

Pursuant to NRS, a meeting of the **Pahrump Tourism Advisory Committee** was held at 8:00 a.m. on July 26, 2018 at 400 N. Hwy 160 Pahrump, NV 89060

**1. Pledge of Allegiance and Call to Order**

The meeting was called to order by Chairman James Horton at 8:06 a.m. in the lobby at 400 N. Hwy 160. The air conditioner in the Conference Room was not working.

**2. Roll Call**

Attendees: James Horton, Karen Spalding, Debbie Davis, Bonnie Bates, Ambrose Kroetsch, Lynn Peterson and Tourism Director, Arlette Ledbetter. Chris Erwin, Catherine Tillett - excused. Not excused – Jack Sanders. Guests: Alexandra Crow; David Mayne, PI Media; Bob Adams, Nat'l OHV Conservation Council; Debra Strickland, County Commissioner-elect.

**3. Approval of the Agenda for July 26, 2018**

Agenda approved.

**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).**

Bob Adams alerted the committee that Arizona law will not permit OHV/ATVs with out of state registrations. Currently, in Nevada, an out of state registration is good for 14 days. Continuation of this NV law will be discussed at the upcoming Silver Trails meeting which Arlette Ledbetter and Karen Spalding will be attending.

David Mayne announced he is requesting the opportunity to bid on the PR business of the PTAC.

**5. Pahrump Tourism Advisory Committee Meeting Minutes of May 10, 2018.**

Karen Spalding moved to accept the Minutes of the May 10, 2018 PTAC Meeting as corrected. Lynn Peterson seconded and the motion was unanimously approved.

**6. ANNOUNCEMENTS (FIRST)**

Debra Strickland announced there is \$1,000,000 OHV/ATV grant money available to apply for. Discussion of ATV location difficulties followed. Karen Spalding suggested the idea of setting up an observation area for tourist to view the wild horses.

**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 monthly update, activities reports and projects**

Arlette presented her report of activities, projects and updates. Arlette touched on such topics as: Welcome packet for new businesses; An Ambassador Program; Need to address group requests; Designation of hot spots in town; Increasing the number of social media influencers; A tourism contest to come experience Pahrump; and a possible local, outreach, giving program in November in conjunction with the Christmas tree lighting.

Arlette announced the increase in the PTAC's portion of the Room Tax to 4 5/8% as well as part of the current balance of funds; the need for County guidelines on Marijuana growth tours . She reported the County Room Tax Ordinance as well as the Privacy Policy are in for a rewrite.

**9. FOR POSSIBLE ACTION: Discussion and Deliberation regarding recommendation to the BOCC, naming Bob Adams as PTAC Ambassador of Tourism for OHV/ATV Trails**

Postponed

**10. FOR POSSIBLE ACTION: Discussion and Deliberation regarding augmenting the Fiscal Budget for 2019.**

11. Arlette reported on items on a "Wish List" such as: Part-time employee for group sales (#1 priority); Augmentation of spending for photography; Need of more promotional items; Arlette will accept more ideas for the "Wish List" and may go to the October or November BOCC meeting for approval.

Karen Spalding moved to support the group sales position by augmenting the FY 2019 Budget. Bonnie Bates seconded and the motion was unanimously approved.

**12. FOR POSSIBLE ACTION: Discussion and Deliberation regarding the Quartzsite Travel Show 2019.**

Arlette announced that the Pahrump Nugget was having their own booth in 2019. She suggested that the Town of Pahrump booth sponsored by the PTAC could possibly be staffed by volunteers from Treasures RV until it was learned Treasures RV cannot do it. James Horton suggested the possibility

of having a Quartzsite booth every other year and attend a different show(s) on the off years. No decision was made.

**13. FOR POSSIBLE ACTION: Discussion and Deliberation regarding the Fall Festival Sponsorship.**

Arlette reminded the PTAC that they are a sponsor of this year's Fall Festival and will have a booth during the event. She has requested volunteers to help staff the booth from Sept. 27 – Sept. 30.

**14. GENERAL PUBLIC COMMENT (SECOND)**

David Mayne asked the committee to consider publicizing a Bonnie Springs event on the VisitPahrump.com website.

Karen Spalding announced the Rotary laptop collection that is occurring now.

**15. ANNOUNCEMENTS (SECOND)**

The next PTAC meeting is scheduled for September 13 at 8:00 a.m. in the Conference Room at 400 N. Hwy 160.

**16. Adjournment**

There being no further business, James Horton adjourned the meeting at 10:05 a.m.

Minutes approved at the Pahrump Tourism Advisory Committee September 13, 2018 meeting.