

DRAFT

City of Las Vegas

COMMISSION FOR THE LAS VEGAS CENTENNIAL
CITY HALL, 495 S. MAIN STREET
CITY CLERKS 2ND FLOOR CONFERENCE ROOM
CITY OF LAS VEGAS INTERNET ADDRESS: www.lasvegasnevada.gov

MINUTES

November 28, 2016

3:00 PM

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 LUANN D. HOLMES, 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:

CHAIR GOODMAN called the meeting to order at 3:04 p.m.

PRESENT: CHAIR GOODMAN and COMMISSIONERS COFFIN (excused at 4:33 p.m.), BROWN, PIKE, HELTON (excused until 3:17 p.m.), FELDMAN, BRYAN (excused until 3:21 p.m.), STOLDAL, ARNOLD and SINNOCK

EXCUSED: COMMISSIONER BARLOW

ALSO PRESENT: ESTHER REINCKE, Executive Director of the Commission for the Las Vegas Centennial, TERI PONTICELLO, Assistant City Attorney, and ASHLEY FOSTER, Deputy City Clerk

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.

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. For possible action to approve the Final Minutes by reference of the Regular Meeting of October 17, 2016

Motion made by COUNCILMAN BOB COFFIN to Approve

Passed For: 7; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 4

ALAN FELDMAN, HANNAH BROWN, JANE PIKE, MAYOR CAROLYN G. GOODMAN, ROBERT STOLDAL, RYAN ARNOLD, HUGH SINNOCK; Against-(None); Abstain-(None); Did Not Vote-(None); Excused-COUNCILMAN BOB COFFIN, COUNCILMAN RICKI Y. BARLOW, LOUISE HELTON, RICHARD BRYAN

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5. Report by Joe Williams, Senior Financial Analyst, City of Las Vegas Finance Department, regarding the Commission for the Las Vegas Centennial budget for Fiscal Year 2016-2017

Minutes:

JOE WILLIAMS, Senior Financial Analyst, distributed a handout detailing the budget to actual for the prior year, which he submitted for the record. There had not been a lot of activity since the September meeting. He stated that the total expenditures for the past four months were \$136,189. He detailed the expenses and noted the amount the Commission still has committed for grants they have already approved. If the Commission stays at their current rate of funds collected, it should end the year with between \$2.5 to \$3 million with an excess fund balance.

ESTHER REINCKE, Executive Director of the Commission for the Las Vegas Centennial, asked about funds for the Neon Museum. ASSISTANT CITY ATTORNEY TERI PONTICELLO confirmed that the funds had been approved by the Commission but are awaiting approval from the City Council. COMMISSIONER BROWN asked for the amount. MS. REINCKE replied \$425,000.

COMMISSIONER STOLDAL wondered how many years were left for the Westside School. MR. WILLIAMS believed two or three years.

6. Discussion for possible action on a replacement appointment for Treasurer to the Commission for the Las Vegas Centennial (Mark Vincent resigned)

Motion made by ROBERT STOLDAL to Hold in abeyance to 1/23/2017

Passed For: 10; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 1

ALAN FELDMAN, COUNCILMAN BOB COFFIN, HANNAH BROWN, JANE PIKE, LOUISE HELTON, MAYOR CAROLYN G. GOODMAN, RICHARD BRYAN, ROBERT STOLDAL, RYAN ARNOLD, HUGH SINNOCK; Against-(None); Abstain-(None); Did Not Vote-(None); Excused-COUNCILMAN RICKI Y. BARLOW

Minutes:

ASSISTANT CITY ATTORNEY TERI PONTICELLO explained that each the Commission holds an annual election of officers and, since inception, MARK VINCENT, Chief Financial Officer, has served as Treasurer. MR. VINCENT would be resigning from the City; therefore a new treasurer must be elected as required by the Commission's bylaws. She stated that MR. VINCENT had suggested JOE WILLIAMS, Sr. Financial Analyst, to fill the remainder of his term.

Subsequent to COMMISSIONER STOLDAL'S motion to appoint MR. WILLIAMS as Treasurer, COMMISSIONER COFFIN wondered if there was a system of checks and balances regarding the appointment of MR. WILLIAMS as he works for the Commission, but he also works for the officer who supervises the Commission.

ASSISTANT CITY ATTORNEY PONTICELLO explained that the Commission is an affiliate and a component of the City, and MR. VINCENT serves as the overall Chief Financial Officer (CFO) for the entire City including its components. He did not see a problem with the appointment of MR. WILLIAMS.

COMMISSIONER COFFIN suggested inquiring with outside auditors. CHAIR GOODMAN agreed this was a good idea to protect MR. WILLIAMS. She wondered if there would be an interim CFO for the City.

MR. WILLIAMS believed the system of checks and balances is the internal controls of the City.

COMMISSIONER STOLDAL understood the concerns and tried to think of an example in which this would be abused. COMMISSIONER COFFIN suggested waiting until the Commission's next meeting in January. He wanted to consult the City of Las Vegas Audit Oversight Committee or Piercy Bowler Taylor & Kern.

COMMISSIONER STOLDAL withdrew his motion.

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COMMISSIONER ARNOLD acknowledged MR. WILLIAMS' service to the Commission and believed he should be appointed Treasurer.

COMMISSIONER FELDMAN wondered if the issue could be handled with a formal question to the auditors.

7. Report by Deborah Campbell, Strategy Consultant, and discussion for possible action regarding the Centennial Commission Strategic Plan

Minutes:

DEBORAH CAMPBELL, Strategy Consultant, referenced the Commission's November 15th meeting and presented the Commissioners with a handout and a copy of a PowerPoint presentation, which she submitted for the record. She explained the handout and stated that the vision piece was left out.

CHAIR GOODMAN asked staff if the extension of MS. CAMPBELL'S contract had been worked out. ESTHER REINCKE, Executive Director of the Commission for the Las Vegas Centennial, replied in the negative and said that she would discuss the contract with PAMELA HOFFMAN, Contracts Specialist, after the Commission's meeting.

MS. CAMPBELL guided the Commission through the handout. Pages one and two consisted of bullet points and summary comments from interviews she had conducted with the Commissioners. She discussed the Commissioners' thoughts on quarterly meetings as well as the budget and areas of funding/priorities. She mentioned their desire to seek out public input projects. The Commission's four objectives did not change and page four had notes on the Commissioners' discussion regarding marketing and projects, the Commission's brand, social media and expressing gratitude toward customers. Lastly, she reiterated that the Commission had not reached a vision statement, yet.

The Commissioners discussed a sign in Summerlin promoting the Red Rock Canyon license plates, a license plate design in Reno, Nevada, and they wondered about the Commission's license plate statistics. JOE WILLIAMS, Sr. Financial Analyst, offered to contact a friend at the Nevada Department of Motor Vehicles for some information.

Through the PowerPoint presentation, MS. CAMPBELL reminded the Commissioners about the Project Scope. She noted that several pages of the presentation had action items for the Commissioners. She repeated that a lot of the meeting was spent on discussing a process to address the Commission's priorities or buckets, goals and what the Commission desires to accomplish, the Commission's successes and the need to do things intentionally, and the vetting/review of grant proposals. Discussion was also held on how to measure public impact and how to get the word out about the Commission and its available funding.

MS. CAMPBELL listed the Commission's preliminary decisions which were to divide proposals into commission-identified priorities; establish an ad-hoc subcommittee to guide the process; develop objective guidelines and include measurable follow-up requirements; develop a policy on soft-project ownership; ensure the Commission has a different matrix for for-profit projects; develop and implement a Centennial Commission marketing plan; and create a vision statement.

She directed the Commissioners to review the handout of the PowerPoint and asked for their input on the preliminary decisions.

In response to a question from COMMISSIONER COFFIN, MS. CAMPBELL referenced the summary notes to explain that the Commission's priorities' criteria could be established several different ways. The Commission could have a specific session or could breakup into subcommittees.

COMMISSIONER FELDMAN wondered if the Commission has identified its priorities and mentioned bringing in experts to help the Commission identify the criteria. He felt it might be good to workshop some of the ideas which could help to clarify objectives.

MS. CAMPBELL repeated COMMISSIONER FELDMAN'S comments. COMMISSIONER FELDMAN elaborated on his remarks.

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COMMISSIONER STOLDAL agreed. He referenced page three of the handout and mentioned the Commission combining several categories of the types of projects. In reference to applications, COMMISSIONER STOLDAL spoke about things the Commission has done and ways it can get better. He desired to see additional grant forms that are specific to the categories referenced.

COMMISSIONER COFFIN believed the categories must be prioritized. He pointed out that the Commission must make sure to not encumber the future of the Commission when it approves a project.

COMMISSIONER STOLDAL believed the Commission to be a public board where each applicant should get a fair hearing. He agreed with COMMISSIONER COFFIN on identifying priorities.

COMMISSIONER HELTON mentioned prioritization and thought workshops or an ad-hoc subcommittee were a great concept. She also thought it was a good idea to seek community feedback. COMMISSIONER BRYAN was concerned the workshops or an ad-hoc subcommittee could become a bureaucracy.

COMMISSIONER ARNOLD understood COMMISSIONER HELTON'S idea and believed a marketing campaign should run simultaneously. He felt the Commission could work with staff to review applications and that the four categories were a superb start.

COMMISSIONER BROWN agreed with COMMISSIONERS STOLDAL and ARNOLD but felt that the Commission's application should be presentable. If a proposal does not mean more to an applicant, it may not mean more to the Commission. She liked the workshop idea with the ad-hoc subcommittee as it could help eliminate some applications that do not meet requirements.

COMMISSIONER SINNOCK also agreed with COMMISSIONER ARNOLD. Awareness of the Commission is low with the public. He advocated for getting the word out.

COMMISSIONER COFFIN felt that each Commissioner is a subcommittee of one and it is their responsibility to find projects throughout the community.

COMMISSIONER STOLDAL wondered what the other Commissioners wanted to do. He did not think the Commission should conduct marketing until priorities have been established.

In order to get organized and focused, CHAIR GOODMAN believed it would be helpful for each Commissioner to take a topic and return with a list in January. COMMISSIONER STOLDAL wondered about the help of City staff to which CHAIR GOODMAN explained the purpose of COMMISSIONERS BARLOW and COFFIN'S presence on the Commission.

COMMISSIONER BRYAN added to COMMISSIONER STOLDAL'S thought that no one knows the internal dynamics of a ward better than its represented Councilmember and liaisons. CHAIR GOODMAN referenced previous discussions regarding the assistance of staff.

In reference to the allocation of funds, COMMISSIONER HELTON encouraged the set-aside of money for marketing. CHAIR GOODMAN offered for COMMISSIONER ARNOLD to create a suggestion list of priorities for COMMISSIONER HELTON.

COMMISSIONER BRYAN expressed concerns about allocating a specific funding amount. He was worried about possible emergent projects that the Commission may want to pursue.

COMMISSIONER HELTON offered to gather information on education to present at the January meeting and reiterated the idea of the Commission having workshops.

COMMISSIONER PIKE commented on the public understanding the Commission's mission.

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COMMISSIONER COFFIN wondered what needed to be done in regards to MS. CAMPBELL'S contract. MS. REINCKE explained that MS. CAMPBELL would need to present a new proposal to staff in order to finish her work with the Commission.

MS. CAMPBELL stated that she could return with an expanded scope of work after hearing the days discussion. She reviewed her notes.

The Commission briefly discussed the idea of workshops.

After some confusion, COMMISSIONER FELDMAN explained that his idea of the workshops would be to flesh out criteria for the different categories. The workshops would not be intended for public outreach or a meeting. MS. REINCKE mentioned that for the Commission's January 28th meeting, there were already several items that have been abeyed from the October meeting.

COMMISSIONER STOLDAL discussed an organization with the state of Nevada and its process to define criteria for bricks and mortars. He offered to have Rebecca Palmer, State Historic Preservation Office (SHPO), send the Commission information on the criteria.

COMMISSIONER FELDMAN reiterated that his idea of the workshops is to establish criteria by which the Commission would write up decisions and not to brainstorm ideas. He also felt the Commission must consider a marketing program. MS. REINCKE mentioned her future meeting with the Communications Department and believed a lot of marketing could be done in house.

MS. CAMPBELL summarized her final thoughts for the Commission.

COMMISSIONER PIKE suggested the Commission research the criteria of other organizations similar to SHPO. COMMISSIONER STOLDAL mentioned the Department of the Interior and offered to gather information on bricks and mortars to forward to either MS. CAMPBELL or CHAIR GOODMAN who could present the information to the Commission.

COMMISSIONER HELTON desired to work on an archive track.

MS. CAMPBELL said that she would prepare a proposed scope of work. She was unsure how to implement a marketing plan to which COMMISSIONER ARNOLD shared his thoughts.

COMMISSIONER BRYAN wondered about limitations under the Open Meeting Law. ASSISTANT CITY ATTORNEY PONTICELLO replied that she would work with MS. CAMPBELL to ensure the Open Meeting Law is complied with.

8. Status update by Teri Ponticello, Assistant City Attorney, of the Neon Museum grant award in the amount of \$425,000

Minutes:

ASSISTANT CITY ATTORNEY TERI PONTICELLO acknowledged the October presentation and request from ROB McCOY and BILL MARION to fund the purchase of the LA Street Market parcel that is adjacent to The Neon Museum. It was decided by the Commission to grant \$425,000 towards the purchase. ASSISTANT CITY ATTORNEY PONTICELLO was tasked to come up with an agreement that ensured the Centennial Commission is protected and the applicant is using the property correctly. She had, in hand, the agreement that would go before the City Council.

ASSISTANT CITY ATTORNEY PONTICELLO indicated that, first, she ensured The Neon Museum realized they would have a stake in and must come up with additional funds for the purchase of the property. The Centennial Commission would be sent documentation that those funds would end up in escrow. Once the documentation was received, the

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Centennial Commission funds would be dispersed to an escrow company and not The Neon Museum. After the property is closed upon, she would put conditions on the agreement. She listed these conditions. If The Neon Museum violates the provision, the Centennial Commission would have the right to reimbursement. In order to secure the \$425,000, a deed of trust will be recorded against the property, and the City will be the beneficiary. She noted that the deed of trust will be put in place until 2050, as The Neon Museum has leased the property until 2050.

ASSISTANT CITY ATTORNEY PONTICELLO explained that she had had concerns whether to put the Commission as the beneficiary; however, after having spoken to staff, she thought it was best for it to be the City as it is unclear what will happen to the Centennial Commission by 2050 and should an issue arise, the Commission could utilize City staff. Additionally, whoever is to own the property would have to insure the property.

CHAIR GOODMAN wondered, if the project was to belly-up, if the City would owe the funds back to the Centennial Commission. ASSISTANT CITY ATTORNEY PONTICELLO replied that a separate arrangement could be made. ASSISTANT CITY ATTORNEY PONTICELLO further explained insurance. CHAIR GOODMAN did not see a problem as long as, should an issue arise, funds were returned to the Centennial Commission.

ASSISTANT CITY ATTORNEY PONTICELLO also explained that she had written a first refusal and if The Neon Museum receives a third-party offer, they must consult the Commission first. If the Commission decides to move forward with purchasing the property, The Neon Museum would be credited \$425,000 toward the purchase price. CHAIR GOODMAN believed this to be critical as if the property was overtaken by something else, the Commission would need its funds returned to allow them to be granted elsewhere.

COMMISSIONER STOLDAL inquired about the timeline to which CHAIR GOODMAN stated anytime.

COMMISSIONER STOLDAL thought the Commission should conserve its funds.

COMMISSIONER BRYAN asked who the obligor on the note was. ASSISTANT CITY ATTORNEY PONTICELLO replied The Neon Museum. She pointed out that the document is like a soft deed of trust. She added that according to MR. McCOY, The Neon Museum has the funds in place for the remainder of the purchase price. The Neon Museum will also be going through capital improvement financing in order to build improvements onto the property.

CHAIR STOLDAL expressed confusion as to why the Commission had to approve an agreement for the Huntridge Theater before approval but not for The Neon Museum. ASSISTANT CITY ATTORNEY PONTICELLO explained that with the Huntridge Theater, an agreement was going to go before the City Council but it never did. The agreement for The Neon Museum will go before the City Council for approval, as they are a party, as well as ratify an allocation for the Centennial Commission.

CHAIR GOODMAN clarified the difference between the Huntridge Theater agreement and The Neon Museum agreement.

9. DISCUSSION REGARDING TOPICS FOR FUTURE AGENDA ITEMS BY THE COMMISSION. COMMENTS MADE DURING THIS PORTION OF THE AGENDA BY INDIVIDUAL MEMBERS SHALL REFER SOLELY TO PROPOSALS FOR FUTURE AGENDA ITEMS AND ANY DISCUSSION SHALL BE LIMITED TO WHETHER OR NOT SUCH PROPOSED ITEMS ARE WITHIN THE PURVIEW OF THE COMMISSION AND/OR WHETHER SUCH PROPOSED ITEMS SHALL BE PLACED ON A FUTURE AGENDA. NO DISCUSSION REGARDING THE SUBSTANCE OF ANY SUCH PROPOSED TOPIC SHALL OCCUR AND NO ACTION SHALL BE TAKEN.

Minutes:

COMMISSIONER STOLDAL mentioned an article about the County and asked that an item be placed on the next agenda regarding digitizing type-written meeting minutes.

In response to COMMISSIONER STOLDAL'S suggestion, COMMISSIONER BRYAN requested that an additional item be added to explore available funds at the Federal level to provide assistance for the digitizing.

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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.

11. ADJOURNMENT

Minutes:
The meeting was adjourned at 4:56 p.m.

Respectfully submitted:

Ashley Foster, Deputy City Clerk

Esther Reincke, Executive Director
Commission for the Las Vegas Centennial

Facilities are provided throughout City Hall for the convenience of persons with disabilities. Reasonable efforts will be made to assist and accommodate persons with disabilities or impairments. If you need an accommodation to attend and participate in this meeting, please call the City Clerks office at 702-229-6311 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, 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