

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

**Great Basin College
VIA ZOOM**

<https://us06web.zoom.us/j/82834798211>

1500 College Parkway

Elko, NV 89801

Wednesday, March 25, at 1:00 pm

A. CALL TO ORDER: By NNRDA Chair of the Anthony Dowling with NV Energy.

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:

Richard Braithwaite-City of Carlin

Nathan Robertson-City of Ely

Cutter Love-City of W. Wendover

Beth Savedra-City of Wells

Paula Carson-White Pine County

Anthony Dowling-NV Energy

Brianne Morfin-WaFd Bank

BOARD MEMBERS:

Susan Goddard-EDFP

Amber Donnelly-GBC

Donna Bath-Silver Lion Farms

Nate Johnston-Staker Parson

Luke Fitzgerald-Koinonia Construction

Jennifer Jonas-NGM

GUESTS:

Joe Brown-CB Elko

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.

There was no public comment.

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

D. MINUTES:

- 1) Approval of the February 2026 Board of Directors Meeting Minutes.

FOR POSSIBLE ACTION

ACTION: Amber Donnelly made a motion to approve the February 2026 Board of Director's Meeting Minutes. Beth Savedra seconded the motion. The motion passed unanimously.

E. NNRDA FINANCIALS:

- 1) Review and approval of financials for February 2026.

FOR POSSIBLE ACTION

ACTION: Beth Savedra made a motion to approve the Financials for February 2026. Nathan Robertson seconded the motion. The motion passed unanimously.

F. NEW BUSINESS:

- 1) Review, discussion, and possible action regarding marketing proposal for Elko Regional Airport.

FOR POSSIBLE ACTION

DISCUSSION:

NNRDA has been exploring advertising opportunities with the Elko Regional Airport for some time. With approximately 25,000 travelers passing through the airport annually, the board agreed this presents a strong opportunity to promote the NNRDA brand. The airport utilizes a third-party vendor for advertising, offering several options ranging from \$450 to \$800 per four-week period.

The target audience would primarily include visitors attending major events such as MinExpo and the Cowboy Poetry Gathering. Mr. Mudd noted that, in comparison, advertising at the Salt Lake City Airport starts at approximately \$5,000, which is well beyond NNRDA's budget.

Nathan Robertson (City of Ely) inquired about the availability of performance reporting to determine how many individuals would view the advertisements. Mr. Mudd indicated that this was not discussed but suggested the possibility of incorporating a QR code to help track engagement. Susan Goddard, serving as the board's marketing resource, explained that it is generally not possible to capture accurate viewership data from rotating digital ads, comparing it to radio advertising where audience exposure cannot be guaranteed. Despite this limitation, she expressed support for airport advertising as a worthwhile investment.

Mayor Robertson asked whether NNRDA had considered alternative options such as billboard advertising or digital marketing, which may offer more measurable results. Mr. Mudd responded that billboard advertising costs are comparable, averaging \$700-\$800 per month, while NNRDA has already invested in digital marketing efforts with limited success to date.

The board also discussed the possibility of timing advertisements around major events, potentially running campaigns in shorter intervals if allowed by the vendor. Richard Braithwaite (City of Carlin) shared that previous attempts to secure billboard space were unsuccessful due to limited availability and long-term lease requirements, noting that airport advertising may provide a more targeted audience.

Nate Johnston (Staker Parson) added that airport advertising offers increased exposure, as travelers spend extended time waiting in terminals and at baggage claim, allowing for greater engagement compared to roadside billboards.

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

Mr. Mudd also mentioned the potential to expand advertising efforts to surrounding Fixed Base Operators (FBOs) within the region. He concluded that if the advertising schedule can be effectively staggered, NNRDA will proceed; otherwise, the proposal will be brought back to the Board for further approval. NO ACTION TAKEN

G. REPORTS

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

REPORT:

- Conversation with Elko Airport
- Housing Conversations – I 80 Open House in Eureka with a few developers
- Coming up in June in Ely – Nevada’s Builder’s Alliance with a few developers
- Conversation with a Small Home Developer out of Illinois

PRESENTATIONS:

- Elko Board of County Commissioners
- Elko Rotary Club
- If any of our members want Sheldon to come to you, just ask.

RECONNECTS:

- BNSF – specifically for West Wendover
- Governor’s Office of Energy- New project in Ely with Mt. Wheeler Power

MARKETING:

- CONEXPO (Construction Expo in Las Vegas) – 13,543 impressions and 333 people click on our ad
- AUSA (Association of United States Army) Global Force Symposium in Huntsville Alabama – currently happening, will give feedback at our next meeting.

EVENTS:

- Ongoing planning for NNRDA’s On Target Event coming up April 2nd.

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

No report from Shirley Alen-Kellerman this month.

H. BOARD MEMBER REPORTS

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

I. 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.

THERE WAS NO PUBLIC COMMENT.

- J. ADJOURN: Meeting was adjourned at 1:41 pm.**

Respectfully submitted:

_____ KA _____
Kris Ashdown, NNRDA Executive Assistant