



Special Commission for the Las Vegas Centennial Minutes

1. Call to Order and Roll Call

Minutes:

CHAIR GOODMAN called the meeting to order at 2:02 p.m. and asked for the Roll Call

PRESENT: CHAIR GOODMAN and COMMISSIONERS BRYAN, ARNOLD (via teleconference), STOLDAL, BROWN, COFFIN, SINNOCK, TRUESDELL, BRANDENBURG (via teleconference), CREAR, MILLS and PRATO

EXCUSED: COMMISSIONERS FELDMAN, HELTON and MOWBRAY

ALSO PRESENT: DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, VAL STEED, Chief Deputy City Attorney, and GABRIELA PORTILLO-BRENNER, 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 in accordance with the noticing standards as outlined in NRS 241.020: City Hall, 495 South Main Street, 1st Floor; The City of Las Vegas website – www.lasvegasnevada.gov; and The Nevada Public Notice Website – notice.nv.gov.

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. 22-0278-CLC1 – ABEYANCE ITEM – Discussion for possible action regarding approval of a grant request for \$200,000 by the Plaza Hotel & Casino for the costs associated with the planning and running of the 2022 Las Vegas Days Rodeo at CORE Arena, located at 324 S. Main Street – Ward 5 (Crear), approving the form, and authorizing the President to execute the Grant Agreement as approved by the City Attorney

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, explained that at the regular meeting of May 23, 2022, the vote on this matter for approval tied; therefore, Plaza Hotel and Casino representatives were asked to expand and present on their plan for the Las Vegas Days Rodeo for the Commission's reconsideration of their grant request.

JONATHAN JOSSEL, Chief Executive Officer; MICHELE EVANS, Director of Sales, Catering & CORE Arena; NATASHA WHITE, Director of Marketing; and LINNEA NELSON, Rodeo Queen; Plaza Hotel and Casino, were present. MR. JOSSEL appreciated the opportunity for reconsideration after revising their plan and presentation. He believes they have done a good job of hosting the event the past two years and of conveying the history of

Las Vegas in the tradition of Helldorado Days, which started in 1935, as corrected by COMMISSIONER STOLDAL. Despite not succeeding in acquiring the name "Helldorado" from the Elks Lodge, which forced changing the name to "Las Vegas Days," MR. JOSSEL believes they have been very successful. Should they receive the grant, MR. JOSSEL encouraged the Commissioners to attend one day of the event to witness the worthwhile results of his team's efforts.

MS. EVANS asked the Commissioners to envision an informative and educational section at the event with some interactive content and displays for the public. MR. JOSSEL underscored that the Plaza does not make a profit or lose money from the Las Vegas Days, and their goal is to share the history and stories and to use the proceeds to continue to share the story. Entrance is free to the public to maximize participation.

Using a PowerPoint presentation, a copy of which was submitted for the record, MS. WHITE reviewed the new features and events for the Las Vegas Days Rodeo. With the Plaza being a historical site, the historic details of it were incorporated into the event to showcase with the history of the Union Pacific Railroad, which is adjacent to the CORE Arena that was built specifically for this event. The Rodeo will have eight events, including Mutton Busting, which, as MR. JOSSEL explained, is a sheep-riding competition for children. Through the events, they will showcase the type of animals used and how they were used. The legacy of Las Vegas will be continued through the new feature, "Did You Know?," and display different historical facts on a screen and educate the public, as well as with the interactive "Then and Now" tent display, which will include images of different historical locations with informational narratives. These will be located at the entrance. The Helen J. Stewart Buckle Award will be brought back for the Rodeo, and the Plaza would like to find a location to display the buckle before it is awarded. In conjunction with the Women's Professional Rodeo Association, an all-girls event will be added, and the Whiskerino Contest, which was first held in 1935 as part of Helldorado Days, will be brought back, and they hope to secure additional sponsorships for it. The Coloring Contest will award prizes to the first, second and third place winners, as well as their teachers. The Plaza will work with LAURA KAUFMAN on the design of the coloring pages. The Plaza reached out to COMMISSIONER PRATO, owner of Artistic Iron Works, who offered to provide iron art to display.

With the City of Las Vegas documentaries being so successful, they selected the 1930's era to feature in the showroom, and they will be seeking permission to show it gratis if they receive the grant. Should they get permission, they would also like to have the documentary aired on the Cowboy Channel, which MS. NELSON was able to secure. The channel has reached 42 million cable and satellite homes. MR. JOSSEL interjected that the Plaza holds an annual horse auction in the showroom.

MS. WHITE said that throughout the event days, they will provide different facts, and some attendees will be selected to come forward and answer three historical trivia questions, and they will receive prizes if they win. To promote the support of the Commission for the Las Vegas Centennial, they will have an oversized Commemorative Plate for people to take selfies as a way to showcase that through the sales of the plate, they receive funding for the Rodeo, and they will offer a QR (quick response) code to scan and learn more information about it. This year, they hope to be able to bring back the Dutch Oven Contest. They were not able to do so during the COVID-19 pandemic because most of the participants are older and were uncomfortable being in public. The 2022 program guide will include educational elements, such as a word search. They were able to secure sponsors for the Coloring Contest and they hope to expand that list to help with the "Then and Now" tent.

COMMISSIONER STOLDAL was impressed with the amount of energy and time spent on expanding on the history and bringing it to the forefront, which he regarded as a significant, valuable improvement. He expressed his support. COMMISSIONERS ARNOLD, BRANDENBURG and BRYAN agreed with COMMISSIONER STOLDAL'S comments. COMMISSIONER ARNOLD appreciated MR. JOSSEL being present to help the effort, and he felt more comfortable with the presentation. He appreciated the team stepping up to find ways to gain his support. COMMISSIONER BRANDENBURG said that at the regular meeting, he questioned the budget dedicated toward historical elements because he did not think it was much, but clearly more money will be spent for that, which gives him a better comfort level.

COMMISSIONER BRYAN said the team was responsive, but despite the improvements, he questioned the difficulty in having the event in May. MR. JOSSEL said that if the goal is to get maximum participation, November works better due to it being rodeo season, the nicer weather and cost effectiveness. However, if the

Commissioners feel that all the history is tied to the month of May, they definitely need to be having a different conversation. The Commissioner commented that the nexus to May is clearer, and he confirmed with MR. JOSSEL that it is more expensive to hold it in May. The Commissioner pointed out that the Reno Rodeo Association holds its rodeo in June. MS. NELSON agreed that the Reno Rodeo, among others, is taking place, but the idea behind holding the Las Vegas Days Rodeo in November was to get the message across of it being first in the Wilderness Circuit, which is the region for Las Vegas, for the qualifying year. Additionally, many contestants will be in town for the National Finals Rodeo (NFR).

COMMISSIONER COFFIN thanked the team for expanding the presentation and adding a women's event, in addition to the Helen J. Stewart Buckle Award, noting that women are important. The May timeframe is gone, and many contestants will probably participate in November with the event being in the middle of the Professional Bull Riders (PBR) and NFR events.

COMMISSIONER CREAR thanked MR. JOSSEL and his team for keeping the rodeo alive and for stepping up to continue this memorable event, which the Plaza did not have to take on. He acknowledged that it is difficult to run a hotel and casino without having to plan a rodeo, let alone include historical aspects, which the presentation laid out very well.

COMMISSIONER BROWN was impressed with the presentation.

COMMISSIONER STOLDAL felt there is still an opportunity to acquire the "Helldorado" name, because it has been around for such a long time. MR. JOSSEL explained that the City was unsuccessful in its attempt to acquire the name from the Elks Lodge, but he would be happy to get it if possible. The Commissioner mentioned the return of Formula One to Las Vegas. Understanding this year's Rodeo is set for November, he still encouraged exploring the possibility of holding it in May, as it had been since 1935 despite the warmer weather, and try to make May one of the most exciting months of the year for Downtown Las Vegas.

CHAIR GOODMAN asked COMMISSIONER BRYAN to give an update on the conversation they had regarding Las Vegas Days and Helldorado. COMMISSIONER BRYAN said he reached out to the Elks, who purportedly owns the name "Helldorado," and they expressed an interest in scheduling a meeting. COMMISSIONER STOLDAL explained that there is a real question of ownership because Las Vegas borrowed the name from Tombstone Arizona, which started using the name around 1903. They coined the name because they said that instead of finding "Eldorado" they found "Helldorado." Perhaps the Elks registered it in Nevada later, but the name was borrowed.

CHAIR GOODMAN said it could be a good time to broach the subject with the Elks, given they sold the building on West Charleston Boulevard and are experiencing membership decreases. She asked CHIEF DEPUTY CITY ATTORNEY VAL STEED if he would be available for the conversations, and MR. STEED believed SETH FLOYD, Community Development Director, was involved in some research into it, but that information was not necessary for this meeting.

COMMISSIONER CREAR said he continues to believe that it would be better to consider providing a longer financial commitment, perhaps of up to three years, to the Plaza so they can rely on the funding to plan more easily. CHAIR GOODMAN asked that such an item be placed on a future meeting agenda for discussion, and MR. JOSSEL agreed.

Motion made by Robert Stoldal to Approve

NOTE: COMMISSIONER PRATO disclosed that his company is providing some wrought iron metal sculptures to the Plaza for the subject event at no cost, and his company will not profit from it.

Passed For: 12; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 3

For-Carolyn Goodman, Bob Coffin, Richard Bryan, Ryan Arnold, Robert Stoldal, Hannah Brown, Hugh Sinnock, Ric Truesdell, Mark Brandenburg, Cedric Crear, Kevin Mills, Thomas Prato; Excused-Alan Feldman, Louise Helton, John Mowbray;

5. **22-0305-CLC1 – Discussion regarding topics for future agenda items.** 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:

CHAIR GOODMAN asked if there were any other items beyond what COMMISSIONER CREAR mentioned, and there was no response.

6. **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, 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:

None.

7. **Adjournment**

Minutes:

The meeting was adjourned at 2:44 p.m.

Respectfully submitted:

Gabriela Portillo-Brenner, Deputy City Clerk

Diane Siebrandt, Executive Director of the
Commission for the Las Vegas Centennial

THIS MEETING WAS PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS
IN ACCORDANCE WITH THE NOTICING STANDARDS AS OUTLINED IN NRS 241.020:

The City of Las Vegas website – www.lasvegasnevada.gov
The Nevada Public Notice website – notice.nv.gov
City Hall, 495 South Main Street, 1st Floor