



STATE OF NEVADA  
COMMISSION ON MINERAL RESOURCES  
**DIVISION OF MINERALS**  
400 W. King Street, Suite 106  
Carson City, Nevada 89703  
(775) 684-7040 • Fax (775) 684-7052  
<http://minerals.nv.gov/>



STEVE SISOLAK  
Governor

**Las Vegas Office:** 375 E. Warm Springs Rd. #205, Las Vegas, NV 89119  
Phone: (702) 486-4343; Fax: (702) 486-4345

MICHAEL VISHER  
Administrator

## COMMISSION ON MINERAL RESOURCES

Nevada Division of Minerals  
Special Virtual meeting via Zoom

Join from a PC, Mac, iPad, iPhone, or Android device: Please click this URL to join,  
<https://us02web.zoom.us/j/9712825638?pwd=Z2xIVmg2VXJMbTNNN001Tk9kaVBvUT09>  
Meeting ID: 971 282 5638  
Passcode: NDOM

Wednesday, December 15, 2021

1:00 P.M.

### AGENDA

#### **CALL TO ORDER**

The agenda for this meeting of the Commission on Mineral Resources has been properly posted for this date and time in accordance with NRS requirement.

#### **ROLL CALL**

#### **COMMENTS BY THE GENERAL PUBLIC**

Pursuant to N.R.S. 241, this time is devoted to comments by the public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified as an item for possible action. Public comments may be limited to 5 minutes for each person.

**ACTION WILL NOT BE TAKEN**

#### **I. AGENDA**

A. Approval of the Agenda

**FOR POSSIBLE ACTION**

#### **II. MINUTES**

A. Approval of the October 27, 2021, meeting minutes

**FOR POSSIBLE ACTION**

#### **III. NEW BUSINESS**

A. AML Enhancement Options

**FOR POSSIBLE ACTION**

Two projects, initially presented at the October 27, 2021 CMR meeting, will be re-presented with more information for consideration and approval by the Commission for funding in this or future fiscal years.

- 1) "Stay Out, Stay Alive" digital marketing campaign (Option B)
- 2) "Stay Out, Stay Alive" billboard advertisement campaign (Option C)

Sean Derby

**COMMENTS BY THE GENERAL PUBLIC**

Pursuant to N.R.S. 241, this time is devoted to comments by the public, if any, and discussion of those comments. No action may be taken upon a matter raised under this item on the agenda until the matter itself has been specifically included on a successive agenda and identified as an item for possible action. All public comments will be limited to 5 minutes for each person. **ACTION WILL NOT BE TAKEN**

**ADJOURNMENT****NOTICE TO PERSONS WITH DISABILITIES**

Members of the public who are disabled and require special accommodations or assistance at the meeting are requested to notify the Division of Minerals, 400 W. King Street, Suite 106, Carson City, NV 89703 or contact Sherrie Nuckolls at (775) 684-7043 or Email [SNuckolls@minerals.nv.gov](mailto:SNuckolls@minerals.nv.gov)

## **II. MINUTES**



STEVE SISOLAK  
Governor

STATE OF NEVADA  
COMMISSION ON MINERAL RESOURCES  
**DIVISION OF MINERALS**

400 W. King Street, Suite 106  
Carson City, Nevada 89703  
(775) 684-7040 • Fax (775) 684-7052  
<http://minerals.nv.gov/>

Las Vegas Office: 375 E. Warm Springs Rd. #205, Las Vegas, NV 89119  
Phone: (702) 486-4343; Fax: (702) 486-4345



MICHAEL VISHER  
Administrator

Wednesday, October 27, 2021

1:00 P.M.

**MINUTES**

Commissioners	Staff	Public	
Josh Nordquist	Mike Visher	Robert Maut, R&R Partners	Zoom
Mary Korpi	Rob Ghiglieri	Jennifer Atlas, Griffin Co. in LV	Zoom
Art Henderson	Sherrie Nuckolls		
Bob Felder	Sean Derby		
Nigel Bain	Garrett Wake		
Stephanie Hallinan	Cortney Luxford		
Randy Griffin	Anthony Walsh, DAG		

**CALL TO ORDER**

1:03 PM

**COMMENTS BY THE GENERAL PUBLIC**

None

**AGENDA**

A. Approval of the Agenda

**Motion to approve the agenda made by:** Bob Felder

**Seconded by:** Mary Korpi

**Unanimously approved**

**II. MINUTES**

A. Approval of the July 22, 2021, quarterly meeting minutes

**Motion to approve the July 22, 2021 minutes made by:** Mary Korpi

**Seconded by:** Randy Griffin

**Unanimously approved**

**III. NEW BUSINESS**

**A. Reserve Guidance Recommendation**

Mike Visher mentioned the dollar amount came up at the last CMR meeting to see if we should revisit the agency budget reserve guidance amount. Commissioner Henderson suggested at that time that maybe we look at, instead of benchmarking a fixed dollar amount that we just reference an amount equivalent to 6 months operating expenses. Mike then went over the current budgets and forecasts in the packet.

**Josh Nordquist:** Can you give us the strategy before and how it was developed?

Nigel Bain; *Large-Scale Mining*

Robert Felder; *Exploration and Development*

Randy Griffin; *Small-Scale Mining and Prospecting*

**Commission on Mineral Resources**

Josh Nordquist, Chairman; *Geothermal Resources*

Stephanie Hallinan; *Large-Scale Mining*

Art Henderson; *Oil and Gas*

Mary Korpi; *Public at Large*

Mike Visher: Talked about how the reserve guidance started, where it came from, basically six months of our annual expenditures. This would be revised at semi-annual CMR meetings by the Commission =.

Josh Nordquist: So, it's the same strategy as before, we've always been focused on 6 months in reserve. This would just help define it instead of changing the amount from time to time. It will still help focus on 6 months in advance.

Mike Visher: By defining the reserve guidance in this manner, it will also help when we move forward and explain it to the Governor's Finance Office instead of referencing it from a meeting held two years ago when the Commission said it was "X", instead that the Commission said it should be six months operating expenses. That way when we add obligations to our reserve, it can go up without having to make it an action item at each Commission meeting.

Mike Visher: Has Nigel joined us yet?

Rob Ghiglieri: Yes, he has.

Mike Visher: Sherrie, can you show that Nigel has joined the meeting

Anthony Walsh: For the record, I would like that announcement too.

Josh Nordquist: Nigel we would like to recognize you as now attending the meeting you can signify by saying hello.

Nigel Bain: I'm here.

Josh Nordquist: Depending on when you entered Nigel, did you hear much of what we're discussing about the reserve amounts?

Nigel Bain: Yes, I saw that on the screen.

Josh Nordquist: Any questions or thoughts?

Nigel Bain: No.

#### **Motion to change the guidance amount to 50% of expenditures rather than the fixed amount which is currently 1.2 million dollars made by**

**Bob Felder**

**Seconded by** Stephanie Hallinan

**Unanimously approved**

#### **B. Review of 2021 AML Program**

Sean Derby went over a PowerPoint presentation of 2021 field work update including hard closure and safeguarding, inventory, cultural and geological areas, and summer intern statistics.

Anthony Walsh: Asked what BCC means on Hard Closure and Safeguarding slide.

Sean Derby: BCC stands for Bat Compatible Closures, those are terms that reference the kind of wildlife compatible closure methods, which are recommended by Nevada Department of Wildlife.

Anthony Walsh: Thank you.

Bob Felder: Asked what EPS stands for.

Sean Derby: Environmental Protection Services, that's our main contractor for hard closure work, Brian Breiter owns the company, and we have a great relationship with him.

Rob Ghiglieri: He's been a contractor for us since 2009.

Randy Griffin: Asked why we use a helicopter instead of a drone.

Sean Derby: There ability to travel over an area at high speed and the visual capacity, for a human to cover much more ground than a fixed camera on a drone. We've talked about doing this with a drone, but it doesn't pan out the same way. Flying in a helicopter it's stunning how much you see vs. a little screen with the drone. In terms of the scale, it's just vastly clearer to the observer from a helicopter.

Rob Ghiglieri: To add to what Sean was just saying, these projects we're talking about are 150 square miles, with the drone we're able to get smaller targeted areas efficiently but with helicopter we're talking about vast areas.

Nigel Bain: Asked if coordinates of both the hazards and the non-hazards are recorded.

Sean Derby: Yes, basically what we do is we have 2 people in the helicopter with GPS's, we're hitting the logging button every time we fly over a feature. We also do a path tracking while we're looking at those points, we can see where we flew the entire trip and simply go back through, you plot the line on a map and then go through the aerial photography and mark off those you know were hazards or those that were not. It works out to be, after a couple days of collection you have thousands of points.

Nigel Bain: You've obviously got people's attention from the number of questions about the helicopter just so we're not going back flying the same area for two or three years again and again.

Randy Griffin: There's a lot of traffic in Nelson, lots of people, is there anything happening there?

Sean Derby: There's a large-scale project planned for there, we're waiting on a CX from BLM Las Vegas office.

Rob Ghiglieri: Locations like Nelson rose up in priority when we heard from the Department of Wildlife that people were destroying habitat for roosting and hibernation of bats. This pushed this area to the forefront, so we started putting together closure projects. We'll talk about that more in the AML enhancements options. Searchlight, Nelson, Crescent Peak, Goodsprings are all large projects down there on federal land that we're trying to reduce the amount of public visitation inside the mines. The vandalism rate in southern Nevada is an issue, and that's why Department of Wildlife revisited all the BCC's.

Randy Griffin: How do they get those old jet planes back there?

Garrett Wake: Those jet planes are at the Techatticup mine in Nelson, they do a mine tour there. It's a family-owned property, I don't know how they got them there, a lot of those are test planes, two-seater like training planes.

Josh Nordquist: Can you talk more about this graph representing the current inventory of known hazards?

Rob Ghiglieri: That graph is by summer so each group of summer interns, that's what they're accomplishing in that graph. The number of inventoried hazards is close to 24,000.

Sean Derby: The overall number from this year's report, last month was 23,901 is the overall number and we're well over our 80% mark for hazards secured vs hazards inventoried.

Josh Nordquist: There was just a couple of items I'd like to highlight, #1 is just how substantial is the number of hazards out there, that is work to be done in the coming years and of course there is more to be discovered as well.

Sean Derby: We estimated there is 106,000 mining related hazards in Nevada and that figure grows every year.

Mike Visher: One of the things we noticed during the pandemic was when people were not working, stuck at home, nobody's in school, they ventured out further than they have before. Then coupled with some of the Federal Park closures, people had to find somewhere else to go and open range BLM land became the go-to spot. There were a lot of boondocking campers out there that wanted to get away from people. As it progressed, people told other people and so more people were going and then they found these abandoned mine sites and they're bored so they did things they shouldn't or wouldn't otherwise do. The amount of vandalism has gone up quite a bit since the start of the pandemic, largely because of that increased visitation from the public. I don't see that changing for a while, but it represented a challenge for us. We will get calls from the public, somebody that's familiar with some of these sites, that somebody cut through a bat gate. Understand that the bat gates are only installed when there's significant habitat inside. That gate is a resource and an asset from a wildlife perspective, so when that gets breached, now that it's been compromised, and depending on what they do, it could void that as habitat or not. It's something we work with Department of Wildlife to address on those bat compatible closures and repair work but there may come a point where the cost to repair is not sustainable, and we'll have to work with Department of Wildlife to figure out. That is an issue we must address and places like Nelson, Goodsprings are seeing a lot of public interactions. That's how we move some of our prioritization for some of the hard closures is, how that's occurring, making sure we address it, and any new development that's coming on where you're going to decrease the distance to the features.

Anthony Walsh: Mike, can you give me more of a description of what types of vandalism you're seeing?

Mike Visher: Most of the vandalism that we're seeing is cutting through the steel bars in the bat gates or the cupolas. Some of it is to gain access and in other cases their taking the steel as a resource and selling it as scrap. It's a combination of those things. Certainly, once somebody films themselves at some cool location that they're promoting, it can tend to reach a lot of audiences. Whether its current or not, people go out there and if they've spent some time trying to get to the site and suddenly, they find it's not accessible they're going to spend some extra time to make it accessible. The fences aren't really the issue so much as the hard closures where we've constructed gates, culverts, or even some of the PUF closures (polyurethane foam). We work with the land management agencies to figure out what the next step is and whether we want to invest in another closure like we did before or whether something needs to be a little more permanent or we just backfill it. We're seeing all sorts of vandalism but primarily it's cutting of the steel bars with portable equipment because portable equipment's gotten a lot stronger.

Anthony Walsh: Thanks Mike, I appreciate that.

Randy Griffin: This is not a new idea but when I first came on with the Nevada Mining Association in 2005, Cashman used to donate a dozer and Lhoist donated an operator. They would go out and close mines, can anyone talk with the Nevada Mining Association and see if they can resurrect this? Companies operating policies and ideas change over time and who knows if Nevada Mining Association still feels this way.

Rob Ghiglieri: That's been a national conversation for the last 15 years of a Good Samaritan bill that allows industry to come in and perform the safeguarding and the reclamation of sites and they wouldn't be held liable. That is currently the biggest issue and the third-party lawsuits. It's been a while since we've approached the Nevada Mining Association on it since it was shut down for liability issues.

Randy Griffin: It went away in 2006.

Rob Ghiglieri: I think that was the last one.

Mike Visher: I think they need some comfort that their good faith efforts won't come back to bite them in an unforeseen way. That's what the Good Sam legislation would allow, and a lot of groups are moving forward with this trying to find a way because there are people that want to help. There are assets that can be put to work but that potential threat which is a multi-million-dollar threat that can hang over you is not taken lightly by those that are looking to protect their company's assets. We can have that conversation again, there will be an opportunity at AEMA where we can bring it up, but we've faced a lot of stiff resistance unless there's a champion high up in an organization that is willing to do that.

Randy Griffin: I know a little bit about it, if I have a private conversation with Mary Kaye at Cashman, she can persuade someone.

Mike Visher: Ok.

Rob Ghiglieri: This will be discussed by the AEMA, Trout Unlimited, and members of D.C. staff at AEMA on December 8<sup>th</sup>. I will also be presenting on projects we have completed, and the Mining and Metallurgical Society of America will be there. This is getting traction again and hopefully we'll move forward with possibility of us doing it here again in Nevada. The only state, that I'm aware of, that has protection for this is Pennsylvania and they put it through their state legislature with their own Good Samaritan bill.

Randy Griffin: The Teachers with the Nevada Mining Association workshops would ask to get tours of Lhoist, and we used to say no because of the liability. Now things have changed, and we are allowing them to have tours, but with modified rules to help cover the liabilities.

Sean Derby: I've passed around the annual report so you can look at numbers there.

Bob Felder: This question is for Rob or Sean; I've seen the vertical features with the hard closures; is there any liability? Animals are smart, but people walk on those and potentially drop a foot in between them and hurt themselves, has that happened at all?

Rob Ghiglieri: Not to my knowledge or at least not been reported. People are on them frequently. We are going to be building one in Virginia City that we're going to put expanded metal on so people can walk on it; we know they're going to be on it regardless. It's a thought I've had many of times, but we haven't seen, or it hasn't been reported and I haven't heard anything nationwide of people reporting liability issues.

Bob Felder: You lower the liability from falling and killing yourself from breaking your ankle. I always wondered about that because you know people are going to do that.

Mike Visher: The challenge is the spacing of the bars which is dictated by the bats being able to fly in and out and so it can't be any smaller than that if it's being constructed for bat habitat.

Rob Ghiglieri: And there are other closure designs where they'll do a small 3' x 3' window where the bats are able to have expanded metal all around that so people can kind of walk around more but Department of Wildlife here likes this design more because it's more wildlife friendly.

Josh Nordquist: I have one final comment and it's always good to bring this up with the abandoned mine lands program: There's decades worth of work if not more to be done in the state and I think Mike, you mentioned it and I've heard about it as well, people's ability to go out and adventure in the BLM today is accelerating. The pandemic had a big impact but even before that it's happening nevertheless, it's very crucial work especially with development expansion in the last year too, just to take a moment to identify the substantial amount of effort that needs to happen and that there's probably never enough resources to get it done in a reasonable matter of time.

**Rob Ghiglieri:** I would also like to say that Sean did a great job his first year being the Chief and taking on the summer internship with an ongoing pandemic in his first year having no returning interns to help. It wasn't an easy task having 7 interns, always adapting to that and he did a great job.

**C. Consideration of AML Program Enhancement Projects**

At the last Commission meeting, Mike Visher discussed the Division's financial situation and the forecast of additional reserve and that we would come to this meeting and offer up some additional projects to take additional bites out of the reserve to bring it down. The AML Enhancement Projects presented during this item are projects for the Commission to consider for approval using money from the reserve.

Rob Ghiglieri and Sean Derby presented a PowerPoint presentation which covered 5 options which include A) Increase Cultural Surveys, B) Social Media AML Campaign, C) Billboard AML Campaign, D) Second UTV for the Las Vegas office and E) Helicopter Contract.

**Josh Nordquist:** Regarding the cultural studies, the crucial item is getting the CX through the BLM, do you see any change in the BLM office?

**Rob Ghiglieri:** What happened to these is a lot of times they'll get submitted with Wildlife already being completed and we'll request BLM for help with cultural surveys. The district archeologist will say that they're too busy or we'll wait for BLM Medford to come and do it. The Medford AML team we only get a couple times of year, so they're already backlogged as it is. What we did with the Pine Nuts project is use the consultant archeologist and with a district archeologist that was familiar with our work out of the Carson field office.

**Nigel Bain:** Regarding the social media campaign, is there an example from the vaccination efforts or seatbelts or something that? It's not like selling a knife use of something like that. That's not something you're trying to do but if we had examples of the rates of success just on the vaccinations, was the State of Nevada able to move the needle at all from that advertising?

**Sean Derby:** The example that I've looked at was part of the Cambridge Analytica scandal, that similar software was used in social media used for political campaigns, I can forward that to you. I don't know if they tracked how successful that was, it could depend on your political beliefs.

**Rob Ghiglieri:** I think, Nigel, that's one of the things that we would really like to see at the end and why we want to see that data is maybe it comes back where we thought one target group would be great, and we got no responses and one of the other target groups was a huge success. Then we focus our efforts only on the successful target group. From everything I understand, it's very specific keyword targeting so we can narrow it down to the most effective keyword searching when they're adjusting the algorithm to be the most effective for us in the long term.

**Nigel Bain:** I hear what you're saying, and I roughly understand how they do it but you're in a different realm than even selling political thoughts. How many people in the world are searching for Brittany Spears vs AML projects? Even the critical race theory, the number of hits on a critical race theory issue is very high right now. It would be good, I think, if you can get some data on something like that, the only one I can think of, apart from seatbelts, is the vaccination.

**Josh Nordquist:** You touched on one idea which is you've got the ability to look at some of the most viewed content today regarding people going out taking video of themselves in these areas. We're able to categorize the number of views that are those particular in the beginning. Sean mentioned one getting over a million views for example, I can only imagine the target of millions of interactions relatively easy at that point. In my mind it demonstrates that there's a significant amount of people looking at this content online and if we could just detour a small percentage of those people going there.

**Randy Griffin:** Have you checked with Drew McGregor at the Nevada Mining Association? I know he does this for a living.

**Sean Derby:** No, I haven't.

**Mike Visher:** One of the things we're looking at with this is trying to better understand the groups that are looking to do this unsafe behavior. Until you get into the marketplace, you really don't have access to understanding the specifics of what those groups are. One of the best parts of this type of media is having the ability to get the information on those people, then we have the best chance at changing their behavior. If we can save one person and their life, it's worth it. It's changing that behavior and it's one of those things that it only takes an instant when gravity takes control and you've lost. What we're looking to do is change someone's behavior that when they get too close, they remember something

they saw online and whether it's the real young groups that are looking at stuff online and they're daring each other into doing unsafe behavior which is rampant through the schools right now, or whether its young adults that should know better but peer pressure comes and takes over and they do stupid things. We really don't know which we can have the biggest impact on until we learn more about those people and their search habits, where they've been and what they're doing. I think this is what means by which we gain a lot of information about those who are looking at doing that kind of behavior and then figuring out where we can then invest to change that behavior so that we're not wasting our resources with one group vs another. Until we start this process, I'm not sure we'll know. I'm not on social media but I see what it does to my grandkids and the time they spend on it and asking them how you found that video, they say oh it's on YouTube and then I saw these other videos. Those other videos did not come by chance, they came there because of all the other places they looked. So how can we insert our little safety message in there and in a way that says, maybe that's not the smartest thing to do. We need to find the subject matter experts that can help translate our public safety message into something that gets to them and that's the best chance of changing someone's behavior. I think we need to do something and see what works. We've never done anything like this before. Doing the Stay Out Stay Alive video was great, it needed to be modernized and it's much easier to view and it resonates more with today's kids. But they're not going to our website to see it, we must get that message to them and it's going to take some experts that do this on a daily basis to figure out how to tweak it.

**Josh Nordquist:** The upfront cost is here in the slides, then you said the maintenance costs is 10% of that?

**Sean Derby:** A little less than 10% of that, and it depends on what the bids end up costing, there's things we can do to control that too. We can set up a georeferenced messaging platform basically a digital billboard that's basically 8 cents an advertisement when someone's driving down I-80 between Lovelock and Winnemucca it will pop up on social media in that area. We can do more refined, more affordable campaigns in the future but the upper limit cost if we did a month of campaigning that would be about \$10,000.

**Josh Nordquist:** I understand the content side, remind me again the 50K per target groups, how does that divide up by each target group?

**Sean Derby:** I think it goes into how much research and how much tweaking of the algorithm would be required, how much beta work they'd have to do to figure out how the targeting works beyond just putting it out there. The larger amount of groups makes it cost more.

**Mike Visher:** It goes \$30K for one target group to \$50K for three groups.

**Josh Nordquist:** What do you mean as far as groups?

**Sean Derby:** What we know, based on the incidents that have happened in the past, a lot of it is men, who are the risk takers basically. We know that there are a lot of tourists coming in with interest in going out and doing these long off-road races, we've had incidents related to that. I think the last death we had was related to that at a big overland race, and then Nevadans just getting out. Identifying the groups is what the research goes into figuring out how to get to them, I think that is what the issue is.

**Rob Ghiglieri:** This is a request for information from a company that would do this, they gave us a basic cost. If we go this route we would go through an RFP process, have multiple bidders and each one of them may have a slightly different approach on that, this is just an estimate of what would it cost for us to do this.

**Randy Griffin:** Would you ask those groups if they have suggestions on the messages?

**Mike Visher:** We're going to start with, this is our message, and here's a list of things. If you think you can come up with something that resonates in a better way, that's fine, but here's what our goal is. Assemble what we want for the target audience, and it may be different from those groups, depends on what's going to resonate for each of the different groups. We're the subject matter experts when it comes to what are the issues with abandoned mines. They're the subject matter experts in creating a content for that message and then getting it out. Here's the message that we want to convey, tell us how you would slice and dice it for different groups. This is what we're looking for with deliverables, groups, and we're looking for it in this timeframe, what can you do for that? That's the basis for the RFP, this is going to be the most complex RFP we've ever done for a scope of work because there's a lot of variables that aren't in our wheelhouse that we're trying to address. It may be through the RFP process we get a lot of questions; answers go back and forth, and we learn a lot. We may do interviews with the groups, have them come in, and it wouldn't be atypical for them to prepare a mockup or demo of what they would do so we can get a sense of where they're headed and whether we're aligned

Randy Griffin: Does anybody have an idea of what that message is?

Mike Visher: We're kind of looking at, we know it's bad but the scenario there how do you create a scenario that 99% of people will say "I'm not doing that". What is that scenario, is it swimming with sharks when it's obvious that there's a shark in the water?

Sean Derby: We want to use really jarring imagery, shocking.

Randy Griffin: We need something like an actual case, like she didn't look at the sign, we have to shock them, we have to make it clear.

Mike Visher: But that message works with a certain group, what we are trying to figure out is how we prevent bad behavior or at least make them cognizant of what they're looking to do is likely to impact their life and the message is going to be different for a 14-year-old than it is for someone that's a thrill seeker outside of Vegas.

Bob Felder: I think this falls into a category of people that they're trying to reach is that they don't know what they don't know. The stay out stay alive is a big message, maybe we need to get specific like list like bad air, fall hazards, all things that can happen, but they don't know that by seeing a sign that says stay out stay alive. They need something that will scare them.

Randy Griffin: Just a comment, something like that for a second or two and have another picture of real pictures.

Mary Korpi: Kind of like the distracted driving you see, most of that make it real.

Randy Griffin: Exactly.

Mike Visher: We don't want to distract them too much.

Sean Derby: Right, not if they're driving. That's funny though because this is the reenactment of that tragedy that happened at the Overland race. There is video content to go along with for that image showing her falling down the mine shaft.

Mary Korpi: I think I mentioned before that last time we drove through Tonopah we saw the new billboard; it just pops out.

Sean Derby: Oh, you saw it? Great.

Mary Korpi: Yes, both directions, it really grabs your attention.

Sean Derby: Excellent.

Mary Korpi: Goes back to location, location, location.

Stephanie Hallinan: Did we review, for these targeted areas of the billboards as far as what percentages of areas of the state have incidences? Is that how these billboard locations were chosen?

Sean Derby: It's population centers and where the advertising company had property. We can do some targeting a lot like the way we do our targeting for our annual work. It was based on quotes we've received.

Rob Ghiglieri: These are a placeholder for these areas and their cost. We agree that the I-80 corridor from Winnemucca or Lovelock may be great places for some different prices, but this is just giving us what it would cost if we tried to do an aggressive campaign for six months depending on the location.

Stephanie Hallinan: Ok, great, thank you.

Sean Derby: Luckily, we haven't had a death in eight years, we had once incident in Pershing County, but we can use other targeting methods to do that.

Josh Nordquist: This is per billboard?

Sean Derby: Yes, per billboard, per month.

Josh Nordquist: Is the \$45K for each one of the signs for a year?

Sean Derby: This is for two locations; it would be a six-month contract for two signs.

Rob Ghiglieri: Plus, fabrication and installation for two signs.

Mike Visher: It could be less than that depending on if it's a more rural market and it's going to depend where in the Las Vegas metro area. This is really to give us a range to go with what we're looking at. \$400 would be on the low side and \$3,500 a month would be high. We don't have a lot of AML in Elko so I'm not sure if that would be a beneficial place to put it, but we know what the costs are, and it gives us a place to start. The actual targeting, I think we need to do more about where that occurs and to Commissioner Hallinan's point, where are the incidents occurring that maybe we can change some behavior by placing a billboard close to where those incidents are occurring whether it's by Jean as they're going to Goodsprings or is it down at Searchlight as they're heading down that way. Those are the things that we'd be looking at, but the cost would still be in this range. We wouldn't be putting up a billboard in Northern Nevada in the

winter months, it would only be in the summer months. This would be tailored when people would most likely be outdoor recreating, so Southern Nevada more in the winter and less in the middle of summer.

Mike Visher then went over the AML enhancement options and impacts to the reserve amount using 50% of expenditures for reserve guidance.

**Art Henderson:** How many mines could you close with this money?

**Mike Visher:** On the cultural surveys it would allow us to get up to another 100 sites closed for the year.

**Rob Ghiglieri:** That 100 sites of the average cost per closure, for the last 7 or 8 years running, about \$3,200 to \$3,300 so that 100 sites will allow \$300,000 to \$350,000 worth of actual closure work on the ground. That \$50K could lead to \$300,000 of actual work being done on the ground.

**Sean Derby:** With the helicopter survey we can identify about 100 hazards and probably close all of them in a year.

**Mary Korpi:** Whenever we talk about a project, we always get back to do we have the manpower to handle this with added activities.

**Mike Visher:** There isn't a whole lot of extra manpower associated with option A (Cultural Surveys), there would be with option B (Social Media) in working with the contractor to get things started but after that it is what it is. Option C (Billboards) is very little commitment other than the content and trying to figure out where to put place them, but I don't think that's a big concern. Option D (UTV) is helping us, it's an efficiency thing. Option E (Helicopter), we're talking about only a handful of days. The reason why we're looking at the helicopter contract is that surprisingly the State of Nevada does not have an as-needed contract with a helicopter service. Right now, we are using our contractor's contract, and it goes through his contract to him, he pays it, then invoices us. That comes off his contracted securing's and hard closures so we're taking money away from work that can be more effective on the ground just to be able to fly in the air and this would be a stand-alone contract. It's only if we decide to use the helicopter only if we decide to use it, it's for capacity. The cultural surveys, it's the same thing we're adding capacity to that contract, if we can't put together the project for them to do the work, they don't do the work, we don't spend the money. Social media campaign, that is a commitment. The billboard campaign, that's a six-month contract that we'd be looking at and the final cost would be determined on placements and what not. The UTV is a commitment but it's not on-going besides maintenance.

Mike then further discussed how selecting variations of options A-E will affect the reserve balance.

**Art Henderson:** I don't know if all those things would work or not, we have the money and maybe they will work. We've always been supportive in AML. Some of them I don't like but we have the money, and you made a good argument that they may work, so I think it's worth it to try. I would vote to approve them all, even though I'm not 100% convinced. I don't think anyone can be 100% convinced until we try some. Like you said if it helps close more mines, keeps more people alive and increase the awareness then I think we should give it a shot and evaluate it. We should have an evaluation then you can report back to us with how it's going.

**Mike Visher:** To that point, Art, I think B and C are the only ones where there's a lot of uncertainty as to the effectiveness but for the others, we have already demonstrated the efficiencies.

**Art Henderson:** Why I'm a little hesitant on the helicopter, if you must fly a helicopter to find it how many people are going to go out there to find it themselves? I would rather spend the money in the population areas like we did before in Vegas and close those mines, this is just my opinion. But don't get me wrong, I'm not saying no, I'm in favor of it.

**Mike Visher:** The helicopter allows us to sift through the noise of the features that are on the landscape that we don't have the ability to do otherwise in an efficient manner. We can send the interns for the entire summer and have them stay in Tonopah and physically walk to all of those or we can spend one day with two staff, and we know exactly where we need to send people on the ground. It only works in certain target-rich areas, that we have already identified. It will also help us prioritize the following years field work efforts since it will remove a lot of areas that currently rank high in the Topo ranking due to the large volume of historic mining features, but we know that they are mostly non-hazards.

**Rob Ghiglieri:** The helicopter survey will be on an "as needed" basis to where we are not obligated to fly these areas if we find that it is not as efficient as we were anticipating.

**Nigel Bain:** I would support most of them, still not keen on B until we get more information on what we can do, it's not a marketing thing it's more of a behavioral thing so more information on that. The billboard campaign must be seen as

being engaged on the problem and I'm fine with the helicopter if we're not going again and again to the same area. I would support everything except for option B until we get more information.

**Randy Griffin:** Asked about the other agencies that use helicopters for fires and see if they are available during the winter?

**Rob Ghiglieri and Mike Visher:** Discussed how they have approached NDOW and Division of Forestry for potentially using their helicopters and explained that they are already booked doing wildlife surveys, maintenance work, wildfire rehab, or other activities. They are a very sought-after commodity and Rob was surprised that there was not a Statewide Contract for helicopters surveys.

**Art Henderson:** Nigel, would you accept option B if we went with the scaled down version to see how it works?

**Nigel Bain:** Yes, but I still would like to get similar campaigns, it seems like every state has a campaign going on vaccinations or different things like that, if we could pull that information from somewhere or someone else and get more of a feel for what we're going to do or per dollar are we gaining influence over the kind of people that are going to go to an abandoned mine.

**Josh Nordquist:** Mike, does your table take into account the one-time fees?

**Mike Visher:** Yes.

**Josh Nordquist:** So, option B and option D especially, they're only hitting FY22.

**Mike Visher:** Yes.

**Josh Nordquist:** My next comment is on the helicopter surveys; this can also be managed as an idea of what inventory is available. Let's say you do one or two flights next year and you've already got a log of more than you'll be able to process for that year, that doesn't mean we have to do more flights that year or we have enough work to get through, so it doesn't necessarily have to be this much per year if managed on inventory visits appropriately.

**Art Henderson:** I think since we have the money, we should spend it.

**Mike Visher:** Again, several of these are just building capacity not commitments which I think is something very important to remind ourselves that this just allows us to if we have the money, if we have the resources that building that capacity, it takes some front loading with regards to the contracting and the lead time before we can do anything. The RFP for the social media strategy that's going to be the longest one and even if we started on it tomorrow, we probably wouldn't be looking at starting on the contract at the earliest until spring of next year. The actual dollar amount probably won't hit FY22 it may be later in FY23, when all of the costs are performed. The other ones are just the capacity again to add. Rob reached out to Broadbent to see if they had the capacity to do additional work in this fiscal and they do.

**Rob Ghiglieri:** They said to let us know as soon as possible that way they can include it in their long-term planning.

**Mike Visher:** That one they can do but we must increase the capacity in that contract so that's a 2-3-month lead time. Even with whatever approval you provide today its going to be months before we start taking on obligations and the other are not actual obligations just the capacity of to spend more.

**Art Henderson:** You've heard from Nigel and I, what do the rest of you think?

**Josh Nordquist:** I'm very interested in option B because it's how you hit as many people today in the world; however, I think there's time to help process this one as they've got to go out to get bids, there's going to be a review process and that may also shed some light and detail on how this system works. There's other opportunity for the Commission to be able to see and understand this whole process and learn more down the road. I would personally prioritize that over the billboard campaign. I think Nigel makes a very good point about making a statement to the state, especially in key areas that shows we're focused on abandoned mine lands safety.

**Bob Felder:** I kind of agree with Nigel on option B because it's the largest number on this proposal and it's going to be where we get the least bang for our buck, I agree we can reach a lot of people but in bang for your buck in terms of managing budgets it's a big number. If our budget is in great shape, like Mike said, I'm open minded and I think we should try it. It's going to be hard to know how effective it is no matter what we do in three years we're not going know did it work.

**Sean Derby:** There are other uses for developing this, it helps us find out where we want to be in term of where we want to do closures, I see it as us being able to test a new tool for our outreach but I also see it as a different way of approaching where we go for closures and it can even be a way for us to target billboards, where are these people at. I

think it has many uses, I agree that its potentially risky and finding out, well like you said we won't know if it's working really because all we can track, in terms of metrics, is how many people are seeing the message, that's a way we can measure success.

**Bob Felder:** No, I agree those are good points. If we have the philosophy of let's do everything we can possibly do within a reasonable budget to do better with safety in the state, then sure let's do all of it.

**Mike Visher:** Let me throw out an option for B, we can work to flush out the scope of work and come up with what we're expecting for deliverables and do some better research on quantifying the impacts from similar type campaigns so we can put some metrics to help answer some of the concerns that have been addressed. Then we hold a special commission meeting in the future to look at this one project in a month or so from now, so it doesn't delay things too much but gives us a chance to frame it a little bit better and do research on the questions that were posed as an option.

**Nigel Bain:** I would agree with what you're saying if we could get a system or ability to quantify the impact of that.

There are drug messaging things along I-80, there's a ton of different ones, there must be some data out there on showing of what kind of impact we will have done this or doing that.

**Mary Korpi:** This is something that is out of our norm for all of us. I like it because it gets us looking in an area that we haven't viewed, it's not a typical marketing plan, it's not like the billboards, it's not like teacher workshops but it's going to help us in every one of those areas. I'm worried that if we just do a little portion of it it's going to lead to more questions. I'd like us to see we do the whole thing, if we're going to do it lets do it and get as much information out of it as we can. But I agree, there are still a lot of questions but unless I'm swayed the other direction I'd might be willing to support it and I think too, it's not just going to be a benefit potentially on the stay out stay alive like we talked about the damage that's going on and if there's someway to tie that in so that we potentially see people stop doing the damage that will potentially be a benefit too, I want to see what comes back in a month. It would be hard for me to be swayed to not do full support

**Randy Griffin:** I'm with Art, I'd like to support all of it. We know option B works; it's just tweaking it to where it works for us. We know it's going to get to the right people, whether they listen to us is another question. For me if I was going to make a choice between the two, I'd knock off option C if we're going to knock off something because we really don't know how that's working either. I know social media works.

**Stephanie Hallinan:** The options are terrific, and I like your approach. Mike, I agree all of them are something that's quite necessary and actually I see all as cost savings, even though the helicopter is something we could be spending money on if you compare that to the footwork as you pointed out there is some recognition and cost savings in the long run to help secure areas. Your approach about fleshing out the scope and looking at the possible impacts and learn a little bit more on option B sounds terrific, that would be great information to then make a formal decision on that one. Otherwise, all of them look very well and thank you for the presentations as they were very good on all the topics.

**Randy Griffin:** Here's another question to ask Drew McGregor, when I was on the Nevada Mining Association board, they had billboard campaigns and to my knowledge they don't do it anymore at all because social media is so much more effective so that's another question to follow up with information. Drew McGregor would be a treasure chest for this, because he does this for a living

**Sean Derby:** Great, I'll contact him.

**Randy Griffin:** And then cut out all the billboards.

**Josh Nordquist:** Which one of these should be up for discussion today as the makes an impact quicker? Think about option A as an example work that can be executed immediately and start to produce results. Options B and C can be started at any time, sooner is always better but as far as planning purposes for you guys which one of these has the most effectiveness to decide on today and maybe we look for another session where then work on the rest.

**Mike Visher:** A and D.

**Art Henderson:** Option D is the season in Vegas right now.

**Sean Derby:** And they have few staff, so it makes sense for them.

**Rob Ghiglieri:** Option A is great, I can get A going right away because we still have roughly \$100,000 in authority on the contract right now, it's just going to take Sean two days in the office to make sure that the projects are compiled what we want and send the date to Broadbent and say we're ready to go we want to double the amount of work this fiscal year and they'll get going as fast as they can, it is coming into winter so surveys in Nevada vary, at least they'll be able to do the pre-work and get all the research done and all the reports prepped. Option D as well, we'll start the process, I got

to go through the state system to purchase it, nothing's easy the quicker we get going on that the quicker we'll actually be able to spend those fundings to get going there but the contract on B it's going to take a little work on our end to get that scope of work, we're actually capturing what we want contracting be in the scope of works so we're not opening the RFP and people proposing 18 different things that we didn't want, we've got to rank them. E, the helicopter surveys are straight forward and a quick one to get going.

**Josh Nordquist:** I think it's obvious we have some thought processes and on the marketing side if one option is to vote on A, D, and E today and maybe look at B and C in an upcoming meeting.

**Motion to approve proposals A, D and E today and move discussion for potential action on items B and C in a special meeting targeted in a months' time when we have more information available made by:** Nigel Bain

**Seconded by:** Randy Griffin

**Bob Felder:** What would be the timeframe on B and C again?

**Sean Derby:** We can probably get an expert come in and do a Zoom talk with us to answer any questions you have on how it works and give examples of scenarios that have worked in the past

**Rob Ghiglieri:** Reach out to the Mining Association.

**Randy Griffin:** I don't want to step on anybody's toes I'd ask Drew to come to the meeting, you all can do your homework and make a presentation, I'd ask him to at least attend the meeting.

**Art Henderson:** When's the next meeting Mike? December or January?

**Mike Visher:** We haven't decided

**Josh Nordquist:** Typically, it's February

**Mike Visher:** Usually it's the first or second week in February, we have enough of the financial stuff in for claim fees that we know exactly where we're at for the year although there isn't anything pressing that needs to be done that way so it could be in January if you want but it can also be a separate meeting not at the quarterly meeting if you just want these topics to revisit them in December. My only concern is if we are waiting until January, we won't implement anything until FY23 because the lead time that we have. Do you think a month would be enough time to get the information we need with deliverables and isometrics?

**Sean Derby:** We could get some of the harder questions answered, I think the details about what the scope of work would look like would take a little more time.

**Mike Visher:** That's going to be the biggest challenge on this one.

**Rob Ghiglieri:** I think within a month have better grasps on everything if you wanted to do a special virtual meeting and be able to answer the questions and, in the meantime, if you guys come up with additional questions or suggestions send them to us, we should try to incorporate everything we can in that time frame.

**Anthony Walsh:** I will submit for information to that in my experience with coordinating with social media companies and ad companies in general it can be a hurdle so that might be something to consider for timing, a lot of new companies aren't used to dealing with concepts like NRS 41 it protects the state as well as our purchasing section so that is something to consider in terms of timing, those contracts might come out a little bit later in my experience.

**Rob Ghiglieri:** Thank you.

**Revised Motion to approve proposals A, D and E today and move discussion for potential action on items B and C in a special meeting targeted in a months' time when we have more information available made by:** Nigel Bain

**Seconded by:** Randy Griffin

**Unanimously approved**

**D. Review of Upcoming FY2022 Staff Travel**

Rob Ghiglieri discussed NDOM's recent and upcoming FY22 travel events, dates, locations and those attending.

**IV. OLD BUSINESS**

**A. Review of the 2021 NAAMLP Conference**

Rob Ghiglieri went over, in detail, the recent virtual National Association of Abandoned Mine Land Programs conference NDOM hosted in September 2021. Rob also gave a background of what the National Association of Abandoned Mine Land Program does. Special thank you to everyone involved, NDOM staff, Garrett, Sean, Courtney, Sherrie. Holly Miller and Pat Mohn with Nevada Division of Environmental Protection; Jason Williams with Nevada Department of Wildlife; John Callan with BLM, also, Sarah Reeves, Cy Oggins and Pat Turner with the California AML program, Rachel Micander with Nevada Bureau of Mines and Geology with for helping with Lake Tahoe graphics that were used

**Bob Felder:** Great job.

**Stephanie Hallinan:** Good job.

**Josh Nordquist:** Very good, I can only imagine the amount of stress those last couple of weeks were.

**Mike Visher:** It was but they pulled it off, we got a lot of kudos for the efforts because everyone who goes to conferences understands what it's like but then having to shift from in-person to completely virtual in less than two weeks and still pull it off and increase attendance and not lose a bunch of money in the process is phenomenal. Rob and the team deserve a lot of credit for what they accomplished in that.

## COMMISSION BUSINESS

### A. Review of staff monthly activity reports

Mike explained the reports are more in detail from what the Commission get in their monthly report and if there are any questions this is the time to ask about those.

**Josh Nordquist:** When will be the next update on the Discovery Museum Exhibit?

**Rob Ghiglieri:** Currently we are in the process of waiting for IFC approval to have authority to pull from our reserves and go to category 09, special projects. IFC only meets bi-monthly, and it must be in before a month that so it's a three-month process before you can get it approved sometimes, but we don't see an issue.

**Mike Visher:** It was agendized for the December meeting yesterday so that and the Railroad Valley project are on the same agenda.

### B. Appointment of Vice-Chair

Josh Nordquist asked Mary Korpi if she would continue her services as the Vice-Chair.

**Mary Korpi:** I'd be glad to, thank you.

### C. Set date for next Commission meeting

Special virtual meeting to discuss AML enhancements will be Wednesday, December 15, 2021 at 1:00 p.m.

Next Commission meeting will be Thursday, February 10, 2022, with a tour planned on Friday, February 11, 2022, in Las Vegas.

## COMMENTS BY THE GENERAL PUBLIC

None

## ADJOURNMENT

4:05 p.m.

### **III. NEW BUSINESS**

### **III. A AML Enhancement Options**

A POWERPOINT PRESENTATION  
WILL BE PRESENTED AT THE MEETING.