

# City of Las Vegas

PR AND MARKETING COMMITTEE  
CITY HALL, 495 S. MAIN STREET  
CITY CLERKS 2<sup>ND</sup> FLOOR CONFERENCE ROOM  
CITY OF LAS VEGAS INTERNET ADDRESS: [www.lasvegasnevada.gov](http://www.lasvegasnevada.gov)

## MINUTES

October 17, 2013  
3:00 P.M.

ITEMS LISTED ON THE AGENDA MAY BE TAKEN OUT OF THE ORDER PRESENTED; TWO OR MORE AGENDA ITEMS FOR CONSIDERATION MAY BE COMBINED; AND ANY ITEM ON THE AGENDA MAY BE REMOVED OR RELATED DISCUSSION MAY BE DELAYED AT ANY TIME. BACKUP MATERIAL FOR THIS AGENDA MAY BE OBTAINED FROM BEVERLY K. BRIDGES, CITY CLERK, AT THE CITY CLERKS OFFICE AT 495 SOUTH MAIN STREET, 2<sup>ND</sup> FLOOR OR ON THE CITY'S WEBPAGE AT [www.lasvegasnevada.gov](http://www.lasvegasnevada.gov).

1. [CALL TO ORDER](#)

Minutes:

VICE CHAIR GROGAN called the meeting to order at 3:00 p.m.

PRESENT: VICE CHAIR GROGAN and COMMISSIONERS McCOY and ALVAREZ

ALSO PRESENT: LISA STAMANIS, Cultural Programming Specialist, DEPUTY CITY ATTORNEY ROBERT SYLVAIN and DEPUTY CITY CLERK GABRIELA PORTILLO-BRENNER

2. [ANNOUNCEMENT RE: COMPLIANCE WITH OPEN MEETING LAW](#)

Minutes:

ANNOUNCEMENT MADE - Meeting noticed and posted at the following locations: City Hall, 495 Main Street, 1st Floor; Clark County Government Center, 500 South Grand Central Parkway; Grant Sawyer Building, 555 East Washington Avenue; City of Las Vegas Development Services Center, 333 North Rancho Drive.

3. [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](#)

Minutes:

None.

4. [Report for possible action regarding the review of current marketing opportunities to promote Arts Commission projects \(No Fiscal Impact\) All Wards](#)

Minutes:

VICE CHAIR GROGAN stated he would like to set goals to make the Arts Commission more active and well-known by interfacing with existing arts activities ongoing in the community and developing social marketing systems by obtaining more technical support for staff in order to get it done. He observed that events at the Art Museum on West Sahara are wonderful, but the Arts Commission needs to be made aware of it. He noted there are about three social media functions that have become inactive that the Arts Commission should be interfacing with. He requested the members' input. COMMISSIONER McCOY indicated that when he met with PATRICIA WALSH in June, they discussed the above topics, and specifically social media, but he was not sure if the problem lies in not exploring it enough. LISA STAMANIS,

# City of Las Vegas

Cultural Programming Specialist, offered to do some research.

COMMISSIONER ALVAREZ commented that attempts have been made to conduct public relations (PR) for the Arts Commission in novel ways, and he referenced what Our Las Vegas is doing, but he pointed out that a lot of PR revolves around the website. COMMISSIONER McCOY remarked that the website needs improvement, because it is not functional and lacks links.

VICE CHAIR GROGAN discussed with MS. STAMANIS that Exhibit E, an out-of-state company, was contracted to design the website, but perhaps a local company should be contracted in order to provide better service. The site has the basic content, but she suggested the Arts Commission consider putting out a bid during the next fiscal year for design proposals.

VICE CHAIR GROGAN stated the current website contract is for the Arts Commission website. MS. STAMANIS indicated there is also artsลาสvegas.org under the Cultural Affairs Division and the City's website, so there are three internet sites, in addition to Facebook, which she tries to update as often as possible, as one of the administrators, along with COMMISSIONER ALVAREZ. VICE CHAIR GROGAN suggested recruiting a social media volunteer that could receive extra credit for maintaining the Facebook page.

COMMISSIONER ALVAREZ noted some people do not realize the Arts Commission exists. He posted something on Facebook inviting the public to become involved with the arts.

MS. STAMANIS suggested recruiting a student from the University of Nevada Las Vegas, and VICE CHAIR GROGAN said that a student could be given credit or recognition for his/her work.

COMMISSIONER ALVAREZ said the Arts Commission should have had a presence at the Greetings From Las Vegas event at the Gateway Motel through MICHAEL LITT, which is an event similar to the Nada Dada event in Reno. In the Nada Dada event, rundown motels were turned into pop-up art galleries. MR. LITT is partnering with quite a few people. VICE CHAIR GROGAN emphasized that the Arts Commission should be involved with these types of events. MS. STAMANIS suggested participating in a closing reception with MR. LITT to promote the Arts Commissions support of art downtown.

VICE CHAIR GROGAN stated that the members could be made aware regularly of what is happening through social media so that they can participate, but MS. STAMANIS indicated she does not have the capacity to do that regularly because there are a lot of things occurring.

MS. STAMANIS mentioned that the Cultural Affairs position should be filled by December, and suggested partnering with Nevada Public Radio and doing a public art issue in the Desert Companion magazine.

COMMISSIONER ALVAREZ stated the Commissioners could get out in public and plan an event in the spring with First Friday. He suggested the month of April, when he will be the curator for First Friday.

VICE CHAIR GROGAN asked if the intent of becoming more active through social media is to gather information for the arts, to encourage artists, or to direct artists into various venues. COMMISSIONER McCOY supported all of the above.

MS. STAMANIS discussed with COMMISSIONER ALVAREZ that the Artist Registry is still maintained, although it is not promoted, and it should somehow be made available to the public. Currently, the hard copy information is on record and artists are asked to send their website address. Maybe a new database should be started and provide it online.

COMMISSIONER ALVAREZ emphasized that the First Friday event would provide a great opportunity to inform artists about submitting public arts projects and to educate them on the process. An artist manned booth could be made available

to provide information to other artists. MS. STAMANIS commented that it would also be a good idea to inform people about the Pre-Qualified Artists Project.

# City of Las Vegas

VICE CHAIR GROGAN indicated that he would like COMMISSIONERS McCOY or ALVAREZ to consider taking the position of Chair of this subcommittee, and he would like to encourage COMMISSIONER FRIEDMAN to serve on this subcommittee as he has a financial background that should be helpful. He would like to work with MS. STAMANIS on a format that can become a working paper and use it as a road map to keep the momentum in a forward direction. He would like to receive feedback, and then schedule another meeting.

VICE CHAIR GROGAN suggested one thing that could be done in the interim is to notify the Commissioners on events so that notification can be put on the Facebook page.

5. 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

Minutes:

None.

6. ADJOURNMENT

Minutes:

The meeting was adjourned at 3:23 p.m.

Respectfully submitted:

---

Gabriela Portillo-Brenner, Deputy City Clerk

---

Lisa Stamanis, Cultural Programming Specialist

Facilities are provided throughout City Hall for the convenience of disabled persons. If you need an accommodation to attend and participate in this meeting, please call the City Clerks office at 229-6311 and advise of your need at least 48 hours in advance of the meeting. Dial 7-1-1 for Relay Nevada.

THIS MEETING HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

City Hall, 495 South Main Street, 1<sup>st</sup> Floor  
Clark County Government Center, 500 South Grand Central Parkway  
Grant Sawyer Building, 555 East Washington Avenue  
City of Las Vegas Development Services Center, 333 North Rancho Drive