

**NORTHEASTERN NEVADA REGIONAL DEVELOPMENT AUTHORITY
COMBINED MEETING MINUTES OF THE EXECUTIVE COMMITTEE AND BOARD**

Great Basin College

DCIT 201 (Diekhans Center for Industrial Technology)

1500 College Parkway
Elko, NV 89801

Wednesday, October 23, 2019 at 1:00 pm

A. CALL TO ORDER: By NNRDA Vice-Chair of the board, Suzanne Featherston

The agenda for this meeting of the Northeastern Nevada Regional Development Authority (NNRDA) has been properly posted for this day and time in accordance with NRS requirement.

In accordance with NRS 241, the Authority may: (I) change the order of the agenda, (II) combine two or more agenda items for consideration, (III) remove an item from the agenda or delay discussion relating to an item on the agenda at any time, (IV) and if the agenda is not completed, recess the meeting and continue on another specified date and time, (V) place reasonable restrictions on time, place, and manner of public comment and that comment based on viewpoint may not be restricted.

NNRDA's monthly board meeting agenda and board meeting minutes are now posted for public viewing on our website at www.nnrda.com.

B. ROLL CALL: Introductions of Board Members and Guests

STAFF:

Sheldon Mudd-Executive Director	Jan Morrison-Economic Development Officer (via phone)
Donna Bath-EDO (via phone)	

EXECUTIVE COMMITTEE MEMBERS:

Madison Mahon-City of Carlin	Cathy Laughlin-City of Elko
Michelle Beecher-City of Ely (via phone)	Chris Melville-City of W. Wendover (via phone)
Layla Walz-City of Wells	Vince Mendiola-City of Winnemucca (via phone)
Jon Karr-Elko County	Rich McKay-Eureka County (via phone)
Patsy Waits-Lander County (via phone)	Shane Bybee-White Pine County (via phone)
Suzanne Featherston-Kinross-Bald Mtn	

BOARD MEMBERS:

Matt McCarty-Great Basin College	Terri Clark-NNRH
Betti Magney-Vitality Unlimited	Jolene Supp-City of Wells
Susan Goddard-Elko Daily Free Press	

GUESTS:

Patti Herzog-GOED	Susan Goddard-Presenter for Amplified Lee Local
Sheldon Karlson-Presenter for Multi-View (via phone)	
Eric Kleinsorge-Presenter for World Economic Alliance (via phone)	
Curis Despaign-Presenter for Rain (via phone)	
Abbi Whitaker & Connie Anderson-Presenters for The Abbi Agency	
Shelly Nee-Presenter for Pershing County High School	

C. PUBLIC COMMENT PERIOD:

This agenda item is to provide time for the general public to address the Authority regarding items of concern. Action cannot be taken at this time, but a matter can be set on the agenda for a future meeting, as appropriate. There was no public comment at this time.

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D. MINUTES:

- 1) Approval of the August 28, 2019 Combined Executive Committee and Board Meeting Minutes.

For Possible Approval

ACTION: Pat Waits made a motion to approve the August 28, 2019 Combined Executive Committee and Board Meeting Minutes. Jolene Supp seconded the motion. The motion passed.

E. NNRDA FINANCIALS:

- 1) Review and approval of Financials for August 2019 through September 2019.

For Possible Approval

ACTION: Jon Karr made the motion to approve the Financials for August through September 2019. Jolene Supp seconded the motion. The motion passed.

F. NEW BUSINESS:

- 1) Review, discussion, and possible approval to contract dedicated marketing consultant.

a. 10 Minute Presentations

- i. Amplified (Lee Local)**
- ii. Multi-View**
- iii. World Economic Development Alliance**
- iv. Rain**
- v. The Abbi Agency**

For Possible Approval

ACTION: Jon Karr made the motion to move forward with Amplified (Lee Local) at their lowest rate of \$1,700/month for marketing and use World Economic Development Alliance (WEDA) for the purpose of lead generation at a Not to Exceed \$3,295/month for the next 7 months. Layla Walz seconded the motion. Vince Mendiola opposed. The motion passed.

- 2) Presentation by Shelly Nee, Media Specialist for Pershing County High School.

For Possible Approval

NO ACTION TAKEN. Shelly Nee gave a presentation on bringing a NV based television station back to the rural communities. She'll be seeking pledges and support from local entities in the near future.

- 3) Review, discussion, and possible approval for undated Inter-local Agreement.

For Possible Approval

ACTION: Jon Karr made a motion to accept the revisions on the draft and approve the Inter-local Agreement for County approval. Layla Walz seconded the motion. The motion passed.

- 4) Review, discussion, and possible approval for grant acceptance & use for regional recycling study.

For Possible Approval

ACTION: Jon Karr made a motion to approve grant acceptance & use for regional recycling study. Pat Waits seconded the motion. The motion passed.

G. REPORTS

- 1) **Status Report and Leads:** Staff will provide status on various activities, projects and leads.

H. BOARD MEMBER REPORTS

Board members will be provided the opportunity to give a short report on their business or their city/county.

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- J. ADJOURN:** Meeting was adjourned at 3:57pm. Layla Walz made the motion and Cathy Laughlin seconded the motion. The motion passed.

Respectfully submitted:

KA
Kris Ashdown, NNRDA Executive Assistant