



AGENDA SUMMARY PAGE
CITY COUNCIL MEETING ON: OCTOBER 1, 2008

DEPARTMENT: CITY MANAGER
DIRECTOR: DOUGLAS A. SELBY

Consent Discussion

SUBJECT
ADMINISTRATIVE

Discussion and possible action regarding the naming of "The Las Vegas Museum of Organized Crime and Law Enforcement" also known as "The Mob Museum" located in the historic Downtown Post Office at 300 Stewart Avenue - Ward 5 (Barlow)

Fiscal Impact

No Impact Augmentation Required
 Budget Funds Available

Amount:
Funding Source:
Dept./Division:

PURPOSE/BACKGROUND:

The new name will be "The Las Vegas Museum of Organized Crime and Law Enforcement" also known as "the Mob Museum" located in the historic Downtown Post Office at 300 East Stewart Avenue.

RECOMMENDATION:

Recommend approval

BACKUP DOCUMENTATION:

None

Motion made by RICKI Y. BARLOW to Approve

Passed For: 7; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0
RICKI Y. BARLOW, LOIS TARKANIAN, LARRY BROWN, OSCAR B. GOODMAN,
GARY REESE, STEVE WOLFSON, STEVEN D. ROSS; (Against-None); (Abstain-None);
(Did Not Vote-None); (Excused-None)

Minutes:

DEPUTY CITY MANAGER ELIZABETH FRETWELL invited some of the representatives present, along with MAYOR GOODMAN and COUNCILMAN BARLOW, to join her at the podium.

With the unveiling of the new name, "THE MOB MUSEUM", COUNCILMAN BARLOW was honored to be a part of this project coming to fruition. On the display, the word "mob" is almost completely blacked out, and Councilmembers were given redacted t-shirts. MAYOR GOODMAN commented that there will be some of his personal memorabilia in the museum.

CITY COUNCIL MEETING OF: OCTOBER 1, 2008

JAMES NESBIT, CEO-Wall to Wall Studios, Pittsburgh, appeared with NATHAN SMITH, Business Development-Wall to Wall Studios. MR. NESBIT explained the name selection and design process and believed that the plan is a good balance between law enforcement and organized crime, injected with a sense of wit.

MR. SMITH added that the next phase will be implementation, as they are excited to be working with the City and 300 Stewart Avenue Corporation, the non-profit organization that will operate the museum. The overhead was used to show advertising concepts and complimentary gifts with the word "Mob" redacted, which is the branding strategy and marketing plan. MR. SMITH also encouraged everyone to view the website which is now available to the public.

BOB STOLDAL appeared on behalf of the museum's Board of Directors and the committees dealing with artifacts and fundraising. The members of the Board and committees consist of retired law enforcement, retired state gaming control board members, former and current mayor and a former U.S. senator. These retired individuals bring extensive experience and knowledge to this project and are committed to this community. The Board is seeking additional funding for the museum and is in the process of gathering artifacts reflecting the concept. He acknowledged additional companies and the Council for their assistance, generated over 180 names for titling the museum. He gave an account of the process in selecting the final name for the museum. On behalf of the Board, MR. STOLDAL thanked the support for the project and Wall to Wall Studios' logo, artwork and concept for the museum. He asked for Council's support in approving the item.

MAYOR GOODMAN noted the museum should be opening in the spring of 2010. The goal is to time the museum's opening with the re-opening of the adjacent Lady Luck Hotel and Casino.

RECESSED: 10:57 - 11:06 A.M.

