - Stated I know that sounds backward to you.

Mr. Olson - Stated it sound negative, do you want the building?

EG - Stated I can't answer that question until I answer the other questions.

Mr. Olson - Stated we are discussing a non-point, unless you say the Town's shown an interest then you ask the BLM what will they do? Then I can come back again.

DG - Stated that's a possibility, without making any commitments we can say yeah we are interested. Is that how you would put it? Without any commitments, yes we would be interested in it.

Mr. Olson - Stated yes then we can feel it out; Discussion followed.

DG - Directed a question to Amina Anderson (Museum Manager) in the audience; what are your feelings on something like this?

Amina Anderson - Clarified personally? This would have to go to the Museum Board.

DG - Clarified personally.

Ms. Anderson - Stated personally I think it would be great. We (the Museum) already have outdoor displays and we have a five or six year plan for the outdoor displays and it would be really neat to have a building like that as part of it. It would fit over on the left side by the drive in gate.

DG - Clarified, Karl you've been on the inside of the building, what's it like inside? Is it feasible to use for Museum storage?

Ms. Anderson - Said ultimately it would be great to set it up as an example of an old store; it would make it a much more useful display piece.

DG - Clarified you're saying that we should pursue this?

Ms. Anderson - Stated I would love to see the interest in preserving the building, but you're right until we have an idea of what it's going to cost, but if he (Mr. Olson) is just asking if we are interested in it, I would say yes. Without financial commitment one way or the other, just the interest is what he wants to know, then yes absolutely.

DG - I got that.

Mike Harmon - Stated I think you're right the best place would be next to the Museum, because then it's protected and you don't have to worry about any more vandalism. As far as getting it moved, if you do decide, go to the water company and ask them if they can move it because they have that old Quonset hut mover out there. I think it would be perfect; Discussion followed.

Mr. Olson - Stated there are a lot of things we can work on but the most important thing is to put the proposal to them, to find out what they are actually going to do with it.

Ms. Anderson - Stated I think it's important that we let them know that we are at least interested in preserving the building in some manner, not that we may be able to save it depending on the cost, it may not be something feasible, but to let them know that yes we are interested in the building, I think is a good thing.

EG - Clarified if they are not going to destroy it. Why would they spend all that money to remediate it why would they..

Mr. Olson - Stated they're not going to remediate it; they're going to rip the asbestos off the back.

EG - Clarified that is what she meant.

Mr. Olson - Stated they can't destroy it with the asbestos in it.

RR and CT - Both agreed they like the idea of bringing it into Town if it's going to be destroyed; Discussion followed.

*EG - Motion to have Karl Olson pursue the BLM to determine how a donation would be made to the Town of Beatty for the Rhyolite Mercantile and their (BLM) plans for the building after the asbestos is removed. This proposal is informational only; Second CT; 4-0*

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**b. For Possible Action – Discussion, deliberation and decision to approve up to \$1500.00 for the purchase of swamp coolers by the Beatty Volunteer Fire Department and all matters pertaining thereto. – Beatty Volunteer Fire Department; Chief Harmon**

Chief Harmon – Stated he got two proposals on the coolers.

DG – Stated he did go up to the fire hall and the insulation looks really good. I see this is the purchase of swamp coolers, how many are you talking about?

Chief Harmon – Stated two, one for each building.

EG – Asked if the units are working pretty well in the ambulance hall and are they the same ones?

Chief Harmon – Stated they work great; I got the number for the units I want right off the boxes of the ones in the ambulance barn. The reason I'm asking for \$1500.00 is to cover the additional installation costs like water lines and electrical; Discussion followed.

Chief Harmon – Sated Joe from Buildings and Grounds will be up to help with the installation.

DG – Stated I think it's a lot better than AC and will save a lot of money on power; Discussion followed.

*RR – Motion to approve up to \$1500.00 for the purchase of swamp coolers for the Beatty Volunteer Fire Department new and old building;*

*DG – Asked what fund this will come out of; Discussion followed.*

*EG – Stated from the project which will take it from the BVFD Capital.*

*Second CT; 4-0*

**11 General Public Comment**

Dr. McGinnis – Stated she got back from training last night. Had fun in Nashville Tennessee, 6am to 9pm was lectures. I talked to a lot of people about Beatty. There were over 6500 Nurse Practitioners at the conference. I do have a vacation coming up starting on Friday the 18<sup>th</sup> of July, Rob Phoenix will cover that day and then Rebecca Kayler, who has covered before will be here for the other two weeks. I will be gone for two weeks and one day.

**12 Adjournment**

*RR– Motion to adjourn 7:49pm; Second CT; 4-0*