

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

**Minutes
04/25/2012**

**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 6:32pm

2 For Possible Action -Approval of the Agenda for the BTAB meeting of April 25, 2012.

RR – Motion to approve the agenda with the exception of the April 11, 2012 minutes and number 5 emergency items;
Second CT; 4-0

DG – Stated for the record Kelly is not here tonight.

3 For Possible Action – Approval of the minutes dated; March 14, 2012 and April 11, 2012.

RR – Motion to approve the minutes dated March 14, 2012; Second CT; 3-1 abstain (EG)

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 For Possible Action – Emergency Items

Item pulled

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

RR- None

CT- Stated she would like the Board to look into setting up some type of program for wellness checks for the elderly. Whether it is done through the Town of another agency, she is not sure but she would like to get some information about programs like this in other communities. It would be a good thing for Beatty and its citizens; Discussion followed.

Kay Handy – Stated she thought this was a great idea.

EG – Suggested, she and Crystal to get together to come up with some parameters and things between now and the next meeting.

CT - Agreed

DG – Stated that Sam Merlino the County Clerk is looking for 3 people to work the election on Tuesday June 12th from 6:30am to 7:30pm. Training will take place on May 8th at the Community Center. There is nominal pay for the training and the election. Anyone interested should contact the Beatty Town Office for details.

EG – Stated an e-mail was received from Joni Eastley stating how much she hates missing the BTAB meetings, and that she sees the BTAB as an example of how a board should operate. She is very proud of the BTAB.

EG – Made a presentation to Carrie Radomski in honor of Secretaries/Admin Day, thanking Carrie for all of the hard work she does. A card and a stained glass art piece were presented.

Carrie Radomski – Thanked the Board for the thoughts and the gift, and stated the art piece will be hung in the Town Office.

7 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

RR – Motion to approve the town vouchers in the amount of \$2,372.13; Second CT; 4-0

8 General Business

a. For Possible Action – Discussion, deliberation and decision to set a budget of Two Thousand Five Hundred dollars (\$2,500.00) for the remainder of the 2011/2012 fiscal year for event promotion, funded by the Tourism Account (Room Tax) 24220, the maximum any single group/even can receive is 2/3's of the total budget, up to One Thousand Six Hundred Sixty Seven Dollars (\$1,667.00). – Randy Reed

RR – Stated the reason he placed this item on the agenda is that within the next two years this account will run out of money, because we are spending more than what is coming in. This is a way to save the fund while finding a fix for the problem.

EG – Stated that as the Treasure she appreciates Randy looking ahead.

Ann Marchand – Stated that a few years ago the Town Board did budget augmentations, they were coming of the Economic/Tourism account and now it is being taken out of the 290 account, why are you taking it out of the 290 account and not the Economic/Tourism account.

EG – Stated what was done the first time was, we distributed the tourism funds 30/30/40(percentages). The ordinance states the tourism funds are distributed; 20/20/60(percentages).

Ms. Marchand – Spoke about the account titled Community Support, services and supplies account, which is the account she thought the budgets were augmented from; Discussion followed.

EG – Clarified that the Community Support is the room tax fund that has been and is being used to augment, this is the fund that gets the 60% the Town gets from room tax; Discussion followed

Ms. Marchand – Stated she thought the 290 account was a different account.

Teresa Sullivan – Asked why the wording of the item was specific to promotion.

RR – Stated that the intent of the item is to include anything related to an event; Discussion followed.

Joannie Jarvis – Stated she appreciated the rational, but the fund is to be used to promote and market this community and that is what is being done with it. At the Rural Round Up one of the heads of the Nevada Department of Economic Development told the Chamber he markets all over Europe, and Beatty Nevada is the second most requested destination, by European travelers. There are funds available that could be used to augment the Tourism Budget to prevent events from going away.

EG – Stated there is nothing in here that says we want to stop events, the item speaks to the fund that is used when people/agencies request event funding for the remainder of fiscal year 2012; Discussion followed.

Ms. Sullivan - Asked how much money is left in the account right now; Discussion followed.

Ms. Sullivan – Stated that this board has the opportunity to deny funding at any time, to place this restriction with this arbitrary number sends the message you will not fund big events.

EG – Stated that if everybody knows the position that the fund is in then they are in a better position to plan, each year there are more groups coming to the Town Board for funding, each year we have saved money; but if we spend ten or twenty thousand dollars every year, in two to four years we won't have the money to fund Beatty Days or any of the other things. So there are decisions that will have to be made down the road. As far as this particular item goes which is for the rest of this year, till June 30th of this year. The only thing I would change is the word promotion to event/promotion.

Ms. Sullivan – Clarified the maximum amount anyone could get would be \$1,667.00, would they have to spend \$2500.00 to get that.

DG – Clarified that is the maximum any one person/entity could get for an event.

EG – Clarified if one group/events gets the \$1667.00 then the balance is what is left for everybody else until the end of the year; Discussion Followed.

Carrie Radomski – Distributed a current report of the 60% fund, numbers through today.

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8a continued

Ms. Sullivan – Clarified the balance is \$71,000.00, with two months to go.

Ms. Radomski – Stated there are items like the fireworks for this fiscal year, and two months billboard rent, etc.

Kay Handy – Asked if each entity submits their budgets for the year, and if they ask for x amount that includes, for example the Museum air-conditioning. The confusion is; where is the money going if it is accounted for in the budget.

Ms. Radomski – Stated the Museum air-conditioning is not coming out of the operating account, it is dog-eared in the Tourism Capital account which has about \$114,000.00 in it, that money is set aside.

The Tourism account according to the ordinance is a 20%/20% split with 60% going to the town. The account that you are looking at now is the 60%. In 2010 there was a challenge for the both the Museum and the Chamber to operate within the 20% threshold. At the 2010 budget meeting Susan Paprocki recommended that the Town Board augment the individual annual operating budgets from that 60% Town account, and that is what they did. It has been done in 2010, 2011 and the 2012 fiscal year. In the past the Chamber and Museum were given their 20% and told to make it work, what has been happening is that the funds in the 60% account is being pushed out to the two entities, just so they can function all year long. It is very important to the community that they can function every day all year long. This year the operating budgets for those two entities exceeded the amount of Room Tax total that is taken in by the Town, by two thousand dollars. There is nothing going into the 60% account, the savings account, to augment with and if we are in the same position next year and we dip into the 60% account to augment the annual operating budgets the savings will be depleted. This savings account is the account that is used to fund events; if we continue to fund events at the current pace we could place the annual operating budgets of the Chamber and Museum in jeopardy. The goal is to keep the events and to keep the two agencies operating throughout the year.

Ms. Jarvis – Stated the two agencies may need to look at and trim some things. Nobody wants to see any of these things go away. The two items seem like it would restrict too much and make it very difficult to proceed, with what we are doing.

Karen Gray-Jacoby; Beatty Chamber President – Stated the Chamber's main concern is not about this agenda item which is for the remainder of this fiscal year, it is the next item that addresses the next fiscal year.

Ms. Gray-Jacoby – Stated the main concern is if there is a limit of 2/3rd's, and you have only one group come to you, for funding in the amount of twenty five hundred you are limiting what you can do; Discussion followed.

RR – Stated this is a temporary band aid for the fund until we can figure out what is coming in and what is going out; Discussion followed.

EG – Motion that for the remainder of FY 2012 to set a budget of Two Thousand Five Hundred Dollars (\$2500.00) events/promotion funded by the Tourism Account the maximum any single group/event can receive is 2/3rd's of that budget up to \$1667.00; Second RR; 4-0

- b. **For Possible Action – Discussion, deliberation and decision to set a budget of Ten Thousand dollars (\$10,000.00) for the 2012/2013 fiscal year for event promotion, funded by the Tourism Account (Room Tax) 24220, the maximum any single group/event can receive is 2/3's of the total budget, up to Six Thousand Six Hundred Sixty Seven Dollars (\$6, 667.00). – Randy Reed**

RR – Stated this item is the same as the last just for a different period and amount.

RR – Stated this is intended as a temporary fix until we can figure out how to augment this fund.

RR – One possible solution is to raise room tax. Research shows; Amargosa at 6%, Pahrump at 8%, Tonopah at 8%, and Beatty and Gabbs at 9%.

EG – Clarified this is for the next fiscal year starting in July.

Karen Gray-Jacoby – This is the item the Chamber is most concerned about, we may not be able to put on the Beatty Days Event if we were limited to the amount of \$6,667.00 which is the max that anyone entity could ask for. We have been working very hard at promoting and growing this event which brings in tourism money and boosts the entire economy of Beatty for three days. At the last meeting we presented the 2011 Beatty Days budget summary, last year the BTAB provided the amount of \$14,924.18 for the event, the total cost for the event was \$39,160.88, the Chamber funded \$24,236.80. We don't see how we could put on the event without the assistance of about \$10,000.00 from the Town, based on the figures we are currently looking at. We have been looking at the figures, over the last few days, to see if there are changes that can be made. Ann provided a summary of the room tax income for the month of October from 1998 to 2011. October of 2011 has the highest income at \$27,255.51, the report shows how the amounts have increased on average year over year.

Ann Marchand – Stated the report shows the amount of room tax revenue collected in the month of October has almost doubled over the last six years; Discussion followed.

Ms. Gray-Jacoby – Stated you can see the correlation of the impact of this event year over year.

EG – Stated nobody is arguing that Beatty Days is not a great event. The BTAB contributed funds from the tourism fund, which is what it is for, and reviewed the contributions of the BTAB and the Chamber and last year's event cost.

EG – Stated the 2011 budget summary shows approximately \$20,000.00 being brought in, which puts the event about \$19,000.00 in the red; Discussion followed.

Ms. Gray-Jacoby – Stated it is more than just an event, it is a boost to the economy, and it is a three day weekend for all of the businesses as well as entertainment for the town and the tourists that come to town.

Ms. Gray-Jacoby – Stated the Chamber markets Beatty as a package, there is a new a campaign that highlights all of the major events, 4th of July, Memorial Day, not just Beatty Days. The Chamber is not just for Beatty Days it is for the Town all the time. At the Rural Round Up we were able to see that we are on track with the "big dogs" out there, we have been marketing the package, the experience. The Nevada Commission on Tourism stated that Beatty is the only community in Nevada whose room tax has continually risen.

EG – Asked the Chamber to look at entry fees for events and see if the prize money and awards can be paid for by those entry fees; Discussion followed.

Ms. Marchand – Asked if the amount proposed in the agenda includes the fireworks.

RR – Stated it does not; Discussion followed.

Ms. Marchand – Stated the Chamber does not want to infringe on the 4th of July, we will let the Fire Department have the amount they need, the fifty five hundred for the fireworks, and we will turn over Beatty Days to the BTAB, we can't do it for thirty five hundred or forty five hundred; Discussion followed.

EG – Requested the item be tabled, and if you have an event please really look at your event costs and see what you can do to reduce costs; have events pay for themselves, donations, sponsors, and whatever else can be done. Exhaust all funding options before requesting funds.

Ms. Marchand – Stated the estimated boost to the economy for a 3 day weekend is \$175,000.00 dollars; hotel room and RV space rental and an estimate of \$200.00 spent per family excluding lodging costs.

Ms. Marchand – Stated she does not know if there are other accounts that could be used to offset, the Chamber will work on the event numbers, and if it does not look like it can be done they will turn the event over to the BTAB; Discussion followed.

DG – Closed the item and suggested it be pulled or tabled.

Ms. Marchand – Stated for the record no person on the Chamber board has received any payment without a receipt of goods, and there was no mileage reimbursement made.

Item dies due to lack of motion

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9 General Public Comment
None

10 Adjournment

RR- motion to adjourn 7:55pm; Second CT; 4-0