

II. New Business:

1. Approval of Agenda, Including Removal of Agenda Items-Chairman McIntosh:

Motion: Member Bullis moved to accept agenda as presented.

Motion seconded: Member Henry. **Motion carried.**

2. Approval of Paycheck Protection Program Application from the Small Business Administration; the forgivable loan will be under \$65,000:

Chairman McIntosh said the Paycheck Protection Program has been successful for small businesses. Our bank has submitted a request to the SBA of Nevada and has written confirmation that we are eligible. We need Board approval to be able to apply for a loan. Up to eighty percent can be used for wages and other expenses for employees and then the other twenty percent can be used for utilities. It is fully forgivable. It is anticipated it will probably be about \$52,00 to \$60,000.

Motion: Member Carson moved to approve the Paycheck Protection Program Application from the Small Business Administration with the forgivable loan to be under \$65,000.

Motion seconded: Member Bullis. **Motion carried.**

3. Approval of Expenditures Related to Bike Magazine Influencer Campaign in the Amount of \$60,000 Split Between Four (4) Payments:

Director Horvath said a solid opportunity has been brought to us by Bike Magazine to do a multi-month influencer campaign. One of our goals for expanding the outdoor recreation industry but bring the industry in is to have more manufacturers here to test out their products here and use our mountains as their testing grounds. That puts the industry seal of approval on your destination. It solidifies you in the greater national market among all the other mountain bike destinations. The goal is to try to get more influencers out here that are doing organic marketing for us. Bike Magazine is one of the top industry magazines in the world. They have a huge following not only through their subscriptions but also through their on-line presence. This is having Bike Magazine coming out for a month and creating videos that highlight the town. They are creating print and digital content. We will get to keep a lot of that content royalty free to use on our own. The Bike Magazine crew would be out here in September. We can do four payments over the course of the year ending in April 2021. Kyle would be looking for partnership with the train and opening Ely up as a destination. Kyle said we will be paring down some of the other marketing but still making sure we will be providing marketing to the entire community and events that are going on.

Mr. Chachas felt this was a good idea. His only concern is that for the next year to a year and a half we will be pressed to find accommodations with the construction going on. He wanted to know when the people would be coming in. Kyle said they will be coming out in the month of September and then there is a lag time. The release of the edition will be in early Spring.



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Bid Mtg.

Attachment from Iseo Chachas