



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

May 20, 2025 Minutes

BEATTY CHAMBER OF COMMERCE

1. **Pledge of Allegiance**
2. **Call to order** at 9:02 AM
3. **Recognition of members and invited guests present** – Board members present were Nicole Altman, Ann Marchand, Patrick Taylor and Jon DeLee. Employees present were Ginny Faulkner and Becca Settlemire. Board members absent were Katia Richards, Jessica Eastman and Bruce Balasky. Guests representing BGID were Stephanie Beecham, Autumn Arroyo Byington and Jennifer Lewis. Guests on video conference from Herrmann Global were Florian Herrmann, Casey Adams and Austin Hawkins.
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 May 20, 2025. - Ann Marchand made a motion to approve the agenda for May 20, 2025 with an amendment to move item 10A up to right after Item 5 and Jon DeLee seconds it. 4-0**
6. **Reports**
 - a. **President -**
 - 1) Nicole Altman and Becca Settlemire went to the Grand opening for the Sourdough. They stated that it was nice and that a lot of the community showed up to help celebrate. Glad to see them back in business.
 - b. **Office**
 - 1) There were 77 visitors that came to the Chamber.
 - 2) Office Sales were \$65.95
 - 3) Expenses \$32.18.

- 4) 8 New members submitted for approval.
- 5) Brian Collier from Minden is looking for pens with Beatty printed on them.
- 6) We held a ribbon-cutting ceremony for the Grand Reopening of the Sourdough Saloon.
Several people came out to help celebrate.
- 7) The office would like to get a time clock so that the employees can keep track of their hours worked.
- 8) Change accounts payable to the way it was done in the past. We will continue the way we are doing it now.

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 April 14, 2025. - Ann Marchand made a motion to approve the Meeting Minutes dated April 14, 2025 with an amendment stating that Nicole Altman and Jessica Eastman arrived at 10:10 am and Patrick Taylor seconds it. **4-0**

9. For Possible Action – Approval of the March and April 2025 Treasurer's Reports. - Ann Marchand made a motion to approve the March and April Treasurer's Reports with an amendment to the March Treasurer's Report to void American Road magazine check #2279 to be replaced by check #2329 and Jon DeLee seconds it. **4-0**

10. General New Business

a. Discussion – Florian Herrmann, CEO, to address the Board regarding oversights on the Herrmann Global Ad Campaigns. Works with Travel NV grants; Visit US Parks.com. Issues discussed were as follows: Communication gaps, contractual deliverables, billing issues, marketing misalignment, and reporting accuracy. They have assured us that they will re-post our campaign to go to the correct Facebook page and make any necessary changes to accommodate the Beatty Chamber of Commerce.

b. For Possible Action – Discussion, deliberation and possible decision to review application from Bighorn Outback Explorers for Chamber logo use and grant or deny permission and all matters pertaining thereto. - Ann Marchand made a motion to grant permission for Bighorn Outback Explorers to use the Beatty Chamber logo on their sign at the new OHV staging area and Patrick Taylor seconds it. **4-0**

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

- 1) The FY26 Grant was submitted by April 30, 2025.
- 2) Instagram followers rose 51% since the reopening of the Sourdough. We have 25 followers for the month of April compared to March we only had 4. 126 Views, 80% story 20% posts. Interactions were 19.
- 3) Google Business: 44 Interactions, 6 calls, 25 asked for directions.
- 4) FY25 \$74,108.58 has been spent from the Grant Budget. Remaining balance is \$12,559.42.
- 5) Ann Marchand made a motion to approve the renewal for the annual ad in Scenic 395 magazine for \$895.00 and Patrick Taylor seconds it. **4-0**
- 6) Big Map update: Publisher is retiring. Golden Gate Media Group is evaluating the future of Big Map and is currently in a transitional phase regarding its publishing rights. Golden Gate Media Group may either buy the rights or sell it.

- d. **For Possible Action – Discussion, deliberation and possible decision to approve new and/or existing memberships and all matters pertaining thereto.** - Jon DeLee made a motion to approve Beatty Museum & Historical Society, Beatty VFW, Chat-n-Chew, Death Valley Coffee Time LLC, DeLee & Associates, Mel's Diner, Sourdough Saloon, and US Ecology/Republic Services and Ann Marchand seconds it. **4-0**
- e. **For Possible Action – Discussion, deliberation and possible decisions on Beatty Days 2025 and all matters pertaining thereto.** - Discussion on BGID issues with Beatty Days. See notes attached from BGID meeting May 6, 2025. Patrick Taylor made a motion to proceed with Beatty Days 2025 and Jon DeLee seconds it. **4-0**

11. Office Priorities -

- 1) Add website hits to Office Report starting May 2025.
- 2) Look into getting Arlo Cameras for Office.
- 3) Get information on pricing for Big Map; research how many advertisers, how much money is made on it, and how much it would cost to print and distribute. Get the Profit/Loss.
- 4) Bring all quotes for advertising to the July meeting.
- 5) Contact the potential bands for Beatty Days, get pricing for the event.
- 6) Find out if Aaron Huisman is still going to sponsor the Art Contest. Ask Melody if she is still going to help with the Art Contest.
- 7) Change all dates and revise the information for the Beatty Days 2025 brochures.
- 8) Get new pictures for the Beatty Days 2025 brochures.
- 9) Change the dates on all event applications.
- 10) Add Beatty View RV Park & Air b-n-b to brochure. Remove El Portal & Space Station from brochure.
- 11) Look into a QR Code for raffle prizes.
- 12) Check with Senior Center and Lions Club to see if they will be doing breakfast and lunch.
- 13) Check with BLM on Rhyolite Tours.
- 14) Check with ICS to see what cook off is for Sunday.
- 15) Check with Autumn about B8Y kids dance performance.
- 16) Switch Art Show winners announced to 4:00 and Poker Walk winners announced to 3:45.
- 17) Contact Pahrump Gunfighters to see if they are coming to Beatty Days.
- 18) Check on the stage availability.
- 19) Change the fees from \$85.00 to \$100.00 for Profit Vendors and from \$45.00 to \$50.00 for Non-Profit Vendors.
- 20) Ask Jerry Adcox to be Grand Marshall.
- 21) Check with the Beatty Cowboys & Floozies on their status and involvement for Beatty Days and the new correct name that includes Steam Punk.

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 June 17, 2025 at 9:00 am** at the Community Center in the small room.

15. Adjournment – Meeting adjourned at 12:25 pm.

Respectfully Submitted by – Virginia Faulkner Administrative Secretary

