



July 18, 2011 Centennial Minutes

Called to order by Mayor Carolyn G. Goodman at 4:00 P.M.

Board Members Present: Mayor Carolyn G. Goodman, Councilman Bob Coffin, Hannah Brown, Ryan Arnold, Senator Richard Bryan, Rossi Ralenkotter, Jane Pike, Tim Cashman

Board Members Absent: Jane Pike, Bob Stoldal

Staff Present: Esther Carter, Teri Ponticello, Scott Adams, Joe Williams, Ted Olivas, Courtney Mooney, Susan Hauht, Trish Truesdell

Guests Present: Bill Marion, Duane La Duke

1. CALL TO ORDER
2. **Mayor Goodman read ANNOUNCEMENT RE: COMPLIANCE WITH THE OPEN MEETING LAW.** Susan responded "yes Mayor".
3. Mayor Goodman read: PUBLIC COMMENT DURING THIS PORTION OF THE AGENDA MUST BE LIMITED TO MATTERS ON THE AGENDA FOR ACTION. IF YOU WISH TO BE HEARD, GIVE YOUR NAME FOR THE RECORD. THE AMOUNT OF DISCUSSION, AS WELL AS THE AMOUNT OF TIME ANY SINGLE SPEAKER IS ALLOWED, MAY BE LIMITED.
4. **Discussion for possible action to elect Annual Officers for 2012**

Teri Ponticello explained the slate of candidates for officers for 2012. The annual election of officers for FY2011-2012 is different from board members that sit on the Commission for the Las Vegas Centennial.

The list of candidates is listed as follows:

President: Mayor Carolyn G. Goodman
Vice-President: Elizabeth N. Fretwell
Vice-President: Scott Adams
Secretary: Esther Carter
Treasurer: Mark Vincent

Whoever is elected President serves as chairman for the Commission for the Las Vegas Centennial per bylaws.

Motion to approve carried.

5. **For possible action to approve the Final Minutes by reference of the April 18, 2011 meeting**

Motion to approve carried.

6. **Discussion for possible action regarding a Resolution authorizing certain officers as corporate signatories on checks, expenditures and other financial matters related to the Commission and providing for all other matters properly related thereto**

Teri Ponticello provided a form of the resolution which updates the corporate signatory resolution for the Commission of the Las Vegas Centennial. This allows officers to sign checks, instruments, documents and there has been a delineation of the amount set and the number of signatures for those amounts.

Motion to approve carried.

7. **Report for possible action regarding the fiscal year budget 2011/2012**

Joseph Williams presented the budget and began by illustrating dollar amounts as this past year finished.

\$687,000 in revenue plus \$1.6 M in license plate revenue

\$3,547,000 in expenditures leaving an ending fund balance of \$1,504,000.

Expenses of five major programs included:

Mob Museum	\$2.2 million
Westside School	\$300,000
Friends of the Fort	\$111,000
Neon Museum	\$300,000
Helldorado Parade & Rodeo	\$470,000

In all, \$3,328,000 was the cost of these projects which equates 94% of the budget.

Rossi Ralenkotter: Asked why there remained a \$150,000 expense for the Neon Museum.

Esther Carter: Explained that the expenses against the \$150,000 had not yet been processed.

Councilman Bob Coffin: Stated that he thought the way appropriations are presented to the Commission is to be the way the entire amount is going to be appropriated.

Esther Carter: Stated that two meetings ago, there had been the request for the \$150,000 and today Bill Marion would be presenting to ask for an additional \$300,000. So the original requested \$150,000 is still sitting in the account as it just has not yet been processed.

Joe Williams: Explained that in prior years had not spent the \$588,000, which the \$150,000 was a part of for the Neon Museum. In his handout, he explained that on page 2, column 1, shows the approved budget of \$588,000. For the current fiscal year, people from other organizations have brought things in that they want added as additional budget. He projected that there will be \$1.4 million in license plate revenues and felt that was a conservative figure. He stated that as of July 2, 2011, there are 77,583 active license plates.

Mayor Goodman: Asked about in approving the budget, does that mean everything presented today is automatically approved?

Joe Williams: Answered to Mayor Goodman by explaining that what you will approve is the current year additions ending in June 30, 2012 with the carryovers of ending budget of last year. The main additions will cost \$500,000 for construction for the Westside School which are the bonds that will be issued for the carryover debt.

Councilman Bob Coffin: Asked for the history of the bonds and if they are G.O bonds. [G.O. is a term for General Obligation bond, the definition of which is: A municipal bond backed by the credit and "taxing power" of the issuing jurisdiction rather than the revenue from a given project.]

Joe Williams: Answered to Councilman Coffin as yes, they are G.O. bonds. In a prior meeting, the board approved the bonds so that construction can be done. This \$500,000 year over the next ten years will pay for the debt service on the bonds using the source of funds. Ultimately, the bonds will be in the name of the City of Las Vegas and the City will be liable but this will be the funding source to pay the debt on the bonds. The other one is the \$300,000 for the Neon Museum, if you approve it, plus the \$150,000 from last year will make it \$450,000. The other big one is for the Helldorado Rodeo and Parade, \$300,000 for the rodeo and \$97,000 for the parade. There are also internal charges for the City of Las Vegas for the City people who do things for the Commission. The amount estimated for those on the Commission and labor is estimated at \$150,000. Time for Courtney and Esther last year was \$133,000. There are no real identified positions but this equates to 1 1/2 or 1 1/4 positions.

Motion to approve report: Moved by Hannah Brown

Motion carried.

8. **Discussion for possible action regarding a grant request from the Neon Museum in the amount of \$300,000 for the interior exhibit hardware and consulting fees for the exhibit (historian/writer and programmer)**

Bill Marion: Began his presentation with a history of the Neon Museum. Last year, requested \$300,000 and was allocated only \$150,000 so today he is presenting background of where the Neon Museum stands and then he will go into the purpose of why again, asking for \$300,000.

The La Concha Motel was designed by Paul Revere Williams and opened in 1961. Mr. Williams also designed Carver Park in Henderson which was a minority housing project for the titanium plant. He also designed Guardian Angel Cathedral on Desert Inn and Las Vegas Boulevard and another small housing project on the west side of town, Biltmore Arms.

The La Concha Motel is 100% poured concrete with "gooky" architecture. The building itself was "the sign" of the building and it fits with what the Neon Museum is doing from an architectural standpoint.

History of the move to the Neon Museum: In 2005 when everyone was going to build high-rises, the Doumani family was going to build The Majestic and tear down the La Concha Motel. But instead they offered it to the Neon Museum as a gift but money had to be raised (by the Neon Museum) to move and put it back together. In 2006, it was dismantled into eight pieces then had to be further broken down into quarters to make it under the power lines as it was moved along the street. The cost for breakdown, move and reconstruct (in 2008) was \$1.2 million. The source of funds were the City of Las Vegas, Las Vegas Convention and Visitors Authority, Las Vegas Historic Preservation and private donors (who gave \$400,000).

In 2010, Weststar Architects were hired to design the Visitors Center. In 2011, progression has been made through plans check and at the end of this next week; a RFP (Request for Proposal) will be issued through the City of Las Vegas for a contractor. Within 84 days, a contractor will be selected and by the end of October 2011, construction will begin. It is hoped that completion will be by late April or early May 2012 and then the furniture will be moved into the building.

Mr. Marion thanked the Centennial Commission for the help they have given along with the Las Vegas Convention and Visitors Authority; the Nevada Commission of Cultural Affairs; the City of Las Vegas; and the Federal Scenic Byways Fund (a National Scenic Byway grant) from which \$807,000 has been allocated for this project.

The Neon Museum has 450 artifacts representing 150 historic signs and properties. The collection is valuable for a variety of reasons: 1) Historic preservation for a number of these signs are all that is left of some historic buildings; 2) Art appreciation; and 3) Architectural history.

The book, Learning From Las Vegas, which was written by a Yale University professor, describes looking at Las Vegas architecture as a new and positive movement in architecture which includes the use of signs as a façade and making of an architectural statement which reveals the cultural significance

and historic evolution of these buildings.

The economic development is probably the most important aspect. Anticipation is that the operating revenue will come from the Neon Museum itself by conducting fundraising for expansion and land acquisition. The downtown corridor will be linked by the Mob Museum. Operating revenue will not only come from ticket sales but also by leasing it out for receptions, conventions, special events, weddings and commercial photo shoots. Right now \$10,000 per month is received from commercial photo shoots alone.

The Binion's Horseshoe sign will be the gateway into the Boneyard. The Boneyard Park was created by the City of Las Vegas using funds from the Southern Nevada Public Lands Management Act. The northern Boneyard will be rented out for photo shoots, day long events and day long commercial shoots.

In the lobby, a replicate of the the original reception desk will be installed in the lobby. There will be an outside entry to the bathrooms so that the lobby and offices can be closed and yet outside events will still have access. The meeting room will be a public space for lectures, presentations and video presentations and there will be a roll up garage door so that it can be made into an inside/outside gathering point. The glass building replicates the original motel structure.

Mayor Carolyn Goodman: Asked about and area for food preparation.

Bill Marion: Replied that they will use three or four food truck type caterers, not limit to just one vendor. There will not be a kitchen built.

The Boneyard/Museum education component will be on a seven foot electronic exhibit hardware, like a large iPad. It will allow interaction with the four various elements that the Neon Museum espouses. Cost \$80,000.

A writer will need to be hired who will do research on photographs and put the exhibit content together. Michael Green from the College of Southern Nevada has expressed that he would like to work on the project. Cost \$30,000.

Develop a self-guided tour with narrative that would be accessible by an application on an iPhone. Cost \$20,000.

Printing of brochures and other publications that people can walk with or can be distributed to properties in the downtown to advertise the Boneyard. No cost.

Install an audio-visual system hardwired into the building, closed-circuit television and a security system. Cost \$200,000.

Hire a development director to prepare for the opening and staff. Salary, subsidies and benefits to cost \$110,000.

Councilman Bob Coffin: Asked for the hours of operation.

Bill Marion: Replied that hours will be 9:00 AM or 10:00 AM to 5:00 PM and some evenings when there are receptions.

As for the historic signs, many of them in the Neon Museum remain in their unrestored, rustic state which attracts the greatest amount of interest. There are two tours per day and bookings are three weeks in advance. More people are going through than at the Springs Preserve. The website has 13,000 hits per month and 80% are new visitors and spend three minutes on the website. When the announcement was made that the Neon Museum was acquiring the Sahara sign, the Associated Press picked up that news as well as 80 news programmers (newspapers, television, and websites). It is estimated that there are 200,000 or more visitors per year.

Hannah Brown: Commented on how impressive the Boneyard is as one passes by.

Mayor Carolyn Goodman: Asked if there was a line item beyond publications for the media.

Bill Marion: Answered, "No" as not asking for any money for collateral materials that we will be developing.

Courtney Mooney: Stated that the Historic Preservation Commission (City of Las Vegas) and the Historic Preservation Commission Environmental Consultants out of Denver prepared the book.

Bill Marion: Explained that the book will have the history of the neon signs in Las Vegas and it will have a full catalog of the signs that are in the Neon Museum.

Mayor Carolyn Goodman: Asked in the 501©3, what were the number of people that contributed the \$400,000 and was it this year?

Bill Marion: Did not have an exact number but gave a couple of examples of amounts that were given by individuals. He stated that these funds were contributed in 2007 and the money was used to move the La Concha.

Mayor Carolyn Goodman: Asked what the projected goal is that will come from the private sector in 2012.

Bill Marion: Replied that \$150,000 is projected to be received in FY 2011-12 but last year was only \$75,000. There will be an aggressive public relation campaign to raise the funds.

Rossi Ralenkotter: Asked if there will be any merchandising rights?

Bill Marion: Answered with a yes, retail and administrative sales and they are working with Greenberg Traurig.

Esther Carter: Asked if the price of admission has been established.

Bill Marion: Stated that right now the price of admission for guided tour is \$15 per person but cross marketing with the Mob Museum is being entertained and may offer a discount for purchasing tickets to both attractions. He expects the ticket price to not be more than \$15, perhaps even \$10, but decision has not been made yet. Additional monies coming in from \$2,000 per day for commercial photo shoots and \$200 per hour for wedding photo shoots. Also, hosting first gala this Halloween, "The Boneyard

Bash" which will be held at the Jackie Gaughan Plaza since there will be construction at in the Boneyard.

Senator Richard Bryan: Asked for the big picture concerning available funds.

Esther Carter: Expressed the need to be careful in watching that money goes to funds as more entities (example used is the Smith House) are requesting money.

Tim Cashman: There may be \$400,000 to \$500,000 in discretionary funds. Putting capital monies in making the museum opening ready is good as it will be self supporting.

Bill Marion: State that 80% of the cost of the furniture is funded. If the board awards the requested money today, this will ensure that the opening runs seamlessly.

Councilman Bob Coffin: Asked if the board grants the \$300,000, will the total be \$750,000?

Bill Marion: Total will be \$750,000. The Neon Project is \$4.5 million and with the Boneyard Park, the total becomes \$7 million.

Tim Cashman: Expressed support for regular evening hours. Added, that the plates fit the goal of the Legislation.

Esther Carter: Cannot get 6 digits on plates but people like the logo.

Councilman Bob Coffin: Suggested possibility of changing the size of the numbers and letters on the plate and asking the Legislature to allow for an increase in the cost of the plate. Prices change and markets change.

Motion to approve grant request carried.

9. **Report by Duane La Duke and Esther Carter regarding the 2011 Helldorado Days Rodeo and Parade**

Duane La Duke: Conveyed that had a successful year as there was an increase in ticket sales and participation by community. What did not work was the method of offering (about 30) groups (ex. Boy Scouts) to go out and sell tickets for \$15 and keep \$5 per ticket for their group. Only 10 or 15 of the 30 approached groups actually sold tickets and a disappointing \$3000 was sold. But not going to give up on this new idea so will try again in the future.

The Rodeo Fun Zone was new idea. Included four platforms by the bucking chutes that could be purchased for the night and all four were sold so will be adding two more fun zones by the roping chutes next year. Each section is private and can have 30 people per platform.

Bar tent was moved to be by the food vendors and that brought an increase in sales.

Will have VIP parking for sponsors.

Cowboys did not like the layout of the area this year.

There were 46 sponsors, names were on their seats so could see how populated and 60% of the tickets went unused. Next year will meet with each sponsor to determine ticket need. In the first year there were 60 sponsors and it is has been getting worse. When ready to start rodeo this year, had a shortage of \$82,000. Duane and Esther determined what could be done to meet the shortage and negotiated with suppliers or cut back on certain items. Cut back on credentials and specialty acts and found that this hurt revenue and will not cut back on these type of things again.

Ticket sales were \$65,886 over \$52,000 from last year. Attendance was 1500 which is an increase of \$1000 over last year. The total profit from rodeo was \$40,000. Building an emergency fund which has a current balance of \$50,000.

Esther Carter: Parade held on May 15, 2011 with 120 entries. Have received requests from almost everyone that was in the parade 2011 to participate in the 2012.

Mayor Carolyn Goodman: Asked if entrants pay a fee and how much money was spent on prizes.

Esther Carter: Replied that no fee is charged and not much was spent, mainly just handing out certificates.

Considering starting parade earlier at 5:00 PM so it is done by the time the rodeo begins.

A lot of money was spent buying advertising via radio, television and billboards. The budget was \$105,561. Looking for a new local advertising agency since current one is in Reno.

Scott Adams: Asked, "What is the total budget?"

Duane La Duke: Last year it was \$572,000 before the cut backs that were done this year.

Scott Adams: Asked if that included rentals.

Duane La Duke: Replied with a yes.

Councilman Ross said that the rodeo needs to be on City property. If go back to Cashman Field, will need to bring in dirt and have exhibits inside the building. Rodeo uses nine acres now and the barbeque championships use four acres but twenty acres is really needed to be adequate for rodeo grounds.

Motion to accept report was carried.

10. Discussion for possible action regarding a funding request from the Elks Helldorado in the amount of \$300,000 for the 2012 Helldorado Rodeo and \$130,000 for the 2012 Helldorado Parade

Motion to approve the funding request was carried.

11. Discussion for possible action to create a 2012 meeting schedule

Esther Carter: Stated that the next board meeting is in October 2011. Meetings had been on Mondays due for former Mayor Pro Tem Gary Reese. If all agree on Monday at 3:00 PM, then will calendar quarterly meetings for the second or third Monday.

Motion to approve carried.

12. Quarterly Report by Executive Director on Centennial projects.

Esther Carter: Distributed a report from the Department of Motor Vehicles (DMV) that showed there are 77,229 vehicle plates and 354 motorcycle plates for a total of 77,583 plates.

Mayor Carolyn Goodman: Asked for the cost of a plate.

Esther Carter: Replied with \$63 for a new plate and \$20 for the renewal.

Rossi Ralenkotter: Suggested getting a report as to which organizations receive proceeds from the plate.

Motion to approve report carried.

13. CITIZENS PARTICIPATION: PUBLIC COMMENT DURING THIS PORTION OF THE AGENDA MUST BE LIMITED TO MATTERS WITHIN THE JURISDICTION OF THE COMMISSION. NO SUBJECT MAY BE ACTED UPON BY THE COMMISSION, UNLESS THAT SUBJECT IS ON THE AGENDA AND IS SCHEDULED FOR ACTION. IF YOU WISH TO BE HEARD, GIVE YOUR NAME FOR THE RECORD. THE AMOUNT OF DISCUSSION ON ANY SINGLE SUBJECT, AS WELL AS THE AMOUNT OF TIME ANY SINGLE SPEAKER IS ALLOWED, MAY BE LIMITED

Mayor Carolyn Goodman: Seeing no citizens wish to participate, asked for a motion to adjourn.

Motion to adjourn carried.