

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

**Minutes  
10/12/20**

**THE BEATTY TOWN ADVISORY BOARD MET IN REGULAR SESSION AT 6:00 PM 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.**

Pursuant to the State of Nevada Governor's Guidance for Phase 2 Reopening of the Nevada United: Roadmap to Recovery, the Beatty Town Advisory Board will hold public meetings with no more than 50 people in total while continuing to follow social distancing and the Roadmap to Recovery to slow the spread of COVID-19. Board members, staff, members of the public, and members of the press are included in the 50-person count. Public attendance will be on a first-come, first-served basis. Temperature screenings may be conducted prior to entering the meeting. Nye County's vulnerable population, those sheltering in place or members of the public in excess of the gathering limit of 50 people can participate **by calling 1-415-655-0001 and entering meeting number 126 410 5505, password 36947475.** Please provide your name when asked. If you get an error message regarding call capacity, please hang up, wait a few moments and try again. The Chair of the Beatty Town Advisory Board will open public comment periods by announcement.

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**Dick Gardner (DG) – Chair  
Randy Reed (RR) – Vice-Chair  
Erika Gerling (EG) – Treasurer  
Kelly Carroll (KC) - Member  
Perry Forsyth (PF) – Member**

**1 Pledge of Allegiance**

Meeting called to order 6:00 pm

**2 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.**

John Dyer with US Ecology – Stated we wanted to come here tonight with Bryan Greager also with US Ecology to give you a heads up on some things we're doing. I'm the environmental compliance manager and Bryan is the operations manager. A lot of people wonder what goes on, some people know a little bit, some people don't, but what's really of some special interest we think, right now is that as we excavate our new disposal cell or trench which is the second in a series of five in what we call trench 13. That dirt is going on top of that old radioactive waste disposal site. That's what we thought people would find especially interesting, is that we're burying that deeper and we're doing that on behalf of the State of Nevada.

DG – Stated be sure to mention that that belongs to the State of Nevada.

Mr. Dyer – Agreed yes, and went on it wasn't easy to get that agreement to give them dirt. It took since the last time I was here to get their agreement but they finally at the last minute came through and said well, okay. We're saving them a lot of money. So, that's the primary thing that we wanted to come and talk about. The other thing we wanted to come and tell you about is to introduce to you Bryan Greager. He's a bit new to us, he's out of Las Vegas, he has a lot of experience in the industry, so he brings a lot of talent to us.

DG – Asked how deep are you going to bury it?

Mr. Dyer - Stated, as I said there are five separate phases of this trench 13, we are on the second one. It'll take the second and the third one in about four years to really bury it as deep as we have told them we want to. Fifty feet deep or there about and that saves the State from a very expensive cap of their own design. It's a win, win, maybe a win, win, win because the community hopefully will recognize the value as well. With that I would open for any questions you have about anything else.

DG – Stated I don't have anything, I talked to Dan sometime ago and he had talked about trying to put some kind of cap on that. He was trying to get the State to come along and agree to do it.

Mr. Dyer – Stated one item that might be of special interest to some of your folks is that Bob Marchand has finally retired, two Friday's ago. He did a lot of great service to the Town through the company for the Town and he finally decided he has worked enough. So, you get to share him with Belmont now.

DG – Thanked them for coming.

**3 Approval of the Agenda for the BTAB meeting of October 12, 2020**

*Staff pulled item 5 emergency items.*

**4 For Possible Action – Approval of the minutes dated; September 28, 2020.**

*RR – Motioned to approve the meeting minutes dated September 28, 2020; Second KC; 4-0 (PF dropped off the call)*

**5 Emergency Items**

*Pulled*

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

RR – Stated tomorrow from 10am to 4pm at the Happy Burro they are doing a recall Sisolak, they are collecting signatures to have him recalled.

KC – None; EG – None; PF – None;

DG – Stated Valley Electric wants to do away with the rural representation from Fish Lake Valley, Beatty and Amargosa, into one district and add a third district in Pahrump. It's sort of been... we've heard about this... I have a flyer here, this very night there is a town hall meeting down in Fish Lake Valley where they have one of their Board members and they're having the CEO and the guy... it's kind of fishy I guess this is the way politics work, I don't know... CEO from Valley Electric and the guy that wants to do it, Bruce last name Holding; Discussion followed.

DG – Stated with that we would like to see if we can... I thought Rob Shirley would be around.

Carrie Radomski; Town Secretary – Stated he'll be at the next meeting.

DG – Stated okay, we want to see about getting a town hall meeting too. I don't think it's a good idea, to lose our representation with Valley Electric, we have such a big area that they're covering. I talked with the Commissioner from Esmeralda County, Ralph Keys, and as a fact his wife is one of the directors out there and they called a meeting, they say the place is going to be packed out there because they don't want that out there either. Something to come on down the pike.

**7 Consent Agenda Items – These are items that Staff recommends for approval. The Board reserves the right to move any consent agenda item to the regular segment of the agenda should issues arise that need to be addressed.**

*RR – Motion to approve the town vouchers in the amount of \$922.33; Second KC; 5-0*

**8 Reports**

- i. **Beatty Chamber** – None
- ii. **Beatty Habitat Committee** - None
- iii. **Beatty Library** – None
- iv. **Beatty Medical Clinic** – None
- v. **Beatty Museum** – None
- vi. **Beatty Senior Center** – Patti Butler; Seniors Inc. Treasurer – I just wanted to give you an update of where we are at right now. We have collected \$32,498.00 in cash, we have 26,600.00 in future commitments for 2021 and that includes \$2,000.00 in Visa cards that we were given to purchase food. We also just received a large donation of food from the El Portal Motel. I wanted to let you know we are going before the BoCC on October 20<sup>th</sup> again. At the last meeting we were told to come back with some more paperwork. So I have that all in order and we will be before them again on October 20<sup>th</sup>. All of our utility companies and vendors are in place they are just waiting for us to pull the trigger and open the doors and I also wanted to let everybody know that Ron and Shelagh Davis are putting on a motorcycle; it's open to all vehicles, a desert run. The same as the one that they did last year during Beatty Days and they are going to donate all of the proceeds to Beatty Seniors Inc, so on October 31<sup>st</sup> we can use as much support as we can get, come out with your vehicles and enjoy a nice dinner.
- vii. **Beatty Volunteer Fire/Ambulance** – None
- viii. **Commissioner's** - None
- ix. **Desert Hills Cemetery** – None
- x. **Nye County Emergency Services** – None
- xi. **Nye County Sheriff's Department** – None
- xii. **Ordinances** – None

Reports continued

xiii. Other

**Beatty Economic Development, Inc (BEDC) – None**

**Beatty General Improvement District (BGID) – None**

**Beatty Water & Sanitation District (BWSD) – None**

**Beatty Boy Scouts – None**

**Beatty Health & Welfare – None**

**Valley Electric Association – DG –** Stated this was sent out some time ago, that Valley Electric was looking for some members for some committees; Member Liaison Committee, Finance Committee, Charitable Foundation Committee and the Policy Committee. Finance, Charitable and Policy Committees all need one representative and the Member Liaison can have more than one Beatty representative. We need to get that out, once again we need people involved, if not in the local government at least in the Valley Electric to stand up for us, just to have representation.

**Other Community or Civic Organizations – None**

- xiv. **Secretary – Carrie Radomski –** Stated the Beatty High School sent us an update regarding the Close Up Program. The Advisory Board funded their trip last year which was canceled due to COVID. They were refunded approximately 77% of the funds that were paid into to program. The School returned the full amount that each student personally paid to attend. The funds that were raised through fund raising activities along with the donations from the Town will remain in an account for the next Close Up Program, this is a program where the kids get to go to Washington DC, participate in a legislative session and other activities. Teresa, the School and the students thank the Town for its generous donation and its patience while they were figuring out what happened with this program. They were supposed to go in March, COVID hit and then that ended everything.

There will be a community Christmas Choir this year, if you like to sing they are going to start practicing on November 1<sup>st</sup> from 2 to 3pm at the Beatty Baptist Church. You don't have to be a member if you want to go sing with them.

October 15<sup>th</sup> this Thursday from 9am to 2pm we will be doing no cost flu shots here in the Community Center large room, first come, first served.

In person voting is possible on election day here in the Community Center Large Room and we are also going to have, if you want to do the mail in ballot, we will have a secure box that you can drop your mail in ballots off.

- xv. **Treasurer – EG –** 25% of the year has elapsed and everybody is under budget. If you have any questions let me or Carrie know and we'll try to answer them.

9 General Business

- a. **For Possible Action – Discussion, deliberation and decision to 1) select a project and 2) to authorize applying for the State of Nevada Division of Tourism Covid-19 Rural Recovery Grant, application deadline October 18, 2020 by 5pm. – Beatty Town Office; Carrie Radomski**

Carrie Radomski; Town Secretary – Stated on October 2<sup>nd</sup> staff attended an NCOT grant workshop, the grant cycle was open from September 29<sup>th</sup> through the 18<sup>th</sup> (October). Qualifying projects must have COVID messaging like; we're open and safe, come social distance with us, that type of thing. If the grant is awarded the project must be completed by December 30<sup>th</sup>, so that kind of limited the scope of what we could do, but if it contains an advertising component we can get the cost of advertising covered through approximately February 2021. So, you have a couple of projects in your packet that I submitted for your consideration. One is a website update, and there is screen shot of that, it is really basic I have to work with our webmaster, but it gives you an idea. The other project that we have is social media advertising and for an example on that, the grant will cover Facebook and text marketing, email marketing, Google ads a bunch of different things. Our webmaster is familiar with this and I'll have to work with her on the details. You have examples of possible ads in your packet to give you an idea of what it could be. You also have a copy of the grant guidelines, they are basically this; get your application in by October 18<sup>th</sup>, if you get approved get your project done by December 30<sup>th</sup>, if its advertising you can go out to February 2021 and that's about it. We have to spend the money upfront, so I would pay out of the tourism fund and then I submit it to NCOT and they give you all of the money back, 100% reimbursement. This is a great opportunity to at least try some of this and see if it works. I don't have a packet from Beatty Graphics yet, but she committed to getting me one this week so we can talk about what the cost would be. At this point I'm recommending an approval of up to \$10,000.00 for website social media advertising. There's a chance it will be one or the other depending on what LaDonna (Beatty Graphics) can accomplish by December 30<sup>th</sup>. So, what I'm asking for is an authorization to move forward to work with her, complete the application by the deadline.

**9a Continued**

The other thing I would like is for you guys to designate two Board members, that if you decide to approve this, would do a final review of the application and agree that's what we want to do, and then if we submit the application and get approved and we get the grant then I'll bring it back in front of the board and say we got the grant and this is what we are doing.

DG – Clarified, doesn't it say it has to be in by October 18<sup>th</sup>?

Ms. Radomski – Replied yes.

DG – Asked for comments.

EG – Stated I think this is a really great opportunity to get this done, we've been talking about it for a while. So, because the deadline is coming up so quickly we need to move as quickly as possible, approve applying for the grant, understand that we are estimating the cost at this time and that Carrie will work with the Webmaster and two BTAB members to approve the design to be submitted with the grant and that if the grant is awarded, review and approval of the final design will be presented to the BTAB for a formal final approval. One thing to note depending on the information that Carrie is able to pull together before the grant, it could be for the website redesign or social media campaign, advertising, presence, whatever the correct term is or both up to the \$10,000.00 which is I believe the maximum amount of the grant. So, those are some things to keep in mind. Also, in the event that we didn't receive the grant, this is something we could bring back on an agenda and decide if we went to spend the town funds on this project, and this is a 100% reimbursable grant.

DG – Requested audience comments.

Gretchen Voeks – Stated Karl Olson couldn't be here but he just wanted me to say that he is in total support of this and willing to work on it with you, if you need help. He thinks it's a great idea.

DG – Stated I know we need two members on that so when the motion is made, I would recommend that Randy and Erika be the two members of the Town Board, on that. Kelly is hard to find sometimes, Perry is out on the road somewhere and sometimes I'm hard to find.

RR – Agreed, yes.

EG – Stated sounds good.

*EG – Motion to apply for the Nevada Commission on Tourism Grant highlighting a grant required safety message related to the pandemic, selecting an update to the town website and or create a social media advertising presence for this grant request and to authorize Carrie to work with the webmaster, to finalize the details of the contract for the work and design up to \$10,000.00 with oversight by Randy and Erika; Second RR; 5-0*

- b. For Possible Action – Discussion, deliberation and decision to approve up to \$20,000.00 for up to 12 months of billboard location rental. The Chamber is requesting a Nevada Commission on Tourism COVID-19 Rural Recovery Grant. We will be applying for money for the production and placement of the billboard(s). The locations of the billboard sites are; Goldfield, NV; Lathrop Wells, NV and Cactus Springs, NV. Prior to this grants had a restriction that the advertising had to be outside a radius of 100 miles from the applicants location. The 100 mile restriction is being lifted for this grant only and we feel this would be an excellent opportunity to be able to place billboards close enough to our town to show travelers our amenities and the adventures we have to offer. – Beatty Chamber of Commerce; Ann Marchand**

Patti Butler; Chamber of Commerce – Stated I'm speaking on behalf of Ann. Carrie has gone over all of the details and the background of the Commission on Tourism COVID-19 Recovery Grant. So, we through the Chamber would also like to apply for this grant, we are applying for this grant on several different levels. We are applying for some radio; we're applying for billboards and on these billboards the Goldfield, Cactus Springs and Lathrop Wells locations are what we were looking at when I applied for the agenda item request. So far Lathrop Wells, Cactus Springs are not available, Goldfield is still available and a viable location. The importance of this is that we have the opportunity to put billboards within 100 miles of Beatty. Every grant up until now has restricted us to where the advertising is outside of that 100 mile radius. We're also looking at identifying other billboard locations as well, trying to keep them within the 100 mile radius. We'll also have some outside the 100 mile radius but that's not what I'm coming to you for. What I would like to do because of the three months that the grant will pay for advertising. The grant will pay for the production, art work, design and installation and then also for three months of the rental. Now, we are estimating that the balance of the year, the nine months on three billboards would be in the neighborhood of \$18,000.00 to \$20,000.00, what we are asking is that the Town cover that extra nine months of the year. However, I did find out as well, grants will be opening up again for the duration of the year at which point we may have the ability to apply for the final six months of this year of 2021 to where we might get the funding for that. They're discussing whether to keep this 100 mile limit lifted or not, it has not come to pass yet but in the event that it does we will apply for that grant which will run from July 1<sup>st</sup> through December 30<sup>th</sup> of 2021. That way we wouldn't have to come back to the Town for additional money for six months, in other words you'd only be covering three months, well four months from March to June 2021 but in the event that that extra funding would not be available through a grant in July we are asking for \$20,000.00 to be put aside for the Chamber for billboard advertising for February through December 2021.

**9b Continued**

DG – Asked for questions.

PF – Stated I have comment and I've got a question for you. I respect and appreciate you coming to the Town Board to ask for help on this but this is really, in my view point, something that should be addressed to BGID. I know BGID may not have the funds to come up with the whole \$20,000.00. Have you considered talking to BGID and maybe we could do a split cost on this, at \$10,000.00 a piece or whatever it comes down to?

DG – Stated, this is for tourism and BGID doesn't cover tourism, that's just for the parks and recreation. Yeah, tourism may be in effect if we had a horseshoe tournament and all of that but what we're talking about here is tourism money, that's what we're talking about.

PF – Replied, okay. I thought that the improvement district, you know I was thinking room tax and stuff like that.

DG – Stated, they're improvement like putting grass on the softball field.

EG – Stated, maybe this will help Perry. From the room tax, we the Town, receive some funds that are in the town tourism fund. Currently there is \$83,962.00 in that fund and it can only be spent on advertising and promotion, so this is exactly the type of project that is meant to be funded by that type of money. This requirement that has been waived for the outside 100 miles is a really great opportunity to have the billboards within the 100 miles of Beatty which will really make them much more effective. So, I think it's a really good opportunity for us and that is exactly what the money is supposed to be used for in that fund.

PF – Asked is there a limit to the number of signs? Because I'd like to see one sign put on interstate 15 just south of Baker. That would capture Southern California traffic coming to Vegas.

EG – Stated let me just say this okay? They are also on a time deadline, they have identified three sites, one is not available but maybe they can identify another one. If the Board chooses to fund the locations rental fees up to \$20,000.00, we can say for up to three billboards and everything is contingent on the grant being awarded to them for the production of the billboards. If they don't get the grant for the production of the billboards then we don't have to pay the rent. We could also consider in the event they are not awarded the grants we could work with the Chamber to fund this project from those funds that I mentioned because that is what those funds are for, advertising and promotion.

PF – Stated I didn't know we had that funding like that, thank you for bringing that to my attention. I do appreciate that.

*RR – Motion to approve up to \$20,000.00 for up to twelve months of billboard rentals for three billboards for the Chamber of Commerce from the Town Tourism; Second PF; 5-0*

**10 General Public Comment**

None

**11 Adjournment**

*KC - Motion to adjourn 6:35 pm; Second PF; 5-0*

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