

Southern Nevada Enterprise Community
City of Las Vegas City Hall, City Clerk's 2nd Floor Conference Room
City Of Las Vegas Internet Address: www.lasvegasnevada.gov

MINUTES
January 23, 2020
4:00 PM

1. Call to Order

Minutes:

CHAIR NEAL called the meeting to order at 4:20 p.m.

PRESENT: CHAIR NEAL and MEMBERS HORSFORD (excused at 5:14 p.m.), WEEKLY (excused at 4:39 p.m. and present via telephonically from 4:39 p.m. to 4:55 p.m.), GOYNES-BROWN (excused at 4:39 p.m.), CREAR, and BROOKS

ALSO PRESENT: JEFF McGEACHY, City of Las Vegas Sr. Economic Development Specialist, SETH FLOYD, City of Las Vegas Deputy City Attorney, and ASHLEY FOSTER, City of Las Vegas Deputy City Clerk

2. Announcement Regarding: 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: Comment during this portion of the agenda must be limited to matters on the agenda for action. If you wish to be heard, come forward and 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 December 16, 2019

Motion made by Cedric Crear to Approve

Passed For: 6; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0

For-Cedric Crear, Chris Brooks, Dina Neal, Lawrence Weekly, Pamela Goynes-Brown, Steven Horsford;

5. Presentation by Kenadie Cobbin-Richardson, Nevada Partners (Lead Agency for West Las Vegas Promise Neighborhood), regarding status update on activities in the West Las Vegas Promise Neighborhood

Minutes:

Using a PowerPoint presentation, which was submitted and attached as backup, KENADIE COBBIN-RICHARDSON, Interim Executive Director of the Nevada Partners, presented on the West Las Vegas Promise Neighborhood.

She reported that five out of six youth born into distressed zip codes such as 89106, 89101, 89102, and 89030 will experience generational poverty and explained that concentrated poverty is an issue nationally. She displayed a PowerPoint slide of the overall poverty shell categorized by ethnicity and pointed out that 35 percent of African Americans and Native Americans live in impoverished communities. This will only

be solved by working together, and MS. COBBIN-RICHARDSON noted that this is the basis of the West Las Vegas Promise Neighborhood which is a collaborative and collective impact approach. She displayed another map of the SNEC and pointed out that the black dot on the map indicates where Nevada Partners is located.

MS. COBBIN-RICHARDSON mentioned the term culture of poverty which includes economic segregation, high unemployment, low wages, welfare dependency, homelessness, chronic stress, childhood trauma, violence, mental health issues, food insecurity, crime, single parenthood, low parent engagement, and underperforming schools. Most of these issues are destabilizing families and limiting the potential of children. She described a chart within the PowerPoint illustrating the distressed zip codes within the SNEC as compared to a prosperous zip code such as 89129.

She believed that the West Las Vegas Promise Neighborhood is a solution and other neighborhoods that have implemented the Promise Neighborhood have improved and are doing well. Nevada Partners was chosen as the lead agency in 2013 via a process that was assisted by the SNEC Board. She showed there is a dedicated staff dedicated 100 percent to the Promise Neighborhood. In addition to staff, Nevada Partners also has 16,000 square feet of space to engage with partners and to deliver services for free.

MS. COBBIN-RICHARDSON stated that the mission of the West Las Vegas Promise Neighborhood is to break the cycle of generational poverty which will be done by wrapping children in a seamless pipeline of health, social, and educational supports from birth through college while helping parents to get a job. She showed the outcomes of the birth to career continuum which includes kindergarten readiness, early grade reading, middle grade math, high school graduation, postsecondary enrollment and completion, and employment.

A summit was held on November 18th where the West Las Vegas Promise Neighborhood was relaunched and had engaging participation. MS. COBBIN-RICHARDSON identified the five pillars in which the West Las Vegas Promise Neighborhood has been divided into which are Healthy Children, Families and Communities, Education and Youth Development, The Future of Work, Affordable Housing and Wealth Creation, and Civic Participation and Social Justice. She noted assistance was received by the Black Education and Research Collective. MS. COBBIN-RICHARDSON reviewed the summit and mentioned some pillar priorities identified by those in attendance, the key stakeholders and partner organizations involved in each pillar, and strategies and resources for success.

This item was trailed and heard after Item 8.

Subsequent to pulling forward and hearing Items 7 and 8, CHAIR NEAL recessed the meeting from 4:39 p.m. to 4:39 p.m. to re-establish the quorum.

MEMBER CREAR noticed that there was no participation from the City of Las Vegas at the summit. He named some of the programs the City of Las Vegas offers through the Department of Youth Development and Social Innovation and wondered if there was a reason for the lack of participation. MS. COBBIN-RICHARDSON said that she felt the City of Las Vegas' absence noting invitations had been sent. She indicated that there are two upcoming meetings and would share the information.

MEMBER WEEKLY commended the presentation. He noted there was a lot of good information and although a lot of the information was not surprising to him, some of it is startling. He wondered how to get those affected by the conditions spoken about involved. MS. COBBIN-RICHARDSON said the community is invited to the upcoming meetings and a youth council is going door-to-door to tell people about what is happening on-site, engaging these residents, and inviting them to be a part of the conversation. She noted the fifth pillar is important because it talks about community voice and making sure residents know they have a voice and there are people listening.

MEMBER WEEKLY also wondered if the Southern Nevada Regional Housing Authority has been contacted to participate. MS. COBBIN-RICHARDSON would ensure the Southern Nevada Regional Housing Authority receives an invitation to the first meeting on February 13th.

CHAIR NEAL thanked MS. COBBIN-RICHARDSON for the presentation.

6. Presentation by Michael Brown, Executive Director of the Governor's Office of Economic Development, regarding legislative action impacting residents within the Southern Nevada Enterprise Community

Minutes:

MICHAEL BROWN, Executive Director for the Nevada Governor's Office of Economic Development (GOED), said the Governor is concerned about what is happening to working middle-class families and underprivileged communities, and he stated that GOED is in the process of reorganizing to create six sub-cabinet groups that will focus on how it will make state government more responsive for child and family development.

MR. BROWN asserted that his power as the Executive Director of Economic Development is derived from the state plan which was written in 2011, was based upon 2010, and was released in 2012. During that period of time, Nevada emerged as a majority-minority state according to statistics from the Commission on Minority Affairs. He noted GOED'S mission also has a workforce component to it and one sub-cabinet group has already been created to address this. Additionally, the Governor has a focus on Nevada children and families and wished for cooperation between cabinet agencies.

MR. BROWN said, initially, he worked for a public corporation, as regulated by the U.S. Securities and Exchange Commission (SEC), and built a power plant in Reno and was part of the placement of the Barrick Gold Corporation headquarters in Las Vegas. In both instances, he was eligible for tax incentives which he declined.

He indicated he has had his staff review the Nevada economy and pointed out there has been a debate questioning whether economic development means community development. Staff will be redrafting the state economic development plan and will work with the Brookings Institution, SRI International, and has reached out to the community to understand where the gaps are in the Nevada economy.

MR. BROWN utilized a PowerPoint presentation, which was submitted and attached as backup, to review some pertinent statistics regarding the Nevada economy which is made up of Southern Nevada, the northern corridor near Reno, and rural Nevada.

He displayed Pages 6, 7, 11, and 12 of the PowerPoint presentation and indicated that although Nevada is doing well in economic development, diversifying the Nevada economy is quite challenging because the entertainment and gaming industries are so large. Nevada's gaming industry is mature and well above the national average, and the state has a robust mining sector even though it is a small part of the Nevada economy; however, there has been some success in new jobs created in logistics and manufacturing.

Northern Nevada has robust manufacturing, logistics, and natural resources industries; however, it is far behind in the healthcare sector which is important when thinking about stabilizing Nevada families. He acknowledged the addition of Tesla in Reno which has helped to stabilize the city; however, it has had unintended consequences in regards to transportation and housing.

Mining is a star industry in rural Nevada that has very weak gaming industries and healthcare sector; however, counties within rural Nevada that do not have mining are desperate and challenged.

MR. BROWN continued his presentation by stating that although most of the debate would say that incentives are one of the leading factors for where a company chooses to locate, it actually ranks tenth as a strategic location driver. GOED will be conducting an assessment through the Pew Research Center model which has an evaluation system to look at incentives and abatements.

Lastly, MR. BROWN pointed out the most needed occupational fields within the Nevada workforce utilizing Page 17 of the PowerPoint presentation. These are healthcare practitioners, metal workers, construction trade workers, repair occupations, business operation specialists, and teachers. He also mentioned the need to acknowledge small businesses as the state's economic and development plan is redeveloped. When thinking about skills, MR. BROWN noted that 46 percent of the occupational fields needed within the Nevada workforce requires a high school diploma and less than a bachelor's degree.

MEMBER CREAR pointed out that most small, minority-owned businesses within the SNEC do not get business and are often overlooked. MR. BROWN admitted he has learned a lot while serving as the Executive Director and most of his preconceptions have changed. He noted GOED has a PTAC (procurement, technical

assistance center) unit that helps small businesses win contracts for the federal government but is unsure if something like this exists for the state. He has challenged his staff to come up with ideas regarding this as there are many members of the Legislature who would be in support.

MEMBER HORSFORD expressed support for the Governor's direction and asked for GOED'S support to help the SNEC to help in updating the Comprehensive Economic Development Strategy (CEDS), providing a similar review of what GOED has done statewide and regionally for the SNEC, and to better inform local businesses of the programs provided by GOED. MR. BROWN agreed stating that this was the moment to try some things. He asserted that he does not distinguish economic development from community development and noted that a form was being put together, which CHAIR NEAL elaborated upon. She stated that she approached MR. BROWN regarding the economic development incentives offered through GOED and indicated a presentation would be done by GOED and Nevada Grow Businesses to a subset of businesses on how funding works. The Chair noted that she also spoke with KRISTOPHER SANCHEZ, Deputy Director for GOED, about aligning the Opportunity Zones and their priorities to New Market Tax Credit priorities which are focused on economic development in low-income communities, and priorities need to be set to drive that conversation forward.

Subsequent to MR. BROWN'S presentation, a quorum was lost. ASSISTANT CITY ATTORNEY BRYAN SCOTT advised that the meeting must be adjourned.

7. Discussion for possible action regarding acceptance of Letters of Interest to appoint a representative of the Urban Chamber of Commerce to the Southern Nevada Enterprise Community (SNEC) Board

Minutes:

CHAIR NEAL directed the Members' attention to a Letter of Recommendation, which was submitted and attached as backup, which named ASSEMBLYMAN WILLIAM McCURDY as the Urban Chamber of Commerce's recommendation to the Southern Nevada Enterprise Community (SNEC) Board.

Motion made by Steven Horsford to Approve the appointment of Assemblyman William McCurdy

Passed For: 6; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0

For-Cedric Crear, Chris Brooks, Dina Neal, Lawrence Weekly, Pamela Goynes-Brown, Steven Horsford;

8. Discussion for possible action regarding acceptance of Letters of Interest to appoint two representatives of the Community to the Southern Nevada Enterprise Community (SNEC) Board

Minutes:

JEFF McGEACHY, City of Las Vegas Sr. Economic Development Specialist, stated that three applications had been received; however, all three of the applicants live outside of the boundary of the Southern Nevada Enterprise Community (SNEC) and are ineligible for the SNEC Board. He and BRYAN SCOTT, City of Las Vegas Assistant City Attorney, confirmed for the Chair that applicants must live within the boundary of the SNEC even if they work within it.

CHAIR NEAL stated that the application process will be extended for another two weeks in order to fill the vacancies. MR. SCOTT suggested extending the boundaries of where the vacancies are being advertised and asked MR. McGEACHY to inform the Members of where they are being advertised currently.

MR. McGEACHY said the application was distributed to everyone on the SNEC distribution list that the City of Las Vegas Office of the City Clerk has and was posted on the City of Las Vegas Facebook page as well as the Economic and Urban Development website. In addition, the application was posted through the City Clerk at the locations indicated on the Agenda which he identified as the City of Las Vegas City Hall, the Clark County Government Center, the Grant Sawyer State Office Building, and the City of Las Vegas Development Services Center. MR. McGEACHY offered to reach out to the other jurisdictions to obtain the posting locations of their City Clerks.

CHAIR NEAL asked the Members to send her suggestions of where the application should post.

Motion made by Steven Horsford to Hold in Abeyance to the next meeting

Passed For: 6; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0

For-Cedric Crear, Chris Brooks, Dina Neal, Lawrence Weekly, Pamela Goynes-Brown, Steven Horsford;

9. **Citizens Participation:** Public comment during this portion of the agenda must be limited to matters within the jurisdiction of the Board. No subject may be acted upon by the Board unless that subject is on the agenda and is scheduled for action. If you wish to be heard, come forward and 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:

This item was not heard.

10. **Adjournment**

Minutes:

The meeting was adjourned at 5:14 p.m.

Respectfully submitted:

Ashley Foster, Deputy City Clerk

Dina Neal, Chair

THIS MEETING WAS 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