

Pursuant to NRS, a meeting of the **Pahrump Tourism Advisory Committee** was held at 8:00AM on May 11, 2023 in the Veterans Memorial Building in Pahrump, Nevada.

1. PLEDGE OF ALLEGIANCE AND CALL TO ORDER

The meeting was called to order by Chairman James Horton at 8:04 am in the Veterans Memorial Building.

2. ROLL CALL

Attendees: PTAC members - James Horton, Karen Spalding, Jack Sanders, Catherine Tillett, Tim Burke, DeAnna O'Donnell, Vicki Gladsjo, Charles Ballew and Debbie Davis. Also in attendance: County Commissioner Frank Carbone, Arlette Ledbetter, PTAC Director, Rob and Peggy Szychowski of RPS Video, Joan and Russ Heaton and Ana Todeo of ActX101 & P. Town Deliveries.

3. APPROVAL OF AGENDA FOR May 11, 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 and March 9, 2023.

Karen Spalding moved to approved the Minutes of January 12, 2023 and March 9, 2023 as corrected. Jack Sanders seconded the motion. Motion was approved unanimously. Debbie Davis thanked Karen Spalding for taking the March Minutes in her absence.

6. ANNOUNCEMENTS

Arlette Ledbetter reported that the newly completed Veterans Memorial Building will house PTAC and all other Pahrump advisory committees. The building is not for public use. She also explained that the fireworks launch site will need to be moved as it is situated where the Community Center will be built. There is money in the budget for this.

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. Zadeko Update- The State has signed on with Zadeko, also.
- B. Travel Nevada has a new Director, Brenda Scolari.
- C. Rural RoundUp – The agenda emphasized Strategic Planning.
- D. Arlette has applied for the current grant deadlines.
- E. The new contract for Braintrust goes before the BOCC at the May 16 meeting.
- F. Search for a new Tourism employee has been applied for and expected to be approved.
- G. Hwy 160 Magazine – Work has begun on the January 2024 edition. A new company will be hired as Ron Fraser has passed away.
- H. Pahrump’s tourism numbers are holding the increase of 2022 while most communities are not.
- I. Prairie Fire Opening – Arlette asked Frank Carbone to give his report on this opening.
- J. Mentioned setting up site tours, ways to market them.
- K. Potential for Harley Davidson tours- to promote motorcycle tours. Of interest to international visitors.
- L. Mentioned homeless relocation as it impacts tourism.
- M. Short Term Rentals – Pahrump is missing out on room taxes.
- N. FAM Tour – Pahrump needs to be able to sell packages. State will provide transportation. Karen and Debbie hosted a recent one for Clark County Travel Agents.
- O. Fall Festival is coming! There’s a lot of work being done.

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

Robert Adams was not present as he was writing grants for submission.

10. **FOR DISCUSSION ONLY - REPORT BY CHARLES BALLEW, PTAC PAHRUMP FAIRGROUNDS COMMITTEE**

This sub-committee is for gathering information for PTAC. Charles gave a brief report as he was unable to attend the last PFC meeting. Arlette added that a site plan is expected soon.

11. DISCUSSION ONLY- GROUP DISCUSSION REGARDING ANY AND ALL IDEAS REGARDING HOW TO GAINFULLY CONTRIBUTE AS AN ADVISORY COMMITTEE TO THE BOARD OF COUNTY COMMISSIONERS, AS WELL AS SHORT AND LONG TERM GOALS

James Horton explained he is looking for agenda items to present to the BOCC. He needs to receive these ideas two (2) weeks prior to a BOCC meeting in order to have them included in the agenda.

- 1) Tim Burke brought up getting approval for a new Tourism employee to handle social media.
- 2) Karen Spalding suggested the idea of placing large letters spelling out PAHRUMP in town as she and Debbie have seen in other cities.
- 3) Charles Ballew contributed the idea of historical tours.
- 4) Vicki Gladsjo volunteered to investigate "CHEERS" Tours
- 5) DeAnna O'Donnell suggested tours of wineries, petting zoo and other attractions.

12. 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.

Karen Spalding brought up the fact that there are many roads, i.e., Winery Rd that need to be repaired after all the rain this year.

13. GENERAL PUBLIC COMMENT (SECOND)

Rob Szychowski, Pahrump History Museum, inquired about help with lifting new railroad ties to be placed under the old ones. Home Depot has submitted for a grant to help with the repair.

14. ANNOUNCEMENTS (second)

Lt Gov Anthony Starvos will head the State Tourism Division.

Next PTAC meeting is scheduled for July 13, 2023, beginning at 8:00 am in the Veterans Memorial Building.

15. ADJOURNMENT

Adjourned at 9:15 a.m.