



119 E Main Street,

Beatty, NV 89003

Nicole Altman, President  
Katia Richards, Vice-President  
Jessica Eastman, Secretary/Treasurer

Ann Marchand, Trustee  
Jon DeLee, Trustee  
Bruce Balasky, Trustee

Patrick Taylor, Trustee

### **APRIL 14, 2025 MINUTES**

### **BEATTY CHAMBER OF COMMERCE**

- 1. Pledge of Allegiance**
- 2. Call to order 9:17 AM**
- 3. Recognition of members and invited guest present** – Board members present were Katia Richards (left meeting at 10:30 am), Ann Marchand, Jon DeLee, Bruce Balasky, Nicole Altman (10:10 am), and Jessica Eastman (10:10 am). Employees present were Patti Butler, Ginny Faulkner, and Becca Settlemire. Board member absent was Patrick Taylor.
- 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. Approval of the Agenda for the Beatty Chamber of Commerce meeting of April 14, 2025.** – Jon De Lee made a motion to approve the agenda for April 14, 2025, and Bruce Balasky seconds it. **5-0**
- 6. Reports**
  - a. President** – On April 23<sup>rd</sup> some of AngloGold Ashanti employees will be doing a clean-up of the Riverbed starting by the bridge beside the Chamber and ending near the Atomic Inn.
  - b. Office** –
    - 1) There were 86 visitors that came by the Chamber.
    - 2) Office Sales were \$64.00.
    - 3) There were 5 approved applications for membership, 4 were businesses and 1 was individual.

- 4) 135 Koozies were sent to the Town of Tonopah for swag for the Annual County Fiscal Officers Association meeting to be held in September 2025.
- 5) Christopher Berkey (also known as Crisby) came by the office to introduce himself. Chris works for the National Rural Water Association and is currently working with Nye County water systems to update the water source protection plan. He provides education and outreach to communities on protecting their source of potable water. He has an interest in coming to Beatty Days as a vendor to provide information regarding our drinking water.

**7. Board Member's Comments - (This item limited to announcements or topics/issues proposed for future workshops/agendas) - NONE**

**8. For Possible Action – Approval of the Meeting Minutes dated March 10, 2025. –** Katia Richards made a motion to approve the Minutes dated March 10, 2025, with an amendment to change the vote from **4-0** to **4-0-1** on Item No. 8, noting that Jon DeLee abstained from the vote, and Jon DeLee seconds it. **5-0**

**9. For Possible Action – Approval of the February and March 2025 Treasurer's Reports. –** Jon DeLee made a motion to approve the February 2025 treasurer's report and Bruce Balasky seconds it. **5-0** March 2025 treasurer's report will be TABLED.

**10. General New Business**

**a. For Possible Action – Discussion, deliberation and possible decisions on grants, advertising and all matters pertaining thereto. –**

**1) Budget for FY26 Grant breakdown is**

- A) American Road Magazine \$11929.00**
- B) American Road Digital \$3000.00**
- C) Spirit of the West - Digital \$5500.00**
- D) ER Creative \$2800.00**
- E) Certified Folder \$6817.00**
- F) Scenic 395 \$895.00**
- G) Radio \$12,000.00**
- H) Social Media Advertising (Facebook, TikTok, Instagram) \$30,000.00**
- I) Miscellaneous 13,000.00**

Jessica Eastman made a motion to approve the above Grant and Bruce Balasky seconds it. **7-0**

**b. For Possible Action – Discussion, deliberation and possible decision to approve new and/or existing memberships and all matters pertaining thereto. –** Bruce Balasky made a motion to approve new and/or existing memberships All-Tech Services, American First National Bank, Bonnie Claire Lithium Resources Corp., Karen Gray-Jacoby, and Shady Lady Bed & Breakfast and Jon DeLee seconds it. **7-0**

**c. For Possible Action – Discussion, deliberation and possible decision to approve tentative budget for FY26 and all matters pertaining thereto,**

**deadline is April 15<sup>th</sup>.** – Ann Marchand made a motion to approve the tentative budget for FY26 with an amendment that we modify the amount to match FY25 and Bruce Balasky seconds it. **7-0**

- d. For Possible Action – Discussion, deliberation and possible decision to submit comments on the Bureau of Land Management proposal to withdraw land to protect the Amargosa Valley and Ash Meadows Wildlife Refuge and all matters pertaining thereto, deadline for comments is April 15th. - TABLED**
- e. For Possible Action – Discussion, deliberation and possible decision to send a Letter of Support to Goldwell Museum in support of their signage project in conjunction with Nye County Public Works and the Travel Nevada Rural Marketing Grant, application deadline April 30, 2025, and all matters pertaining thereto.** – Jessica Eastman made a motion to send a Letter of Support to Goldwell Museum in support of their signage project in conjunction with Nye County Public Works and the Travel Nevada Rural Marketing Grant, application deadline April 30, 2025, and Bruce Balasky seconds it. **7-0**
- f. For Possible Action – Discussion, deliberation and possible decisions on Beatty Days 2025 and all matters pertaining thereto.** – The new tokens have arrived. We have a few vendors wanting to return for Beatty Days this year. It was a unanimous decision to approve Option 1 for the design for the Beatty Days logo for Tee- Shirts, Koozies, brochures and posters. Scott Harris would like to return to the stage at Beatty Days.
- g. Discussion Only – Discussion and participant reports from Rural Round Up 2025.** – Becca Settlemyre has stated that it would be in the Chamber’s best interest to investigate social media for advertising. Software needed to do our own would run around \$2500.00. No to Using Expedia for advertising. Katia suggests that the next Rural Roundup we have a table and that we can do a one-page flyer front and back. New Name for Nevada Silver Trails is now Frontier Territory.

#### **11. Office Priorities**

- 1) Let ER Creative know which design we chose for the Tee Shirts, koozies, brochures, and posters.
- 2) Ask BTAB for modification on the FY26 Budget to be the same as FY25.
- 3) Investigate social media advertising.
- 4) Prepare the grant for the April 30, 2025 deadline.

#### **12. Emergency Items - NONE**

#### **13. 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**

- 14. Set date, time and location for the next meeting.** – The next regular meeting will be held **Tuesday May 20, 2025, at 9:00 am** at the Community Center in the small room.
- 15. Adjournment** – Ann Marchand made a motion to adjourn the meeting at 11:52 am and Jessica Eastman seconds it. **7-0**

Respectfully Submitted by – Virginia Faulkner Administrative Secretary