

City of Las Vegas

PR AND MARKETING COMMITTEE
CITY HALL, 495 S. MAIN STREET
CITY CLERKS 2ND FLOOR CONFERENCE ROOM
CITY OF LAS VEGAS INTERNET ADDRESS: www.lasvegasnevada.gov

MINUTES

December 19, 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, 2ND FLOOR OR ON THE CITY'S WEBPAGE AT www.lasvegasnevada.gov.

1. [CALL TO ORDER](#)

Minutes:

VICE CHAIR GROGAN called the meeting to order at 3:10 p.m.

PRESENT: VICE CHAIR GROGAN and COMMISSIONERS McCOY and ALVAREZ

ALSO PRESENT: BRAD JERBIC, City Attorney, LEAN COLEMAN, Deputy City Clerk, and LISA STAMANIS, Cultural Programming Specialist

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

Minutes:

ANNOUNCEMENT MADE: This meeting has been properly noticed and posted at the following locations: City Hall, 495 South 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; Las Vegas Senior Center, 451 East Bonanza Road

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 current activities by the PR and Marketing Committee \(All Wards No Fiscal Impact\)](#)

Minutes:

COMMISSIONER ALVAREZ opened up the conversation by speaking on the huge misconception that exists concerning public art in Las Vegas. The Arts Commission needs to find ways on how to spread the word regarding gallery openings, artists receptions as well as discussions on public art in this community.

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LISA STAMANIS, Cultural Programming Specialist, informed the Committee that the new employee, DIANNE CRIPE, is scheduled to start on December 30, 2013. MS. CRIPE has a background in administering public art and teaching art, and staff anticipates she will be valuable in addressing social media. MS. STAMANIS indicated she will make an effort to upload anything of interest to the community concerning art as well as University of Nevada Las Vegas events on to Facebook.

COMMISSIONER ALVAREZ indicated that MS. CRIPE will need to be engaged in the discussions. The Commissioner recalled some work from local photographer, Curtis Walker, and how he has energized the Arts District; ideas could be taken from his efforts to minimize the misconception.

VICE CHAIR GROGAN recognized the Arts Commission has two websites it manages, as well as a Facebook page, and it would be a good idea to have MS. CRIPE upload the Arts Commission members photos to Facebook.

MS. STAMANIS informed the Committee that the art dedication ceremony will take place on January 28, 2014 from Noon to 2:00 p.m. This event is open to the public, and staff will do a press release. VICE CHAIR GROGAN suggested having MS. CRIPE handle the press release, but MS. STAMANIS responded that the City has hired someone to handle social media but supported having MS. CRIPE take part in public relations (PR) and marketing.

COMMISSIONER ALVAREZ noted the importance of doing PR and marketing for all of the respective wards and not just the downtown area. He recalled at a Zappos tour, COUNCILMAN ROSS was in attendance and reminded him that there is a ward located in the far northwest that needs to be inclusive on staying informed of public art. The Commissioner would also like to see this Committee use resources to revamp its website, so that it includes an updated map and is comprehensive of all of the artwork. MS. STAMANIS replied that staff would follow-up and possibly assign MS. CRIPE to this task.

VICE CHAIR GROGAN suggested seeking input from the Arts Commissioners on generating ideas for other press releases on things that are happening in the community and outline press releases that we can have issued on a regular basis.

Upon COMMISSIONER ALVAREZ queries regarding partnerships with non-profit organizations and promoting them, MS. STAMANIS explained that when the Arts Commission forms such partnerships, it is made known what the non-profit organizations contribution will be. The City provides the venue and collaboratively sends press releases, but the organization coordinates the spokesperson. COMMISSIONER ALVAREZ added that it benefits the Arts Commission to become more proactive with exhibitions when it puts its stamp of approval on artwork. COMMISSIONER McCOY recalled discussions with COMMISSIONER DEANER on where does the Arts Commission draw the line, but agreed with COMMISSIONER ALVAREZ comments.

COMMISSIONER ALVAREZ informed the Committee that the First Friday event will be on July 1, 2014. First Friday will provide the tent, and this event will be a great avenue for marketing purposes. He briefly discussed with MS. STAMANIS the possibility of creating a banner and a walking tour brochure that includes the downtown section as well. In addition, they agreed that having materials for brand recognition would be powerful in getting the community and individuals informed about current events, such as the Westside School fence project.

VICE CHAIR GROGAN stressed the importance of communication and keeping the Members informed.

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.

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6. [ADJOURNMENT](#)

Minutes:

Meeting adjourned at 3:27 p.m.

Respectfully submitted,

Lean Coleman, 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:

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