

Pursuant to NRS, a meeting of the **Pahrump Tourism Advisory Committee** was held at 8:00AM on January 12, 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, Vicki Gladsjo, Tim Burke and Charles Ballew. Excused – Debbie Davis. Absent: Deanna O'Donnell. Also in attendance were Guests: Joan Heaton, Russ Heaton, Rob Szychowski and Peggy Szychowski.

**3. APPROVAL OF AGENDA FOR JANUARY 12, 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)**

NONE

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

**Jack Sanders moved to approve the minutes of the January 12, 2023 meeting as corrected.**

Karen Spalding seconded and the motion was approved unanimously.

**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 reported that pent up travel is done and travel is getting back to normal.

Arlette explained that the program Zartico, used to track rentals, is \$15,000 a year. She is looking into Datafy which tracks credit card transactions.

PTAC has given Brain Trust a new contact for creative content only. They will be doing media buys, also.

Arlette reported the redo on the website is pending until June.

She announced that Rural Roundup will be held April 11-14 in Mesquite headquartered at the Eureka Hotel.

Arlette report recent social media post rankings from Sacramento, Reno and Las Vegas showed Christmas lights as #1. Tim Burke suggested looking into a Christmas Light contest for Pahrump next year.

Arlette mentioned that FrontSight has been purchased by Prairie Fire and they have great plans for it.

At the next PTAC meeting an updated report regarding new businesses coming to town will be given. There was also mention given of a USO Show and the Mojave Desert Games.

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

Robert Adams was unable to attend this meeting, but will give his report to Chairman James Horton.

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

Karen reported meeting with committee members Arlette, Debbie Davis and Charles Ballew. Arlette will follow up with the Fair Committee.

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.**

NONE.

12. **FOR POSSIBLE ACTION – DISCUSSION AND DELIBERATION TO ELECT THE COMMITTEE CHAIR, VICE CHAIR AND SECRETARY FOR THE TERM OF JANUARY 2023 – JANUARY 2024.**

**Jack Sanders nominated Debbie Davis for Secretary for the term of January 2023 – January 2024.**

Karen Spalding seconded the motion and Debbie was elected unanimously.

**Jack Sanders nominate Karen Spalding for Vice Chair for a term of January 2023 – January 2024.**

Catherine Tillett seconded the motion and Karen was elected unanimously.

**Jack Sanders nominated James Horton for PTAC Chairman for a term of January 2023 – January 2024.**

Tim Burke seconded the motion and James was elected unanimously.

**13. GENERAL PUBLIC COMMENT (Second)**

NONE

**14. COMMITTEE COMMENTS (Second) –**

NONE

**15. ANNOUNCEMENTS (second)**

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

**16. ADJOURNMENT**

Adjourned at 9:40 a.m.