

# PAHRUMP TOWN BOARD AGENDA

Mike	Vicky	Carolene	Tom	Harley
Darby	Parker	Endersby	Waters	Kulkin
Chair	Vice-Chair	Clerk	Member	Member

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## NOTICE TO MEMBERS OF THE AUDIENCE

The Pahrump Town Board meets the second and fourth Tuesday of each month at 7:00 PM in the Nye County Building, 2100 E. Walt Williams Drive. Agendas are available at the Town Office on the Thursday prior to each Board meeting and are posted on the Town website at [www.pahrumpnv.org](http://www.pahrumpnv.org)

BOARD MEMBER	PHONE	EMAIL	TERM EXPIRES DECEMBER 31
Mike Darby	764-0751	<a href="mailto:mdarby@pahrumpnv.org">mdarby@pahrumpnv.org</a>	2012
Vicky Parker	764-8809	<a href="mailto:vparker@pahrumpnv.org">vparker@pahrumpnv.org</a>	2012
Carolene Endersby	764-8791	<a href="mailto:cendersby@pahrumpnv.org">cendersby@pahrumpnv.org</a>	2014
Dr. Tom Waters	764-0949	<a href="mailto:twaters@pahrumpnv.org">twaters@pahrumpnv.org</a>	2014
Harley Kulkin	727-1525	<a href="mailto:hkulkin@pahrumpnv.org">hkulkin@pahrumpnv.org</a>	2014

NOTE: Town Board agendas will be posted online at [www.pahrumpnv.org](http://www.pahrumpnv.org).

There may be a quorum of Pahrump Advisory Board members present at Town Board meetings.

## TOWN OF PAHRUMP MISSION STATEMENT

**“Our mission is to balance our history as a rural community with our need to provide appropriate and sustainable services to our citizens and those who visit our community. We will do this by demonstrating honest, responsive leadership and partnering, when appropriate, to augment our resources.”**

SPECIAL NOTE: Any member of the public who is disabled and requires accommodation or assistance at this meeting is requested to notify the Pahrump Town Office in writing or call 775-727-5107, prior to the meeting. Assisted listening device is available at Town Board Meetings upon request with 24 hour advance notice.

"The Chairman and Pahrump Town Board members intend that their proceedings should demonstrate the highest levels of decorum, civic responsibility, efficiency and mutual respect between citizens and their government. The Board respects the right of citizens to present differing opinions and views, even criticism, but our constitutional republic cannot function effectively in an environment of personal attacks, slander, threats of violence and willful disruption. To that end, the Nevada Open Meeting Law provides the authority for the Chair of a public body to maintain the decorum and to declare a recess if needed to remove any person who is disrupting the meeting, and notice is hereby provided of the intent of this body to preserve the decorum and remove anyone who disrupts the proceedings".

**PAHRUMP TOWN BOARD MEETING  
NYE COUNTY ADMINISTRATIVE COMPLEX  
2100 E WALT WILLIAMS DRIVE  
TUESDAY – 7:00 P.M.  
October 25, 2011  
AGENDA**

- 1. Call to Order, Moment of Silence, and Pledge of Allegiance.**
- 2. Discussion and Possible Decision** regarding Moving the Order of or Deleting an Agenda Item(s). (For Possible Action)
- 3. Presentation** by Mr. Mark Spencer, BLM Field Manager Pahrump Field Office on projects within the Town of Pahrump and other matters related to Pahrump. (Non-Action Item)
- 4. Announcements** (Non-Action Item)
- 5. Public Comment:** Action may not be taken on matters considered during this period until specifically included on an agenda as an action item – NRS241.020(2)(c)(3). (Non-Action Item)
- 6. Advisory Board Reports** from Advisory Board Chairpersons and/or Town Board Liaisons on the Status of Advisory Boards. (Non-Action Item)
- 7. Discussion** on Town of Pahrump Economic Development Report. (Non-Action Item)
- 8. Discussion and Possible Decision** to Select and Award RFP #2011-01, Video Production Services and approve funding payable from Tourism Room Tax Fund. (For Possible Action)
- 9. Discussion and Possible Decision** Regarding the future of the Fall Festival (Fair & Festival). (For Possible Action)
- 10. Discussion and Possible Decision** to Direct Staff to Initiate the Process of Amending the Business License Ordinance(s), Including but Not Limited to Drafting and Publishing the Title and a Summary of the Proposed Ordinance. (For Possible Action)
- 11. Discussion and Possible Decision** to Direct Staff to Initiate the Process of Amending the Room Tax Ordinance(s), Including but Not Limited to Drafting and Publishing the Title and a Summary of the Proposed Ordinance. (For Possible Action)
- 12. Discussion and Possible Decision** Consent agenda items: (For Possible Action)
  - a. Action – Approval of Town Vouchers.
  - b. Action – Approval of Town Board Minutes for October 11, 2011.
  - c. Action – Approval to Accept Mr. Mike Hrubetz to the Public Lands Advisory Board.
- 13. Future Meetings/Workshops: Date, Time and Location** (Non-Action Item)
  - a. January 2012 Workshop – Town Board & Advisory Boards

#### **14. Staff's Comments (Non-Action Item)**

- a. Town Manager Report

#### **15. Town Board Member's Comments (Non-Action Item)**

#### **16. Adjournment**

A quorum of Advisory Board members may be present at any Town Board meeting but they will not take any formal action.

*Any member of the public, who wishes to speak during public comment or on an agenda item, at the appropriate time, will be limited to three (03) minutes. Items may be taken out of order. Items may be combined. Items may be pulled or removed from the agenda at any time.*

*Any member of the public who is disabled and requires accommodations or assistance at this meeting is requested to notify the Pahrump Town Office in writing, or call 775-727-5107 prior to the meeting. Assisted listening devices are available at Town board meetings upon request.*

This notice and agenda has been posted on or before 9:00 a.m. on the third working day before the meeting at the following locations:

PAHRUMP TOWN OFFICE, COMMUNITY CENTER, TOWN ANNEX, COUNTY COMPLEX, FLOYD'S ACE HARDWARE, and CHAMBER OF COMMERCE



**AGENDA ITEM REQUEST**

Requests and backup must be into the Town Office by **3:00 p.m. ten (10) business days before the preceding Town Board meeting** you wish the item presented. Town Board meetings are held on the second and fourth Tuesday of each month at 7:00 p.m. in the Bob Ruud Community Center.

<u>DATE AGENDA ITEM SUBMITTED</u> 10/10/2011	<u>DATE OF DESIRED BOARD MEETING</u> 10/25/2011
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**CIRCLE ONE:**    Action Item                      Non-Action Item                      Presentation

**ITEM REQUESTED FOR CONSIDERATION:**  
Presentation by Mr. Mark Spencer, BLM Field Manager, Pahrump Field Office on projects within the Town of Pahrump and other matters related to Pahrump.

*If request for funding is approved by the Town Board, an invoice or letter from the requestor to Town of Pahrump/Accounts Payable is required to receive funding.*

**BRIEF SUMMARY OF ITEM:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**BACKUP ATTACHED:**     YES                       NO

**NAME OF PRESENTER(S) OF ITEM:**    Mr. Mark Spencer, Field Manager BLM

**SPONSORED BY:**

<u>William A. Kohbarger, Town Manager</u> Print Name	<u></u> Signature
<u>400 N. Hwy 160</u> Mailing Address	<u>(775) 727-5107 ext. 305</u> Telephone Number

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DATE AGENDA ITEM SUBMITTED <u>10/10/2011</u>	DATE OF DESIRED BOARD MEETING <u>10/25/2011</u>
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**CIRCLE ONE:**    Action Item                      Non-Action Item                      Presentation

ITEM REQUESTED FOR CONSIDERATION:  
Announcements.

*If request for funding is approved by the Town Board, an invoice or letter from the requestor to Town of Pahrump/Accounts Payable is required to receive funding.*

BRIEF SUMMARY OF ITEM:  
See Attached.

BACKUP ATTACHED:     YES                       NO

NAME OF PRESENTER(S) OF ITEM:    Pahrump Town Board, Citizens & Staff

SPONSORED BY:

<u>Pahrump Town Board</u> Print Name	<u><i>Pahrump Town Board</i></u> Signature
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<u>400 N. Hwy 160</u> Mailing Address	<u>(775) 727-5107 ext.</u> Telephone Number
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# Announcements

October 25, 2011

- Incorporation Advisory Board will meet on October 26<sup>th</sup> at 6pm in the Town Annex.
- Pahrump Boundary Line Advisory Board will meet on October 27<sup>th</sup> at 6:30pm in the Town Annex.
- Public Lands Advisory Board will meet on November 2<sup>nd</sup> at 7pm in the Town Annex.
- The Pahrump Tourism Board will meet will be on November 3<sup>rd</sup> at 8am in the Town Annex.
- The Youth Advisory Board will meet on November 9<sup>th</sup> at 2:30pm in the Town Annex.
- The Arena Advisory Board will meet on November 10<sup>th</sup> at 7pm in the Town Annex.
- The Nuclear Waste and Environmental Advisory Board will meet on November 11<sup>th</sup>, Veteran's Day, at 2pm in the Town Annex.
- The Community Center Advisory Board is currently scheduled to meet on November 11<sup>th</sup>, also Veteran's Day at 7pm in the Town Annex.
- Parks and Recreation Advisory Board will meet on November 16<sup>th</sup> at 6:30pm in the Town Annex.
- The Veterans Memorial Advisory Board will meet on November 17<sup>th</sup> at 6pm in the Town Annex.
- Us-TOO Prostate Cancer Support Group will meet on October 27<sup>th</sup> in the Hospital Training Room from 6:00 PM.
- A campaign fundraiser for Restore the Pride will take place on October 29<sup>th</sup> from 11:30am to 2:00pm at Ian Deutch Memorial Park.
- The Breast Cancer Support Group will meet November 18<sup>th</sup> from 11:00am-12:30am at the Nathan Adelson Hospice.
- The 13<sup>th</sup> Annual Pahrump Powwow will take place from November 18<sup>th</sup> through the 20<sup>th</sup> at Petrack Park. For further information contact Paula Elefante at 209.3444.
- The Pahrump Valley Youth Activities will be holding a Bowl-a-Thon on November 19<sup>th</sup> from 3pm-6pm at the Pahrump Nugget.
- Nye Communities Coalition will be sponsoring the annual community Thanksgiving Dinner on November 24<sup>th</sup> from 1pm-3pm at the old Manse Elementary School. If you are able to volunteer please contact Linda DeMeo, Ron Fairbiarn, or Monica King. If you are able to supply donations non-perishable foods may be taken to the Homestead Café.
- The Social Security Administration will be in the Town Annex on November 29<sup>th</sup> at 9am.

# THE 13th ANNUAL PAHRUMP POWWOW

In Honor and Memory of Joe Morris, USMC,  
WW2 Navajo Code Talker



**Native American Crafts, Music**

**Food and Dancing**

**Daily Raffles & Sunday 50/50**

**Michael Reifel - MC**

**Richard Vigil - Head Gourd Dancer**

**DRUMS**

**SOUTHERN SOUL**

**WHITE CLOUD**

**DANCE CONTESTS**

**ALL Dancers & Drums Welcome**

[www.travelnevada.com](http://www.travelnevada.com)

**Powwow Walk for Diabetes**

**Saturday, November 19**

[walk.powwow@gmail.com](mailto:walk.powwow@gmail.com) or 775-751-1529

**Best Western Motel Ph. 866-713-9688**

**NOVEMBER 18, 19 & 20, 2011**

**Petrack Park**

[pahrumpowwow@yahoo.com](mailto:pahrumpowwow@yahoo.com) or 775-209-3444



Pahrump Valley Youth Activities

# BOWL-A-THON

**PAHRUMP  
NUGGET**  
HOTEL & CASINO

***ALL AGES WELCOME!***

**November 19, 3 - 6 pm**

Pahrump Valley



YOUTH ACTIVITIES

**Pahrump Nugget Bowling Center**

**681 S. Hwy 160**

**Pahrump, NV 89048**

**775-751-6525**



**Single Players - \$15**

**6 player teams - \$60 per team**

**OR towards the kids**

**pledge a minimum of .10 cents per pin**

(Includes shoes and 2-Games of bowling)

**50/50 Raffle**

*and for the kids...*

**Prizes for getting the most pledgers**

**Prizes for raising the most money**

**For more information please contact**

**Rodney Camacho 775-513-6569**

**Tom Saitta 775-727-0102**

**or contact the Pahrump Nugget Bowling Center**

**Pick up sign up sheets at**

**Pahrump Nugget**

**Saitta Trudeau Chrysler Dodge and Jeep**

**Freedom of Praise Ministries**

**681 S. Hwy 160**

**1541 E. Wahkiakum Ave.**

**921 S. Highway 160, #401**

All proceeds benefit the Pahrump Valley Youth Activities





50/50 Raffle  
Prize for Most Pledgers  
Prize for Most Money Raised

**Saturday, November 19, 3-6 pm**  
**681 S. Hwy 160**

*Shoes & 2 - Games  
provided*

**4 WAYS TO PARTICIPATE**

- > **SPONSOR A CHILD AT .05 CENTS (OR MORE) A PIN**
- > **\$15 PER PERSON**
- > **\$60 - 6 PLAYER TEAM**
- > **OR MAKE A DONATION**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell: \_\_\_\_\_

\*\*\*\*\*

Child you are sponsoring: \_\_\_\_\_ Age: \_\_\_\_\_

Pledge amount of \_\_\_\_\_ per pin

\*\*\*\*\*

One time Donation of: \_\_\_\_\_

\*\*\*\*\*

Single Bowlers Name: \_\_\_\_\_ \$ \_\_\_\_\_

\*\*\*\*\*

Team Name: \_\_\_\_\_ \$ \_\_\_\_\_

\*\*\*\*\*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Help Give Our Neighbors a Reason to be *thankful* this

## *Thanksgiving.*

Support the  
**NyE Communities Coalition Holiday Task Force  
Annual Community Thanksgiving Dinner.**

November 24, 2011 ~ 1:00 - 3:00 pm  
1020 E. Wilson Road, The Old Manse Elementary School.

### *Volunteer Needs*

- Dining Room Set Up
- Decoration Crew
- Greeters
- Kitchen Help
- Servers
- Beverage Service
- Dessert Table
- Clean Up

### *Donations Needed*

#### **NON-PERISHABLE FOOD**

items are being accepted at the  
**Homestead Café** located at  
2780 Homestead.

Suggested Non-perishable food items:  
Yams, Stuffing, Cranberry Sauce,  
Green Beans, Coffee, Sugar,  
Artificial Sweeteners, Paper Cups,  
Paper Plates, Napkins, To-Go Boxes,  
Iced Tea mix, Lemonade.

#### **MONETARY CONTRIBUTIONS**

and local Grocery store Gift Cards  
can be dropped off or mailed to:

NyE Communities Coalition  
1020 E. Wilson Road  
Pahrump, Nevada, 89048

Please make checks payable to  
NyE Communities Coalition and note  
"Thanksgiving Dinner" on the memo line.

If you know of any  
home bound  
individual who would  
appreciate a  
Thanksgiving dinner,  
please give us a call.



To volunteer or donate your time, talent or resources contact:  
Linda DeMeo 775-209-4683, Ron Fairbairn 775-751-1804  
or Monica King 775-751-6171.

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<u>DATE AGENDA ITEM SUBMITTED</u> 10/10/2011	<u>DATE OF DESIRED BOARD MEETING</u> 10/25/2011
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**CIRCLE ONE:**    Action Item                      Non-Action Item                      Presentation

ITEM REQUESTED FOR CONSIDERATION:  
Public Comment

*If request for funding is approved by the Town Board, an invoice or letter from the requestor to Town of Pahrump/Accounts Payable is required to receive funding.*

BRIEF SUMMARY OF ITEM:

BACKUP ATTACHED:     YES                       NO

NAME OF PRESENTER(S) OF ITEM:    Pahrump Town Board & Citizens

SPONSORED BY:

<u>Pahrump Town Board</u> Print Name	<u>Pahrump Town Board</u> Signature
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<u>400 N. Hwy 160</u> Mailing Address	<u>(775) 727-5107</u> Telephone Number
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**AGENDA ITEM REQUEST**

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**CIRCLE ONE:**    Action Item                      Non-Action Item                      Presentation

ITEM REQUESTED FOR CONSIDERATION:  
Advisory Board Reports.

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*If request for funding is approved by the Town Board, an invoice or letter from the requestor to Town of Pahrump/Accounts Payable is required to receive funding.*

BRIEF SUMMARY OF ITEM:

BACKUP ATTACHED:     YES                       NO

NAME OF PRESENTER(S) OF ITEM:    Town Board & Advisory Boards

SPONSORED BY:

<u>Pahrump Town Board</u> Print Name	<u>Pahrump Town Board</u> Signature
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<u>400 N. Hwy 160</u> Mailing Address	<u>(775) 727-5107 ext.</u> Telephone Number
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**AGENDA ITEM REQUEST**

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**CIRCLE ONE:**    Action Item                      Non-Action Item                      Presentation

ITEM REQUESTED FOR CONSIDERATION:  
Discussion on Town of Pahrump Economic Development Report.

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*If request for funding is approved by the Town Board, an invoice or letter from the requestor to Town of Pahrump/Accounts Payable is required to receive funding.*

BRIEF SUMMARY OF ITEM:  
See attached ED Report

BACKUP ATTACHED:     YES                       NO

NAME OF PRESENTER(S) OF ITEM:    Town Manager & Staff

**SPONSORED BY:**

Pahrump Town Board  
Print Name

*Pahrump Town Board*  
Signature

400 N. Hwy 160  
Mailing Address

(775) 727-5107 ext.  
Telephone Number

Economic Development Status Report for Pahrump Town Manager 19 Octt 11  
 Starting new report will add activity as it occurs.

Company Code	Contact	Date	Type of Contact	Referral	Discussion Company Needs	Need Funds	Info Provided	ED Response Action	Follow-U	Status	% Success
AMO10 CO0911	PM	10/11-12/20 10/12/2011	Phone Email Mtg	Business	Company interested in Pahrump for location for renewable energy Project	TBD PPP	Town Information Package	Visited list of sites met TMI follow up VEA. Discussed Business objectives & Pahrump	Contact 11/3/2011	Active	60
HEL10 CO911	CEO	10/14/2011	Email Mtg	Business	Company interested Partnering with Pahrump Energy Project. Discussed candidates & sites Major Sponsor in upcoming Energy Conference	TBD	Additional Information Package Regarding Nye County assistance	Additional Information Package Regarding Nye County assistance	Contact 11/3/2011	Active	70
HKSVK 3P0711	CEO	10/19-20/20 10/3/2011	Phone Email	Business	Consultant for Foreign Gov & Business interested in Pahrump for location on manufacturing & green energy. Provides funding & products FTZ	No	Additional request Information	Setting meeting with potential company to partner with	Contact 10/21/2011	Active	50
MBW UNK0911	Consul	10/13/2011 10/12/2011	Phone Email	NV Energy	Uncommitted requiring additional information on Pahrump	UNK	Specific detailed information Working with County Depts	Emailed information, serveral phone follow ups. Requested additional testing in Valley	Contact Pending	Active	UNK
BPI10 CO0711	COO	10/12/2011	Phone	NCED	Company still considering expansion Internal Evaluations, Transportation cost Concern	UNK	Transportation & shipping options, contacts provided.	No longer sense of urgency Seeking additional incentives currently nothing to offer	Contact 10/28/2011	Active	UNK
WSR8 CO910 CEO	CEO CMO CEO	10/19/2011 Twice Daily 10/19/2011	Mtg Phone Meet	Business	Seeking additional funding & Incentives from Town or County.	Yes	MOU was presented 2 Town MOU discussed with County & Potential options	Qualified Investor presented with terms during recent meeting.	Contact 10/28/2011	Active	60
CDL10 CO1011	Site Selector	10/3/2011 10/4/2011	Email Phone	Business	Conducting Site Review Evaluation 4 Retail Store Requesting specific information on Pahrump	TBD	Town Information Package Specific to requested info	No further action from Town while firm completes due diligence	Contact 11/4/2011	Active	UNK

Mtg= Meeting TBD = To Be Determined UNK= Unknown, Business= Economic Development Peer/Friend Personal Referral  
 NCED= Nevada Commission Economic Development  
 CEO= Chief Operating Officer, COO= Chief Operations Officer  
 MOU= Memorandum of Understanding  
 PPP= Public Private Partnership  
 PM= Project Manager, CMO= Chief Marketing Officer

Economic Development Status Report for Pahrump Town Manager 20 Oct11  
 Starting new report will add activity as it occurs.

Company Code	Contact	Date	Type of Contact	Referral	Discussion Company Needs	Need Funds	Info Provided	ED Response Action	Follow-U	Status	% Success
EE8CO 1109	CEO	10/13-17/20	Phone Email Mtg	Business	Company interested in Pahrump for new site Relocate facility for expansion	YES PPP	Contacted with New potential Pahrump site Business assistance helpful	Have done everything possible. Need public financial assistance to relocate	Contact 11/28/2011	Active Semi	40
NAPC 2P-0609	CEO	10/18/2011	Phone Mtg	Business	Getting closer to completing product adjustment Need site, discussed requirements Product Patent filed, approved and recieved	YES	None required at this time	Referred business contacts to assist work needed to complete Business assistance helpful	Contact 10/26/2011	Active	50
IPVEC 7CO-1210	CEO	10/14/2011	Phone Email	Business	Contacted Town to update staus of development	No	None at this time	None just maintaining relationship	Contact 11/22/2011	Active	50
WLR8P 510	CEO	10/10-17/20	Phone Email	Town	Attempting to renew interest in Pahrump Had prior challenges in establishing operation here.	UNK	Contacted with New potential Pahrump site	Emailed information, serveral phone follow ups. Requested face to face meeting. Out of Town	Contact Pending	Active	UNK
FRI10CO 708	CEO	10/12-14/20	Phone	Business	Company still considering establishing operation in Pahrump. Numberous arrangements & funding	UNK	None needed at this time	Maintaing Contact & Offer help	Contact 11/14/2011	Active	50
WD10CO 111	Owner	10/12/2011	Email Phone	Town	Seeking funding for Town site	Yes	Decide on Pahrump	Maintaing Contact & Offer help	Contact 10/26/2011	Active	80
AMX7CO 811	CEO	10/13/2011 10/18/2011	Email Phone	Business	Conducting Site Review Evaluation Decided on Pahrump	YES	Seeking potential Partners Contact information	No further action from Town while firm completes due diligence	Contact 11/21/2011	Active	UNK

**NOTE:** Joint County & Town Meeting on Advancing Economic Development Incentives was held on 17 Oct 11. The meeting was successful in laying out Topics of Consideration. Agenda attached.

Mtg= Meeting TBD = To Be Determined UNK= Unknown, Business= Economic Development Peer/Friend Personal Referral  
 NCED= Nevada Commission Economic Development  
 CEO= Chief Operating Officer, COO= Chief Operations Officer  
 MOU= Memorandum of Understanding  
 PPP= Public Private Partnership  
 PM= Project Manager, CMO= Chief Marketing Officer

**AGENDA ITEM REQUEST**

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<u>DATE AGENDA ITEM SUBMITTED</u> 10/3/2011	<u>DATE OF DESIRED BOARD MEETING</u> 10/25/2011
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**CIRCLE ONE:**    Action Item                  Non-Action Item                  Presentation

ITEM REQUESTED FOR CONSIDERATION:  
Discussion and Possible Decision to Select and Award RFP #2011-01, Video Production Services and approve funding payable from Tourism Room Tax Fund.

*If request for funding is approved by the Town Board, an invoice or letter from the requestor to Town of Pahrump/Accounts Payable is required to receive funding.*

BRIEF SUMMARY OF ITEM:  
See attached copy of Tourism Promotional Video Scoring Sheet, Gold Creek Proposal, Joshua Tree proposal, KPVM proposal, and M Creative proposal.

BACKUP ATTACHED:     YES                   NO

NAME OF PRESENTER(S) OF ITEM:    PTCC Representative

SPONSORED BY:

<u>Pahrump Town Board</u> Print Name	<u>Pahrump Town Board</u> Signature
---	--

<u>400 N. Hwy 160</u> Mailing Address	<u>(775) 727-5107</u> Telephone Number
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**TOURISM PROMOTIONAL VIDEO**

	CREATIVITY	PROFESSIONAL / TECHNICAL COMPETENCY	PRICING	QUALITY OF OVERALL PRESENTATION	LOCATION LOGISTICS	RELATED EXPERIENCE	COMMENTS:	Total
<b>Gold Creek</b>	3	3	\$14,975	3	3	2	clear, crisp, easily visible videography, good storytelling and intro, excellent segue, well edited, good cinematography. An emotional connection.	14
<b>Joshua Tree</b>	4	4	\$26,535	4	4	3	excellent story telling, clear crisp, visible frames, lacking transition and blending topics, excellent quality.	19
<b>KPVM</b>	3	2	\$11,900- \$13,900	2	5	2	knows content and familiar with needs, took initiative for well thought out demo, dark frames, shadowy, cant make out images.	14
<b>M Creative</b>	5	5	\$11,840- \$14,939	4	3	4	demo reels clear and crisp, easily visible, cinematic presentation, post production superior, their experience comes thru in their work providing an emotional connection.	21

CREATIVITY: artistic aspect, shots, lighting, editing, storytelling, emotional connectivity, content

PROFESSIONAL/TECHNICAL COMPETENCY: regarding demo video submitted - actors/characters, video standards, resolution, lack of audio or video flaws, camera work

QUALITY OF OVERALL PRESENTATION: Overall professional look of RFP proposal, adhered to guidelines, personalized

EXPERIENCE: client list, similar productions, length of time in business

RATING SCALE: based on 1 to 5, 1 being lowest and 5 being highest

**NOTE: This is not the Pahrump Video. The Pahrump Video has not been made yet. This is a demo reel to show creative ability and how the bidder can keep your attention and interest.**

**TOWN OF PAHRUMP, NEVADA  
REQUEST FOR PROPOSAL  
RFP NO. 2011-01**

**Video Production Services**

Notice is hereby given the Town of Pahrump, Nye County, Nevada is accepting proposals to provide video production services. Scope of Work and General Provisions are available on the Town's website [www.pahrumpnv.org](http://www.pahrumpnv.org) or by calling William A. Kohbarger at 775-727-5107, ext 305, or at the address noted below.

All proposals must be submitted according to the requirements noted in "General Provisions". Proposals must be sealed in an appropriate envelop and be plainly identified and marked RFP #2011-01. Proposals must be submitted before 4:00 PM, April 28, 2011, to the Town of Pahrump located at 400 N. Highway 160, Pahrump, Nevada 89060.

Action on proposals may be taken at the May 24th, 2011 Town Board meeting. The Town reserves the right to reject any and all proposals.

**GENERAL PROVISIONS**  
**RFP NO. 2011-01**

**Video Production Service**

The unincorporated Town of Pahrump, hereinafter the "Town", is soliciting proposals for Video Production Services. The selection process for the above will be by review and evaluation of written proposals and work samples. If necessary, finalists will be interviewed and committee-evaluated. Individuals and/or firms will be notified of date, time, and location if interviews are required.

**1. ADDENDA INTERPRETATIONS**

If it becomes necessary to revise any part of this RFP, a written addendum will be provided to you. The Town is not bound by any oral representation, clarifications, or changes made in the written specifications by the Town's agents, unless such clarification or change is provided to you in written addendum form from the Town's Board Members.

**2. PUBLIC RECORDS**

The RFP document and all proposals submitted in response thereto are public records. You are cautioned not to put any material into the proposal that is proprietary in nature. All proposals submitted become the property of the Town.

**3. PERFORMANCE OF WORK**

The selected individual and/or firm shall perform all work as may be necessary to complete the contract in a satisfactory and acceptable manner, and unless otherwise provided, shall furnish all transportation, materials, equipment, labor and incidentals necessary to complete the work in the best possible and most expeditious manner.

**4. FORM OF CONTRACT**

A legal agreement will be signed by both parties incorporating all of the terms of the Request for Proposal documents and the selected individual or firm's Proposal. All contracts are subject to the review and approval by the attorney for the unincorporated Town of Pahrump.

**REQUEST FOR PROPOSAL**  
**RFP NO. 2011-01**

**Video Production Service**

**1. DESIGNATED CONTACT**

William Kohbarger, Town Manager, will respond to questions concerning the scope of work and the selection process of this RFP. His phone number is (775) 727-5107 ext 305, and e-mail: [bkohbarger@pahrumnv.org](mailto:bkohbarger@pahrumnv.org)

**2. PROPOSAL COSTS**

There shall be no obligation on behalf of the Town to compensate individuals or firms for any costs of responding to this Request for Proposal.

**3. METHOD OF EVALUATION AND AWARD**

A selection committee consisting of Town staff will review all proposals. Interviews may be conducted with some or all bidders. Final award will be made by the Town Board.

**4. SUBMITTAL REQUIREMENTS**

Submit one original and six copies of the Proposal to:

Town of Pahrump  
c/o Pahrump Town Manager  
400 N. Highway 160  
Pahrump, NV 89060

Proposals must be received at the above location prior to:

**4:00 p.m. PDT**  
**April 28, 2011**

**Proposals received after the deadline will be returned unopened.**

All proposals must be submitted in a sealed envelope plainly marked, "RFP No. 2011-01 with the name and address of the responding firm in the upper left-hand corner. No responsibility will attach to the Town, any official or agent thereof, for the pre-opening of, post-opening, or the failure to open a proposal not properly addressed and identified.

All proposals shall be on 8-½' x 11" paper, with tabbed dividers labeled by section: to correspond with the format indicated below:

**Section A**

Experience with similar clients and projects

**Section B**

Staff qualifications and availability

**Section C**

Exceptions to Scope of Work

**Section D**

Your firm's understanding of our project

**Section E**

Samples of similar projects

**Section G**

Cost for services on an annual basis

5. **ASSIGNMENT OF CONTRACTUAL RIGHTS**

It is agreed that this contract must not be assigned, transferred, conveyed, or otherwise disposed of by either party in any manner, unless approved in writing by the other party.

6. **AGREEMENT MODIFICATIONS**

Any contract resulting from this Proposal will include the following clause: "No provision will be deemed waived, amended, or modified by either party unless such waiver, amendment or modification is in writing and signed by the authorized agents of both parties.

7. **CONTRACT TERM**

This Agreement will be for an individual, one time service, with no renewal.

8. **INDEPENDENT CONTRACTOR**

The firm selected is deemed to be an independent contractor for all purposes and no agency, either expressed or implied, exists.

9. **PROFESSIONAL LIABILITY INSURANCE**

Provide certificate of liability coverage consistent with industry standards.

10. **AWARD OPTIONS**

The Town reserves the right to award this RFP on any basis which is in its best interest.

**SCOPE OF WORK**  
**RFP No. 2011-01**

**Video Production Service**

**SCOPE OF WORK**

**General**

Three (3) promotional videos of the Pahrump Valley designed to encourage tourism to the area by showcasing amenities and attractions within the valley and by highlighting regional attractions within a 1-2 hour drive of Pahrump.

**Intended Uses**

1. Town and tourism web sites, in addition to links to/from area businesses.
2. E-mail transmittal, Facebook, You Tube and other new media channels.
3. Large and small screen display at trade shows.

**Basic Specs**

Three (3) videos total:

1. 5-6 minutes in length (approximate)
2. 60 seconds in length
3. 30 seconds in length

**Technical Standards**

- 1080p full high-definition video
- 16:9 aspect ratio
- Compressed video for internet use must not exceed 2GB, and must conform to standard web formats
- Stereo (2-track) audio (minimum standard)
- All footage in the final cuts must be free of audio and video defects and related technical flaws
- Must conform to generally accepted professional production standards
- NO STOCK FOOTAGE-all video and still photography must be original and current (negotiable under certain circumstances)

**Specified Local Locations**

- Pahrump Winery's (two)
- Spring Mountain Motorsports Ranch
- Pahrump Fair and Festival (formerly Fall Festival) and other events as available
- RV parks
- Library
- Museum
- Dirt racing track
- Gambling options (slots, tables, bingo, keno, sports & race)

- Fine dining (or odd and unusual) dining options
- Entertainment options (lounges, outdoor concerts, karaoke, etc.)
- Hotels
- Town parks
- Rodeo arena
- Wheeler's Pass

### **Specified Regional Locations**

- Death Valley
- Hoover Dam (undecided)
- Las Vegas (emphasize shopping)
- Scotty's Castle
- China Ranch Date Farm
- Front Sight Firearms Training Facility
- Rhyolite
- Red Rock
- Dumont Dunes / Amargosa Dunes
- Ash Meadows
- Mt. Charleston
- Off road and ATV trails
- Tecopa hot springs
- Other racetracks in the Amargosa area (if time permits)

### **Location Standards**

Whenever possible, all locations should be video recorded at the optimum time of year visually, such as green trees in the summertime and spring flowers in Death Valley.

### **Creative Standards**

The content strategy must be approved by the Review Committee in advance, based upon the producer's recommendations, based upon the Council's initial input.

The Pahrump Town Board reserves the right of final approval.

**NO EXCESSIVE USE OF HAND-HELD SHOTS.** Most shots should be taken by use of a tripod with smooth, fluid panning and tilting.

### **Legal Considerations**

-The Town of Pahrump will own the "negative" of all completed video, and will also own all raw footage shot in the course of production.

-All copyrights accredited to the raw footage and final product will be reserved and held by the Town of Pahrump.

-The licensing agreement for any copyrighted music must be approved in advance by the Review Committee and/ or Town legal counsel and must specify that the video and music soundtrack are inseparable, with the transfer of copyright for inclusion within the final product specified as forever and throughout the world, in any and all media.

-The Town of Pahrump will be responsible for securing location shooting releases (including permits and insurance) for all privately owned (non-public) locations.

-In acknowledgement of the Town's ownership of all raw footage, at any point during the course of production, if the production contract is cancelled or rescinded for any reason, the:

1. Producer will deliver all raw footage shot to date without undue delay.
2. The Town will pay:
  - A pro rated portion of the total contract price based upon the mutually agreed upon presumption that shooting (production) amounts to 50% of the work and post-production amounts to the remaining 50% and;
  - All specified locations represent 100% of the footage to be shot; and
  - Will pro rate any payment based upon the percentage of the footage actually shot divided by all footage specified to be shot.

**Other**

All bids must be accompanied by a demo reel.

TOWN OF PAHRUMP  
BID RESULT

BID # 2011-01

Description: Promotional Video

Bidder Name: Gold Creek Films  
Contact Name: Ted Faye  
Address: 6167 Natick Ave  
N. Hills CA 91343  
Phone: 818 522-7904  
E-mail: \_\_\_\_\_

BID PRICE: \$ 14,975 00 *except none*

Signature of Bidder \_\_\_\_\_ Date \_\_\_\_\_

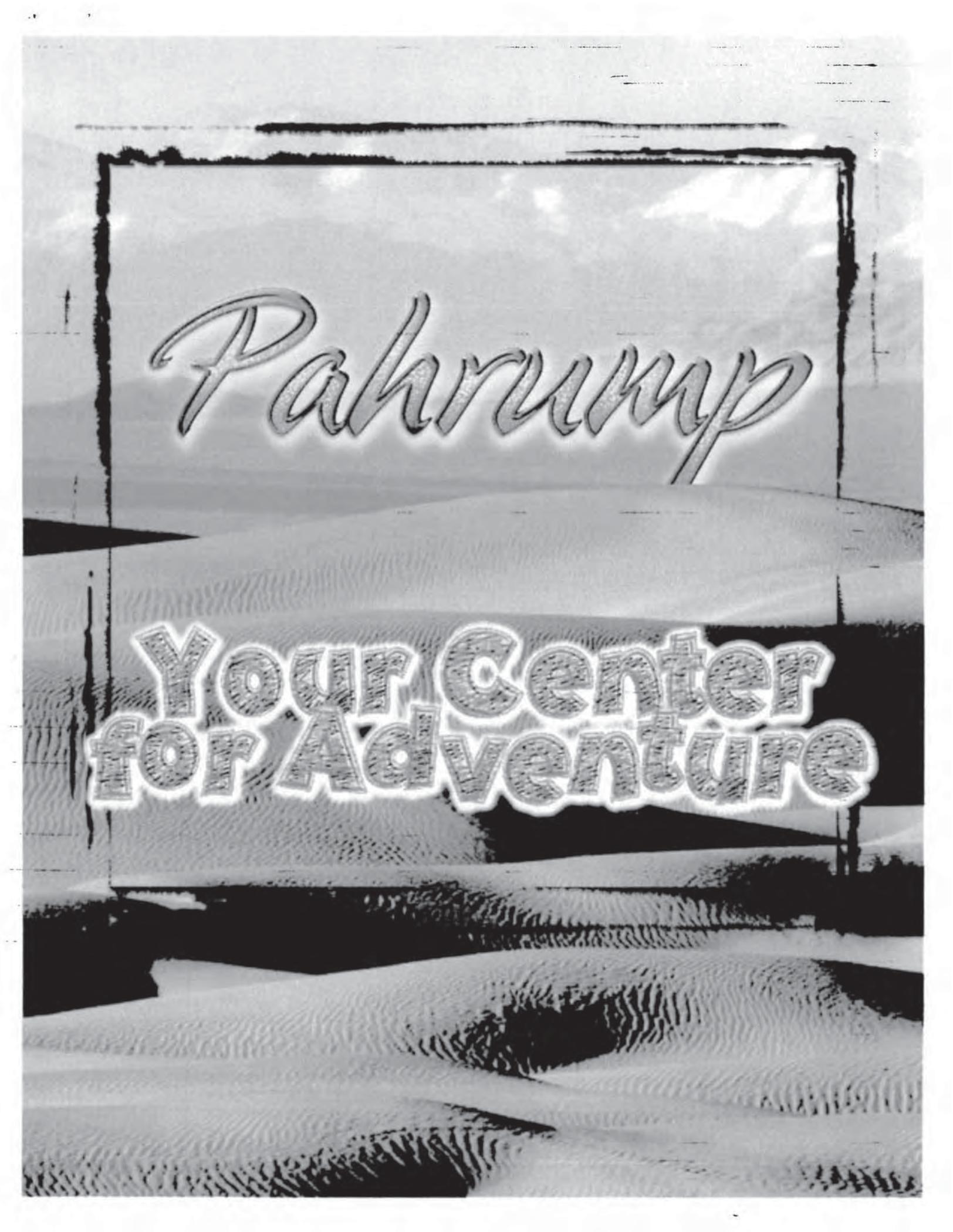
\*\*\*\*\*  
FOR OFFICIAL USE ONLY

Did bid submission meet Specifications? Yes  No   
If Exceptions were listed, was overall product/project satisfactory? Yes  No

Town Board Meeting Date: \_\_\_\_\_

SUCCESSFUL BIDDER? Yes  No

Attest: \_\_\_\_\_



*Pahrump*

**Your Center  
for Adventure**



GOLD CREEK FILMS

September 1, 2011

Town of Pahrump  
c/o Tourism Coordinator  
400 N. Highway 160  
Pahrump, Nevada 89060

To the Town Board:

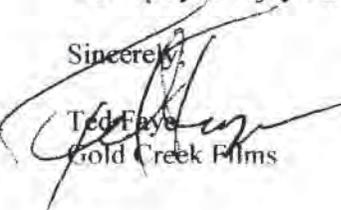
For nearly 15 years I have been wandering the desert regions around Death Valley, Pahrump, Rhyolite and vicinity telling the stories of these parts on film. The result has been nine film projects sold in and around Death Valley. Most recently we completed a distribution agreement to carry all nine of the Gold Creek Film projects throughout North America in the big box stores (Wal-Mart, K-Mart, Target, etc.).

In addition Gold Creek Films has worked closely with the Nevada Commission on Tourism on a number of interpretive projects including audio touring CDs and film projects for the Nevada State Parks. And we work very closely with Nevada Silver Trails, a local organization dedicated to promoting southern and Central Nevada. So when the opportunity came to help Pahrump tell its story, it was a project we wanted to be a part of.

So we partnered with Troy Herrera and the Sambooka Group to create this presentation and to work on the Pahrump Project should we be your choice. Troy is a native Nevadan and brings a special creative touch to his work. We feel confident that we have formed a winning creative team for Pahrump and look forward to helping the Town craft a video which will bring it the attention it deserves.

We hope you enjoy our proposal.

Sincerely,

  
Ted Faye  
Gold Creek Films

  
Troy Herrera  
Sambooka Group

[www.goldcreekfilms.com](http://www.goldcreekfilms.com)  
9667 Natick Avenue  
North Hills, CA 91343

Proposal: To create a video for the town of Pahrump that will energize the town and reach out to visitors. The project consists of creating a video of 5-6 minutes in length; a 60 second spot and a 30 second spot.

Concept: To take perceived positive and negative attributes of Pahrump and create a campaign that will play either "into" or "against" those attitudes. For instance words like "rugged", "wild", "lawless", "renegade", "rebel", "loner", "out there" – these can be used while juxtaposed with positive images as shown in the sample below.

Suggested Slogan: ***Pahrump: Your Center for Adventure!*** which conveys an attitude and a lifestyle, while referring to Pahrump's central location and proximity to the unique and varied landscapes which surround Pahrump.

Strength: Pahrump is uniquely situated to accommodate outdoor enthusiasts. It provides an abundance of amenities and affordable food and lodging. It is an ideal home base for recreational exploration.

The proposal is directed at two markets: Residents of Pahrump and Visitors. For residents the primary aim is to create an excitement and identity for the town and a theme which can be used in a variety of marketing applications. For the visitor it is the opportunity to introduce them to Pahrump in a way which is adventurous, fun, exciting and inviting.

#### The Project:

1) To create a 5-6 minute promotional video for Pahrump which features specific Local Attractions in Pahrump such as: Pahrump Wineries; Spring Mountain Motorsports Ranch; Pahrump Fair and Festival; RV Parks; Library; Museum; Dirt Racing Track; Gambling Options; Fine Dining; Other Dining Options; Entertainment; Hotels; Town Parks; Rodeo Arena; Wheeler's Pass.

In addition, attractions near Pahrump will also be featured such as Death Valley; Scotty's Castle; China Ranch; Front Sight Firearms Training; Rhyolite; Red Rock; Dumont Dunes/Amargosa Dunes; Ash Meadows; Mt. Charleston; Offroad and ATV Trails; Tecopa Hot Springs; Las Vegas; TBD: Hoover Dam/Other Race Tracks

2) To develop a 30 second and 60 second spot which will reflect the energy and concept of the longer promotional video.

## PRODUCTION PHASES

### CONCEPT/SCRIPT/SHOT-LIST

**2 Weeks**

While we have laid out a rough conceptual outline above we will need to fully develop the concept or change it per requests from our "Point Person." We anticipate a 2 week process for developing the concept/script and ultimately the shot list.

### PRE-PRODUCTION/LOCATION SCOUT

**2 Weeks**

Once locations are determined we will have to line up the schedule and determine what permits may be needed. In addition if there are special events which need to be shot we need to schedule these days in as well.

### PRODUCTION PHASE

**1 Week**

We will determine shoot days based on the locations determined in the pre-production/location scout phase.

### POST-PRODUCTION PHASE

**2 Weeks**

This phase involves all editing and graphic treatment of the project.  
Mastering and delivery of the project per RFP specs.

Full HD Master 16:9

5-6 Minute Video

60 Second Edited

30 Second Edited

**BID AND Budget for all of the above:**

**\$ 14,975**

Contact:  
Ted Faye  
Gold Creek Films  
In Association with  
Sambooka Group  
818-522-7904

**SAMBOOKA GROUP  
RENO, NEVADA  
BIO/RESUME**

The Sambooka Group is a true compilation of uniquely talented individuals focused solely on our clients' needs. Literally, there is no area of creativity that we have not been tasked to create for our clients. We consider ourselves a digital media firm where all possibilities are housed under one roof. We can handle requests as simple as layout and design for print, logo and website while managing projects as large and complex as full media/marketing campaigns for national organizations and state politicians. We even seamlessly handle the unique creations of 3D renderings, animations and 3D video shoots/edits.

At the Sambooka Group we are proud to claim the moniker of "Native Nevadans." In fact, Owner and Creative Director, Troy Herrera, can brag third generation status that includes spending much of his childhood in Tonopah, Nevada. While Troy operates the Sambooka Group out of Reno, he has stayed connected to his roots through producing a new video presentation for the Tonopah Mining Park, and creating touch screen interactive museum exhibits for the Pahrump Valley Museum. The Public Utilities Commission of Nevada, Desert Research Institute, and the Mt. Rose Ski Resort are among many of the great Nevada companies we've had the good fortune to serve. Though the Sambooka Group has strong ties to Nevada, the company has successfully satisfied the creative needs of national clients such as British Petroleum, National Association of Manufacturers, Business Industry Political Action Committee, Bragg Crane and CB Richard Ellis. While small in stature, we pack a powerful creative punch. We know that strong collaboration is the key to making any project successful, and have been proud to partner with other companies looking to mesh our skill set with theirs when the occasion and project calls for it. We are proud of our relationship with Gold Creek films, and know that our proposed team will produce results beyond expectation.

**Gold Creek Films, Ted Faye Producer** - has received numerous awards for his films including a Golden Apple from National Educational Media, a Platinum Remi, and four golds and a silver from Worldfest-Houston.

Since 1994 Faye has focused his career on the history of Death Valley and nearby desert regions of California and Nevada. He has done on-camera interviews with many who witnessed the early 20th century history of the valley and have since passed away. He has gathered historical and live footage, historical photographs, and artifacts and created an extensive archive of material related to Death Valley. He has been an invited speaker at historical societies and events throughout the West and has served as consultant on projects for PBS' Nature, WQED's Mojave Desert Project, The History Channel's "Death Valley Chronicles" and others.

His documentaries have aired on PBS television stations throughout the West, including Los Angeles, La Vegas, Phoenix and Denver. Earlier in his career he produced music videos, working with the O'Jays, Huey Lewis and the News, Dave Mustain of Megadeth, John Fogerty, and many others. His company, Gold Creek Films, is currently partnering with the state of Nevada to produce narrative tour-guide apps and tour-guide DVDs for rural regions of that state. He is also in the midst of production on a documentary about the life of basketball superstar, Allen Iverson.

### **Projects Completed and/or In Development/Production**

**"Mom Squad"** – 214 Pictures in association with Gold Creek Films

**"Deconstructing Allen Iverson"**, Producer, C4 Pictures

**"Weird Tales 4: The Ghosts of Death Valley Junction"** – Gold Creek Films producing

**"Weird Tales 2"** – **"Into Death Valley's Underground"** – 50 Minute Documentary

**"The State Parks of Eastern Nevada"** Nevada State Parks Cooperative Association

**"Weird Tales 1"**– **Death Valley's Ancient Underground"** – 50 Minute Documentary

**"Death Valley and the Cult of the West"** – Producer

**"Death in the Desert"** – Producer/Writer/Director – Completed 2004

**"Mule People"** – Producer/Writer/Director – Completed 2003

**"Chasing the Rainbow"** – Producer/Writer/Director – Completed 2003

**"The Great Desert Railroad Race"** – Producer/Writer/Director – Completed 2001

**"The Twenty Mule Team"** – Producer/Writer/Director – Completed 2000

**"Death Valley Memories"** - Producer/Writer/Director - Completed 1994

**The Mojave - WQED, Pittsburgh** - Wrote proposal and treatment for two hour special for PBS

**Firesafety With Jonathan Winters** - Producer/Director - home video program on firesafety for senior citizens.

**A Sound Concern** - Producer/Director - Sponsored by the U.S. Air Force for public relations use.

**Children of the Night** - Producer/Director/Writer - documentary on runaway children in Los Angeles.

**A Wide variety of MUSIC VIDEO based projects, home videos – Megadeth, Richard Marx and others.**

**Professional Consulting, (Media and History) Rio Tinto Borax**

Masters of Fine Arts (Theater) UCLA;

B/A (Communications/Philosophy) Asbury College

Michael D. Voegele, Ph.D.  
7404 Oak Grove Avenue  
Las Vegas, NV 89117

April 20, 2011

Town of Pahrump  
c/o Pahrump Town Manager  
400 N. Highway 160  
Pahrump, NV 89060

*Recommendation for the Sambooka Group in reference to RFP 2011-01 for Video Production Services to encourage tourism to the Pahrump area by showcasing amenities and attractions within the valley and by highlighting regional attractions within a 1-2 hour drive of Pahrump.*

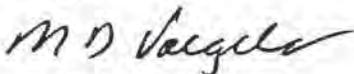
The Sambooka Group recently provided video production services to the Nye County Nuclear Waste Repository Project Office in support of efforts to develop a series of Yucca Mountain exhibits for the Pahrump Valley Museum. The exhibits were based on the DOE's Pahrump Yucca Mountain Information Center; the displays were greatly expanded for the new museum exhibits. The Sambooka Group undertook the creative development of eight interactive video display exhibits. Their work was completed when due, and of the highest quality. The Sambooka group was able to turn our simple viewgraph concepts and sketches into exciting and dynamic interactive video displays. We found them very easy to work with, providing many suggestions to help build our ideas into meaningful and easy to understand displays.

One very important aspect of working with the Sambooka Group was their concern that the final products meet all of our expectations. The Creative Director for the Sambooka Group interacted with us through the development phases and kept us involved while the products were developed. That gave us an opportunity for early visualization of the products, and a chance to convey our expectations as the products were under development. We found these interactions to be productive, and the Sambooka Group to be more than willing to accommodate our suggestions. The creative Director for the Sambooka Group, Mr. Troy Herrera, is a native Nevadan, and is very familiar with Nye County and the surrounding areas.

While I am not a Nye County employee, I am under contract to the County, and one of my principal assignments was responsibility for the development of the Yucca Mountain exhibits for the Pahrump Valley Museum. In that role, I provided management support to the County in overseeing the work performed by the Sambooka Group.

Based on my experience with their work, I would unhesitatingly recommend the Sambooka Group to provide Video Production Services to encourage tourism to the Pahrump area. If you have any questions, please feel free to contact me at 702-255-9484. Mr. L.D. Lacy, my supervisor, has seen this letter and asked me to convey to you that you may contact him in this matter as well.

Sincerely,



Michael D. Voegele



PIOCHE CHAMBER OF COMMERCE  
P. O. BOX 127 - Pioche, NV 89043  
775-962-5544

Re: Gold Creek Films

For the past 22 years I have been promoting tourism in Pioche and Lincoln County, Nevada. I am also a past Chair and currently on the board of Nevada Silver Trails, which is dedicated to promoting tourism in south-central Nevada.

The work of Ted Faye and Gold Creek Films is and has been an integral part of promoting tourism in our region. His audio CDs, which he writes and produces, are used throughout the state and enjoy strong support from the Nevada Commission on Tourism. His video work has included projects for Eastern Nevada's State Parks, for which he brought a unique flair and sense of story. When the Rural Nevada Association of Chambers of Commerce needed a video to lobby the legislature, Ted worked with the Chambers to provide the work at an affordable cost by providing in-kind contributions of time and travel. He is currently working with Nevada Silver Trails and the town of Tonopah to create media for the web.

I find Gold Creek Films to be responsive to the needs of its clients, responsible in working with budgets, and most important, brings an energy and enthusiasm for the work. Ted truly loves and appreciates Nevada and its unique places, stories and opportunities for exploration and adventure. And beyond all of that, Ted is a filmmaker who brings a sense of style, entertainment and authenticity to all of the projects he undertakes.

I believe Gold Creek Films would be an excellent choice for the Pahrump Film Project.

Sincerely;

Don Shanks  
[donshanks@lcturbonet.com](mailto:donshanks@lcturbonet.com)  
775-962-5271

## SAMBOOKA GROUP PARTIAL CLIENT LIST

Alpine Paver Sealing  
Amodei for Nevada Senatorial Campaign  
Anchor Door  
Auxiliary Power System  
Bighorn Builders  
BIPAC  
British Petroleum  
Brady Industries  
Bragg Crane  
CB Richard Ellis  
Cornerstone Photography  
D'Andrea Golf Course  
Desert Research Institute  
Diversified Consulting Services  
Doable Evangelism  
Elemental Fitness  
Focused IT  
Galena Property Services  
Gen1Tech  
HAWK  
Horizon  
Houldsworth, Russo & Co.  
International Test Solutions  
IonWays  
Jacobs Engineering  
Jason Guinasso Law  
Juvenile Diabetes Research Foundation  
J3Strategies  
KAP Construction, Inc.  
Life Church  
Magnolia Companies  
METALAST  
MDV  
Mt. Rose  
Muckel Anderson, CPAs  
National Association of Manufacturers  
Nevada Manufacturers Association  
Nevada Motor Transport Association  
Nevada Waste Repository Project Office  
Nye County  
Prosperity Project  
Reno Christian Fellowship  
Roxispice  
Sheehan Van Woert Bigotti Architecture  
Stout Roofing  
Strong Tower Ministries  
Templeton Group  
TRP Architecture  
The Vintage Empire  
The Woman of Troy

TOWN OF PAHRUMP  
BID RESULT

BID # 2011-01

Description: Promotional Video

Bidder Name: Joshua Tree Prod. Inc  
Contact Name: Paul Bear  
Address: 9181 Golden feather Ct  
LV NV 89147  
Phone: 702-435-4844  
E-mail: Paul@Joshuatree-tv.com

BID PRICE: \$ 26,534.40 exceptions None

Signature of Bidder \_\_\_\_\_ Date \_\_\_\_\_

\*\*\*\*\*  
FOR OFFICIAL USE ONLY

Did bid submission meet Specifications? Yes  No

If Exceptions were listed, was overall product/project satisfactory? Yes  No

Town Board Meeting Date: \_\_\_\_\_

SUCCESSFUL BIDDER? Yes  No

Attest: \_\_\_\_\_

RESPONSE TO  
REQUEST FOR PROPOSAL NO. 2011-01  
FOR  
VIDEO PRODUCTION SERVICES

Submitted by

Joshua Tree Productions, Inc.  
9181 Golden Feather Court  
Las Vegas, Nevada 89147  
Tel. 702-435-4844  
Fax. 702-870-1383

Primary Contact:  
Paul Bean  
[paul@joshuatreetv.com](mailto:paul@joshuatreetv.com)

*“Nevada offers many variations from the national pattern, both in its physical aspects and in its people. There is no monotony of scene and though the towns are scattered, most of them have an individuality that repays exploration ...”*

from *Nevada: A Guide to the Silver State*  
by the writers of the WPA, 1940

Even though the earliest rush to Pahrump may have been prompted by George Breyfogle’s false hopes of gold, the people who have come to live and visit ever since have discovered real riches to recommend the Valley; its wealth of water, the bounties of its fields and ranches and vineyards, its fabulous access to the natural wonders of the Mojave Desert, and its more modern variety of entertainment, gaming and recreational activities. And as Pahrump begins its ambitious, multi-platform video project to encourage tourism, Joshua Tree Productions is eager to offer its services in celebration of a unique town and surrounding locale that definitely “repays exploration” with an abundance of “sunny days and Western ways.”

## **SECTION A – Experience with similar clients and projects**

Joshua Tree Productions (hereinafter referred to as JTP) opened its doors in 1998 under the sole proprietorship of Paul Bean. Throughout its 13-year history JTP has produced a wide variety of promotional, informational and educational video programs for institutions and agencies such as Vegas PBS, the Clark County School District, the National Park Service, the Bureau of Land Management, the Clark County Department of Air Quality and its Desert Conservation Program, the Regional Transportation Commission of Southern Nevada, and the Southern Nevada Water Authority.

The following is a partial list of projects which the members of JTP have been instrumental in producing over the past 13 years. They have been selected as examples of the team's experience with informational, educational, and promotional programming. The array of awards these shows have earned also indicates the high quality of production values we continually provide.

### ***SPRINGS elemental, 2010-Present***

Organizations: Springs Preserve, Southern Nevada Water Authority.

[www.springspreserve.org](http://www.springspreserve.org)

Episodes: 14X30 minutes.

- Monthly informational/educational, television series promoting the activities and exhibits associated with the Las Vegas Springs Preserve's mission of sustainability, archaeology, history, zoology, and botany.

Las Vegas Public Relations Society of America Pinnacle Award, 2010

### ***Respect the Ride, 2006***

Organizations: Clark County Desert Conservation Program, Partners in Conservation.

Episodes: 1X12 minutes.

- Informational/educational video intended to teach teenagers how to be safe and respectful all-terrain vehicle riders when traveling and recreating on designated roads and trails throughout the Mojave Desert.

EMMY for Children's Program, Pacific Southwest Region, 2008

### ***A Desert Tortoise's Life, 2006***

Organizations: Clark County Desert Conservation Program, the National Park Service, the Bureau of Land Management, The Tortoise Group.

Episodes: 1X8 minutes.

- One in a series of 6 informational/educational videos on various topics related to the conservation of the Mojave Desert, its native species and resources.

EMMY for Children's Program, Pacific Southwest Region, 2007

***On the Move, 2001-2009***

Organizations: Regional Transportation Commission of Southern Nevada.

Episodes: 72X30 minutes.

- Monthly series promoting the efforts of the Regional Transportation Commission acting in its capacity as the Metropolitan Planning Agency for Southern Nevada to improve the region's roads, public transportation options, and air quality.

EMMY for Art Direction, Pacific Southwest Region, 2005

***Journeys to Living Laboratories, 2002***

Organizations: KLVX-TV (PBS/ Las Vegas) in association with SERC, the National Park Service, the Weather Channel, and One Planet Education Network.

Episodes: 6X30 minutes.

- Electronic Field Trips for middle school science students detailing efforts by scientists and wildlife managers to preserve and protect endangered species in Tanzania, Alaska, Yellowstone National Park, and Assateague National Seashore. Delivery via 16 satellite uplinks in English and Spanish to registered TV stations, schools, and districts throughout the United States, Canada, and Mexico reaching 4.8 million viewers. Eight live webcasts simultaneously delivered along with the uplinks. Two live online chat sessions with experts on endangered species.

***Journeys to Wilderness Canyons, 2001***

Organizations: KLVX-TV (PBS/ Las Vegas) in association with SERC, the National Park Service, the Weather Channel, and One Planet Education Network.

Episodes: 4X30 minutes.

- Electronic Field Trips for middle school science students defining wilderness and exploring the geology, wildlife, and human development of Black Canyon of the Gunnison National Park in Colorado, Petra in Jordan, Valles Marineris on Mars, and the Three Gorges on the Yangtze River in China. Delivery via 16 satellite uplinks in English and Spanish to registered TV stations, schools, and districts throughout the United States, Canada, and Mexico reaching 4.8 million viewers. Eight live webcasts simultaneously delivered along with the uplinks. Two live online chat sessions with experts on wilderness canyons.

Freeman Tilden National Interpretive Award, National Park Service, 2001

### ***Southern Nevada Millennial Moments, 1999-2000***

Organizations: KLVX-TV (PBS/ Las Vegas) and the Las Vegas Review-Journal.  
[www.1st100.com](http://www.1st100.com).

Episodes: 52X3 minutes.

- In partnership with the state's largest newspaper, Channel 10 produced a year-long series of "Millennial Moments." These weekly, 2-3 minute vignettes explored the obscure, surprising, revolutionary, but always instructive events essential to understanding the region.

PBS Award for Special Achievement in Development, 2000

Honorable Mention, CEN Award for Local History Programming, 1999

### ***Rafting the River of Time, 2000***

Organizations: Joshua Tree Productions, Black Canyon River Raft Tours, the National Park Service, and Clark County Television.

Episodes: 1X30 minutes.

- A documentary exploration of the 12-mile stretch of the Colorado River below Hoover Dam focusing on its geological, natural, and human history.

EMMY for Writing/Other than News, Pacific Southwest Region, 2000

### ***Outdoor Nevada, 1996-1999***

Organization: KLVX-TV (PBS/ Las Vegas).

Episodes: 86X30 minutes.

- Weekly magazine show highlighting the recreation, natural history, and ecology of the state. Broadcast statewide in partnership with PBS affiliate in Reno and NBC affiliate in Elko.

EMMY for Informational/Educational Program, San Diego/Southwest Region, 1998

Nevada Wildlife Federation, Conservation Communicator of the Year, 1997

Nevada Wildlife Conservation Award, 1997

### ***The Water Rules, 1996***

Organizations: KLVX-TV (PBS/ Las Vegas), University of Nevada-Las Vegas Environmental Studies Department, Clark County Conservation District.

Episodes: 1X60 minutes.

- Documentary history on water in the Las Vegas Valley describing the natural springs that attracted people to the area, the depletion of the valley's aquifers by various population booms, and the tenuous future supply provided by the impounded waters of Lake Mead.

NEA Award for the Advancement of Learning through Broadcasting, 1997

RTNDA Award for Regional News Documentary, 1997

EMMY for Historical/Biographical Program, San Diego/Southwest Region, 1996

Women in Communications, Electronic Media Award for TV Documentary, 1997

## SECTION B – Staff qualifications and availability

JTP is staffed with the full complement of skilled professionals necessary to bring every aspect of the Pahrump tourism video project to vivid and compelling life through production management, research, writing, instructional design, interviews, directing, dramatic enactments, HD videography, lighting, editing, animation, graphics, audio, music, duplication services and delivery.

The location of JTP's production facilities in southwest Las Vegas, along with its proximity to the town and environs of Pahrump will allow all persons involved in the tourism video project to travel quickly to relevant locations, respond in a timely manner to any need for advisory group meetings and opportunities for b-roll and talent shoots, and react in an efficient and exacting manner to content changes during the production process.

The following three resumes detail the educational backgrounds, professional experiences, and accomplishments of the JTP team who will be the principal contributors to the Pahrump tourism video project.

### **PAUL BEAN**

Education: BA, Speech Communications, University of North Texas

Professional Experience

1998-Present **Joshua Tree Productions, Las Vegas, NV.** President of this full-service production facility for the past 13 years, with primary duties as the director, videographer, editor, and graphic artist responsible for the distinctive and award-winning design and execution of programs on television, DVD, and the Internet for clients including UNLV's Institute for Security Studies, University of Nevada-Las Vegas, Vegas PBS, the Clark County School District, the National Park Service, the Bureau of Land Management, the Clark County Department of Air Quality and its Desert Conservation Program, the Regional Transportation Commission of Southern Nevada, and the Southern Nevada Water Authority.

1995-1998 **Contractor for KLVX-Channel 10, Las Vegas, NV.** Principal Videographer/Editor for "Outdoor Nevada", a weekly magazine program which covered the many outdoor/recreational opportunities throughout the state. Produced more than 130 half-hour episodes of this show.

1988-1995 **Four Winds Productions, Houston, TX.** Co-owner. Produced "The Health Report with Dr. Red Duke", and "Physicians Update" for Lifetime Network. Director "Houston Astros Baseball." Produced

- 1986-1988 industrial training and public relations programs for clients including Compaq Computer, Exxon, Univ. of Texas and Texas A&M University. **JG Productions, Houston, TX.** Director/Videographer/Editor for this subsidiary of Mitchell Energy. Produced industrial and commercial programs for internal use, as well as "The Joyce Gay Report," a weekly magazine show which aired on the Houston PBS affiliate. This program dealt with issues surrounding energy and development in the Houston area.
- 1983-1986 **University of Texas Health Science Center, Houston, TX.** Director/Videographer/Editor for UT/TV Houston. Produced health-related programs for commercial, educational and corporate distribution.
- 1981-1983 **Cox Cable Oklahoma City, OK.** Production Manager for Ch 19. Managed studio and truck facilities to provide local origination programming.
- 1979-1981 **Cox Cable Denton, TX.** Producer then Program Director for Ch 25. Developed programs for local origination station including daily newscast.

#### Awards

EMMY-nomination, Director/Post-Production, Pacific Southwest Region, 2008, for "Nevada's 7 Signs of Terrorism."  
 EMMY, Children's Program, Pacific Southwest Region, 2006, for "A Desert Tortoise's Life."  
 EMMY, Art Direction, Pacific Southwest Region, 2005, for "RTC 1+1."  
 EMMY, Information/Education Program, Pacific Southwest Region, 1998, for "Outdoor Nevada."

### DANIEL GARRISON

Education BS, Speech, Northwestern University  
 Post-Baccalaureate Work, Education, Kent State University  
 MS, Television, Syracuse University

#### Professional Experience

- 2001-Present **Producer/Writer, Joshua Tree Productions, Las Vegas, NV.** As Vice-President in charge of Content Development, responsible for working with clients on conceptualization of media projects, organizing production schedule, engaging in research, conducting interviews, drafting scripts, completing script approval process, acquiring location and archival visual material, consulting on graphic design and editing.
- 1994-2003 **Producer/Writer, KLVX-TV (PBS), Las Vegas, NV.**  
 Completed six-part documentary series about scientists protecting endangered species in East Africa, Alaska, Yellowstone National Park

and Assateague National Seashore. Responsible for four-part documentary on the environmental concepts and issues related to Wilderness Canyons in Colorado, Jordan, China, and on Mars. Wrote and produced year-long "Millennial Moments" history series in partnership with the Las Vegas Review-Journal's "First One Hundred Project." Also designed website and interactive, educational DVD for the "Millennial" project. Served as Executive Producer of weekly magazine show, "Outdoor Nevada," and was Producer/Writer of "The Water Rules," a documentary history about water resources in the Las Vegas Valley.

1991-1993 **Teaching Assistant, Syracuse University, NY.**

Taught courses in Broadcast Writing and Media Aesthetics to undergraduates in the S.I. Newhouse School of Public Communications. Trained students in various writing styles: TV news, documentary, and cinematic. Wrote and produced documentary on restoration of 19th century art collection and gallery in Skaneateles, New York.

1988-1992 **Producer/Writer, WVIZ-TV (PBS), Cleveland, OH.** Developed 20 show series on creative writing. Responsible for: writing and hosting shows; directing talent; communicating with students and teachers online. Series distributed nationally by the Great Plains Network.

#### Awards

EMMY, Children's Program, Pacific Southwest Region, 2008, for "Respect the Ride."

EMMY, Children's Program, Pacific Southwest Region, 2006, for "A Desert Tortoise's Life."

EMMY, Writing other than News, Pacific Southwest Region, 2000, for "Rafting the River of Time."

EMMY, Information/Education Program, Pacific Southwest Region, 1998, for "Outdoor Nevada."

National Education Association Award for the Advancement of Learning through Broadcasting, 1997, for "The Water Rules."

Radio Television News Directors Award for Regional News Documentary, 1997, for "The Water Rules."

EMMY, Historical/ Biographical Program, Pacific Southwest Region, 1996, for "The Water Rules."

Central Educational Network Instructional Television Award, 1990, for "The Writing Place."

## JOAN BEAN

- Education BA, Education, Brigham Young University  
MA, French/English, Brigham Young University
- Professional Experience
- 2001-Present **Producer/General Manager, Joshua Tree Productions, Las Vegas (NV).** Production and management for all projects.
- 1998-2000 **Vice President/General Manager, Cox CableRep Las Vegas (NV).** Built advertising sales team from 21 to 49 employees, including full-service production group. Increased annual gross revenues 47% to nearly \$25M, with a 70+% cash flow.
- 1995-1998 **Director Ad Sales, Prime Cable Las Vegas (NV).** Led team of 21, including full-service production group to double annual gross revenues to \$17+M, with a 75% cash flow.
- 1989-1995 **Director Ad Sales, Time Warner Houston (TX).** While leading ad sales group of 18, including full-service production group, more than tripled annual gross revenues to nearly \$10M, with a 75% cash flow.
- 1986-1989 **Director Children's Miracle Network Telethon, Hermann Children's Hospital, Houston (TX).** Produced telethon. Wrote & produced 35 video segments of 5-8 minutes in length which raised over \$5M during annual broadcasts.
- Prior to 1986 Experience includes managing production and advertising teams in Houston and Oklahoma City, producing, writing and hosting regional PBS programming in Maine, and teaching French at Brigham Young University.