

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

**Great Basin College
VIA ZOOM**

<https://us06web.zoom.us/j/81553160787>

1500 College Parkway

Elko, NV 89801

Wednesday, May 28, at 1:00 pm

A. CALL TO ORDER: By NNRDA Chair of the Mackenna Velez with Southwest Gas.

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

BOARD OF DIRECTORS:

Reece Keener-City of Elko

Beth Savedra-City of Wells

Anthony Dowling-NV Energy

BOARD MEMBERS:

Susan Goddard-Elko Daily Free Press

Daisia Shed-KGHM

Brianne Morfin-WaFD

Nathan Robertson-City of Ely

Jon Karr-Elko County

Mackenna Velez-SW Gas

Amber Donnelly-Great Basin College

Donna Bath-Silver Lion Farms

Mary Kerner-RNDC

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.

THERE WAS NO PUBLIC COMMENT.

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 February 26, 2025 Board of Directors Meeting Minutes.

FOR POSSIBLE ACTION

ACTION: Jon Karr made a motion to approve the February 26, 2025 Board of Directors Meeting Minutes. Beth Savedra seconded the motion. The motion passed unanimously.

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E. NNRDA FINANCIALS:

- 1) Review and approval of financials for February thru April 2025. **FOR POSSIBLE ACTION**
ACTION: Reece Keener made a motion to approve the Financials for February thru April 2025. Jon Karr seconded the motion. The motion passed unanimously.

F. NEW BUSINESS:

- 1) Review, discussion, and possible action regarding the proposed 2025-2026 NNRDA Annual Budget. **FOR POSSIBLE ACTION**
DISCUSSION: Mr. Mudd let the Board know that most of the proposed budget is the same as last year. The only big difference is on the misc. line item where we gathered prize money for Launch Rural NV. Because we are doing it differently this year and not sure if we will be seeking donations or not, we took that money off. Sheldon always allows a little more money on the Salary line item for raises, whether they are awarded or not. Everything else is staying close to what the last 3 years has been budget wise.
ACTION: Jon Karr made a motion to approve the 2025-2026 NNRDA Annual Budget. Beth Savedra seconded the motion. The motion passed unanimously.
- 2) Review, discussion, and possible action regarding appointment of NNRDA Chair and Vice Chair for FY 2025-2026. **FOR POSSIBLE ACTION**
DISCUSSION: Executive Director Sheldon Mudd let the Board know that usually the Vice-Chair moves into the Chair position and a new Vice-Chair is chosen and approved by the Board. As long as Anthony Dowling with NV Energy is still willing to take on the Chair position and Sheldon had a chat with Brianne Morfin with WaFD and she graciously accepted the position as Vice-Chair if the Board approves.
ACTION: Reece Keener made a motion to approve Anthony Dowling with NV Energy as the next Chairperson and Brianne Morfin with WaFD as the next Vice-Chairperson for NNRDA's FY2025-2026. Jon Karr seconded the motion. The motion passed unanimously.

G. REPORTS

- 1) **Status Report and Leads:** Staff will provide status on various activities, projects and leads.
REPORT - Sheldon Mudd reminded the board that his report would cover activities from March through the present. He presented a PowerPoint slideshow to provide a visual overview of recent developments in the region.

Request for Information (RFI) Activity

The number of Requests for Information (RFIs) received by NNRDA has decreased slightly since the last report. In the past three months, six RFIs were received—primarily from the Governor's Office of Economic Development (GOED). One inquiry required a workforce of 2,200 employees, which none of our communities could currently accommodate.

On average, the RFIs represented projects proposing investments of approximately **\$451 million** and the creation of **105 jobs**. Land requirements averaged **106 acres**, and facility requests averaged **360,000 square feet**—still considered substantial in scale. Mr. Mudd noted that he has been actively engaging

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with developers and investors in an effort to attract one or more of these prospects to our region.

Business Development

The project in Wells continues to make progress. This is a **\$20 million** development that will feature a **20,000 to 25,000 square foot** facility. Construction has already begun, with site preparation and dirt work currently underway.

Additional projects are in development; however, due to confidentiality agreements, specific details cannot be shared at this time.

Small Business Development

KADRI Clothing, a tactical apparel business based in Wells, has been awarded the **SBA Rural-Owned Small Business of the Year**. The company, owned by **Katheryn Basso**, is both woman- and veteran-owned. Ms. Basso's success demonstrates the powerful global impact that rural Nevadans can achieve.

Launch Rural Nevada (LRN) Competition

NNRDA plans to revise the Launch Rural Nevada (LRN) competition. Originally inherited from the Governor's Office, LRN may see structural changes to better serve our region. Mr. Mudd will establish a sub-committee to explore and implement his vision for the future of the program.

Dignitary Visit

During the Lincoln Day Dinner in Elko, the Lieutenant Governor took time to visit several small businesses in the area.

Marketing and Business Announcements

- NNRDA issued a press release regarding the housing project in Jackpot, which continues to move forward.
- **Aultra Tank & Equipment** has officially announced its decision to establish operations in **Wells, NV**. As a national leader in propane tank refurbishment, Aultra's western expansion will bring **20–25 skilled jobs** to the region. The company plans to invest **\$8–10 million** and build a **23,000 sq. ft. facility** in the Wells Industrial Park.

Digital Marketing Initiatives

- Two new videos were created for NNRDA's YouTube channel: one focused on **Aerospace & Defense**, and the other a brief **Business Recruitment** video. Both align with NNRDA's strategic marketing goals.
- NNRDA partnered with **Susan Goddard and Amplified** for a targeted advertising campaign. This initiative allows us to track website visitors' behavior and interests. Approximately **10% of visitors** are viewing Industrial Site pages, enabling Sheldon to target those users with direct outreach.

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- Google Ads campaigns were launched to target cities that host large conventions and business events. For example, an ad placed in the business district of **Dallas, TX** resulted in **2,000 clicks out of 9,000 impressions**. While inquiries are still pending, early engagement appears promising.

Community Development

- The **CEDS grant** has officially closed out. NNRDA received its final closeout letter and funding. Next steps will need to be determined.
- Sheldon developed the **BOHA Energy Initiative** in Eureka County, engaging the **Duckwater Tribe**, a **vanadium mine**, and an **energy storage company** to explore regional energy opportunities. However, the Tribe was already partnered with Mt. Wheeler Power and declined further participation at this time.
- NNRDA met with an organization called **Save Your Town**, introduced through a contact in Illinois. The group is already working in **Lander County**, and NNRDA will continue to monitor their progress with the potential to expand into other communities.

Infrastructure Projects

- NNRDA assisted with writing and submitting the **Wells Rail Grant** application under the **Rural & Tribal Assistance Program**. Due to high application volume, the system encountered technical issues. NNRDA is awaiting the opportunity to resubmit. Sheldon has shared all relevant information with **Jason Pengelly**.

Nuclear Power Exploration

- Sheldon and **Jon Karr** have been in discussions with **Westinghouse** and **Energy Solutions**, the latter of which is reportedly exploring Utah sites. Sheldon reached out to Energy Solutions leadership to advocate for siting in Northeastern Nevada. Initial conversations were positive, and follow-up is planned.

Housing Initiatives

- NNRDA has engaged with modular and prefabricated housing companies, including **Boxabl** (Las Vegas) and **Mod Homes** (Utah), currently active in Cedar City. Sheldon plans to visit these companies to assess potential partnerships and develop scalable housing solutions for the region.

Business Engagements & Events

- Sheldon attended the **Utah Tech Symposium**, anticipating aerospace and defense networking. While the event fell short of those expectations, there was some opportunity to promote Northeastern Nevada.
- In **Carson City**, Sheldon testified on **AB8540**, the Governor's housing bill, voicing strong support for any resources that can aid rural housing development.
- He also attended a **housing development meeting in Eureka**, where regional housing challenges and solutions were discussed.
- Sheldon was present at the **West Wendover Firehouse ribbon cutting**, attended the **SBA Awards Banquet** to support a local awardee, and welcomed the **Swedish Trade Mission** to Elko. The

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delegation toured local mines, and **Nevada Gold** hosted a mini reverse expo to facilitate introductions.

CDBG Activity

- Sheldon attended the **Community Development Block Grant (CDBG)** Committee Meeting in Carson City.

Upcoming Events and Initiatives

- NNRDA is preparing for the **Elko Mining Expo** and the **Eureka Grant Summit**.
- Sheldon is forming a **sub-committee for the Launch Rural Nevada program** and invites interested board members to participate.
- Sheldon proposed a **complimentary one-year private membership** to attract new members and may include the idea in the next board agenda depending on interest.
- He is also considering an event called the **“Bullseye Bash”**, a celebratory gathering to recognize regional economic “wins” and formally welcome new companies to the area.

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

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 1:57 pm.

Respectfully submitted:

_____KA_____

Kris Ashdown, NNRDA Executive Assistant