

**NORTHEASTERN NEVADA REGIONAL DEVELOPMENT AUTHORITY'S
BOARD OF DIRECTORS MEETING MINUTES**

**Great Basin College
VIA ZOOM**

<https://us06web.zoom.us/j/83367326040>

1500 College Parkway

Elko, NV 89801

Wednesday, January 25, 2023 at 1:00 pm

A. CALL TO ORDER: By NNRDA Chair of the Board, Alissa Wood, Nevada Gold Mines

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

Kris Ashdown-Executive Assistant

BOARD OF DIRECTORS:

Alissa Wood-Nevada Gold Mines

Madison Aviles-City of Carlin

Reece Keener-City of Elko

Jason Pengelly-City of Wells

Rich McKay-Eureka County

BOARD MEMBERS:

Donna Bath-Silver Lion Farms

Mackenna Velez-SW Gas

Daisia Shed-KGHM-Robinson Mine

GUESTS:

Shirley Alen-Kellerman-RNDC

Joe Brown-CBRE

Shari Davis-GOED

C. PUBLIC COMMENT PERIOD:

PUBLIC COMMENT WILL BE ACCEPTED IN PERSON AND VIA EMAIL. WE ENCOURAGE THE PUBLIC TO PARTICIPATE IN THE MEETING BY SUBMITTING COMMENTS TO KRIS@NNRDA.COM – WHERE THEY WILL BE THEN ADDED TO THE RECORD.

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.

D. MINUTES:

1) Approval of the November 17, 2022 Board of Directors Meeting Minutes. **FOR POSSIBLE ACTION**
ACTION: Madison Aviles made a motion to approve the November 17, 2022 Board of Directors Meeting Minutes. Rich McKay seconded the motion. The motion passed.

**NORTHEASTERN NEVADA REGIONAL DEVELOPMENT AUTHORITY'S
BOARD OF DIRECTORS MEETING MINUTES**

E. NNRDA FINANCIALS:

- 1) Review and approval of financials for November - December 2022. **FOR POSSIBLE ACTION**
ACTION: Madison Aviles made a motion to approve the Financials for November and December 2022.
Rich McKay seconded the motion. The motion passed.

F. NEW BUSINESS:

- 1) Review and discussion of 2022 Northeastern Nevada Regional Development Authority Activities.

FOR DISCUSSION

REPORT: Executive Director, Sheldon Mudd, cued up a power point presentation to show what NNRDA had been working on for the last year (2022). Sheldon started with the population data letting everyone know that for the first time in the last 5 years there'd been a decline in northeastern Nevada's population. This makes it hard when trying to attract new business. Sheldon blames the population decline mostly on the housing issues that every single one of our communities struggle with. Because of the ongoing lack of housing, Sheldon created the "Nevada Red Zone" proposal that not only outlines the issues but includes solutions. The Nevada Red Zone proposal was sent out to other rural RDA's, to chief Kieckhefer, and to the Nevada Center of Economic Development. They (Nevada Center of Economic Development) forwarded Sheldon's email to chief Kieckhefer adding some of their own data/information (In support of) saying, "Not only is this a great proposal, we are 100 percent in support of the Nevada Red Zone proposal and believe this is the solution."

Business leads are looking better than ever having 4 "on the hook" and another 4 "floating on the surface". Most companies are looking for a turn-key building which are essentially nonexistent in our region. One of NNRDA's initiatives for 2023 is to bring developers to the table hopefully to invest here so we can attract more of these companies.

Highlights for the year include becoming an EDD (Economic Development District). There's been quite a few issues trying to get set up, the biggest one being how the NNRDA organization is structured. We've had several meetings trying to iron out the kinks since being designated as an EDD. Regardless, this year the decision will be made - move forward or shut it down.

Another highlight is the Rural Housing Evaluation. NNRDA wanted to get the conversation started about the ongoing housing issues. The Evaluation was sent to several organizations including the Governor's Office of Economic Development. There was absolutely no response so the initiative didn't move forward. NNRDA participated in several marketing ventures over the last year. To mention a few – NNRDA rebranded with a new logo which has received a ton of compliments, NNRDA was featured in the Business in Focus magazine as well as in a GSLI podcast with a rural community connection, NNRDA got a smoking deal buying a ½ page ad in the Golden Knights yearbook, and finally NNRDA was selected as an elite community for GSLI. You can see us featured on their website under Economic Development, "Meet the Elites". Sheldon showed a few examples of the RFI responses that are sent to GSLI which are then forwarded to the prospective company. It's usually a 4-5 page document that is always tailored according to the needs of the company.

All of the video footage for each community has been completed. Skyfall Media Services is working on the final product. We were hoping to have the videos out on the website by the end of the year but they're not quite ready. I'm sure they'll be worth the wait!

This year Sheldon has provided 10 Letters of Support for CDBG (Community Development Block Grant) support. He sits on the Board for CDBG but has no vote within his communities. With that being said, over one million dollars was allotted to NNRDA communities this last year.

Sheldon started the Ready Aim Program in 2022. This is a small business primer created to help anyone interested in starting their own small business. He calls it a bare bones class to help provide the confidence one might need to start the business they've been thinking about. It's gotten a lot of great feedback and there are plans to hold classes again this year.

**NORTHEASTERN NEVADA REGIONAL DEVELOPMENT AUTHORITY'S
BOARD OF DIRECTORS MEETING MINUTES**

NNRDA took the reins from GOED for the Launch Rural Nevada Event this year. We launched a website and created a new logo that plays off the name. Thank you to Janelle at PNCC for all her hard work and helping with this portion. There were 3 to 4 times the registrants compared to the year before as well as fifty percent more prize money raised for the event. Thank you to all of our sponsors including Nevada Gold Mines and GOED. We plan on making it even bigger and better this coming year.

The CEDS annual update was completed and turned in on time. It was handled a little different this year to save time. We anticipate using the same format in the future as it saved time and was more efficient.

UCED was happy with the results and the reports should be delivered to the EDA before the months out. NNRDA provided input to ESRI International who were doing the state economic recovery plan, whether our input is utilized or not, remains to be seen.

NNRDA was involved in Pine West Development securing 2 properties in the NNRDA region located in the city of Carlin and the city of Wells.

While one film got scrubbed due to financing, another one should be coming this spring to shoot a rock climbing film in Lamoille Canyon. Sheldon hooked our visitors up with a few local experienced rock climbers who showed them around the area.

NNRDA was involved with Lander County receiving a grant from Renown for their National Fitness Campaign outdoor gym. Elko completed and opened one at Angel Park and hopefully there will be a few more in our region in the near future.

Lastly, Sheldon was asked to be on the economic development transition team for the (then) Governor-elect Joe Lombardo.

G. REPORTS

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

REPORT: PROVIDED ABOVE.

2) **RNDC:** Report from Shirley Allen-Kellerman, RNDC, Business Lending Representative.

REPORT: Shirley provided the 2nd quarter financial report for RNDC. Below shows the dollar amounts for the NNRDA region.

Lander County	1 business financed for \$49,910
Elko County	1 business financed for \$155,750
White Pine County	1 home rehabilitation for \$26,720
White Pine County	1 home weatherization for \$10,000

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 2:21 pm.

Respectfully submitted:

KA
Kris Ashdown, NNRDA Executive Assistant