



Special Commission for the Las Vegas Centennial Minutes

1. Call to Order and Roll Call

Minutes:

CHAIR GOODMAN called the meeting to order at 2:04 p.m. and asked for the Roll Call after Item 2.

PRESENT: CHAIR GOODMAN and COMMISSIONERS BRYAN, ARNOLD, STOLDAL, COFFIN, SINNOCK, MOWBRAY, TRUESDELL, BRANDENBURG, CREAM, MILLS (excused until 2:10 p.m.) and PRATO

EXCUSED: COMMISSIONERS BROWN, FELDMAN and HELTON

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. For possible action to approve the Final Minutes by reference of the Regular Meeting of May 23, 2022 and the Special Meeting of June 13, 2022

Minutes:

CHAIR GOODMAN called for a motion.

Motion made by Robert Stoldal to Approve

Passed For: 11; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 4

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

5. 22-0378-CLC1 - Report by Kathy Nghe, Financial Analyst, City of Las Vegas Finance Department, regarding the Commission for the Las Vegas Centennial budget for Fiscal Year 2022

Minutes:

KATHY NGHE, Financial Analyst II, City of Las Vegas Finance Department, reported on the budget for Fiscal Year 2022 by reviewing the Statement of Activities submitted for the record. Total revenue received through end of Fiscal Year June 30, 2022 was approximately \$1.9 million. After deducting program expenses for grants of approximately \$949,000 and general and administrative expenses of approximately \$156,000, the change in net assets is approximately \$804,000, leaving approximately \$6.2 million in net assets for the Fiscal Year. CHAIR GOODMAN liked the format of the Active Vehicle and Motorcycle Special Plates comparisons abstract submitted for the record.

COMMISSIONER COFFIN asked why the balance of \$100,000 for the Whole Enchilada Project was still on the books. DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, explained that figure was written into the grant for sign restoration and maintenance costs for 10 years, and it will soon be transferred to the Public Works Department to cover the cost to maintain all of the signs, so it should no longer show as a budget line item. The Commissioner said Project Enchilada started five years ago under former City Attorney BRAD JERBIC, and he thought it was with the intent of restoring some trees and some streetlights. He suggested that staff look into it before transferring the money. MS. SIEBRANDT indicated that the total grant included \$100,000 for maintenance of the signs once refurbished, which was completed. CHAIR GOODMAN recalled that aspect; however, she asked if there was a time limit established, to which MS. SIEBRANDT replied that it was written in the grant for 10 years. COMMISSIONER STOLDAL confirmed with MS. SIEBRANDT that the entire amount will be transferred, and then the project grant will be closed out.

COMMISSIONER BRYAN discussed with CHAIR GOODMAN that the money will be used to maintain the signs and will be managed by the Public Works Department. COMMISSIONER STOLDAL expressed confusion because he thought grant money is to be paid upon receipt of invoice for work completed, and he asked who would monitor the money. MS. SIEBRANDT explained that the grant was different for Project Enchilada and more of a contract than a reimbursement grant, similarly to the contract for the City of Las Vegas documentary films. CHAIR GOODMAN advised that EXECUTIVE DIRECTOR OF INFRASTRUCTURE MIKE JANSSEN would monitor the funding, but she asked COMMISSIONER STOLDAL if he wanted an itemization report. COMMISSIONER STOLDAL said it would be helpful, and MS. NGHE said she could request an accounting report. The Chair suggested asking MR. JANSSEN or CITY MANAGER JORGE CERVANTES to provide a monthly itemization of the maintenance costs, which will help the Commissioners assess when more funding might be requested or if it is hardly used. MS. NGHE said she would look into it. COMMISSIONER BRYAN confirmed with MS. NGHE that there would be a separate line item in the budget for the funding.

MS. NGHE said the Special Plates information did not change, and CHAIR GOODMAN said the Las Vegas Commemorative plate is still doing well.

6. **22-0379-CLC1** - Final report by staff from The Neon Museum, located at 770 N Las Vegas Boulevard - Ward 5 (Crear), regarding the completion of the "Brilliant!" expansion, funded by the Commission for the Las Vegas Centennial

Minutes:

AARON BERGER, Executive Director of The Neon Museum, introduced JENNIFER KLEVEN, Senior Development Officer, and STEPHEN SIWINSKI, Curator and Exhibition Designer, to provide the final report on the subject project by alternating in reviewing a PowerPoint presentation, a copy of which was submitted for the record.

As a matter of background, MS. KLEVEN said Brilliant! was designed by artist CRAIG WINSLOW and opened in February of 2018 as a 30-minute experience, which needed enhancement and expansion given the new upgrades slated for completion at the end of 2021. The goal was to implement a strong educational outcome experience, and making the additions to the exterior of the museum has provided that. Brilliant! launched December 13, 2021, with 58 new songs turned into three experiences - western, atomic and golden.

MR. SIWINSKI said the idea for improvements came as soon as MR. BERGER was hired, as they wanted to find a great way to present Las Vegas' history and to make the project, which included an outward facing mural and educational panels, accessible to everyone. This was accomplished in thanks to the generous grant awarded by the Commission for the Las Vegas Centennial. Artists ALI FATHOLLAHI and NANDA SHARIFPOUR collaborated with The Neon Museum on bringing their vision to life. The blank wall on Encanto

Boulevard was used as a canvas for public art, and it is where the mural was placed. The mural depicts 11 people in Las Vegas' history who are considered underrepresented. Consequently, they decided that their stories should be woven together to make a complete fabric of the Las Vegas Luminaries Mural. The mural includes a large QR (quick reference) code that links people to a webpage for a deeper look into the lives of the people featured on the mural. MR. SIWINSKI had a video shown, a copy of which was not submitted but can be seen by accessing the link provided on the PowerPoint slide.

MR. SIWINSKI indicated that when the mural was created, they searched for information on DELCENIA BOYD JONES, but there were various spellings of her name. Consequently, they put out a request on the internet for information, and they were able to find her husband and have a conversation with him. Unfortunately, MS. JONES had already passed away.

MS. KLEVEN said the original entry point envisioned by MR. WINSLOW off 9th Street was changed to enter from the parking lot, and a docent guides the visitors through and directs them to the QR code so they can learn more after the experience.

Because visitors were often leaving with questions, MR. SIWINSKI said museum staff worked with MR. WINSLOW to create an introduction video to explain the relatively new technology called projection mapping. The video shown was not submitted for the record, but it can be seen via the link provided on the PowerPoint slide.

MS. KLEVEN explained that part of the project entailed installing electricity on the exterior of the west-facing wall to install interpretative panels in order to provide more educational information. Plus, people who visited during the day were curious but had no access. The light boxes are interchangeable to accommodate changes, and they are currently featuring Binion's Horseshoe, Terrible's Hotel and Casino and Lady Luck inside the North Gallery are a part of the Brilliant! experience. This allows people to learn while on campus if they are closed or sold out for the experience, and it is gratis. MR. SIWINSKI added that it provides a taste of neon glow, which is associated with Las Vegas. The QR code provides information about the signs in the collection.

MR. SIWINSKI said announcement of the mural brought wide media coverage to take photographs, to take video, and to interview staff to learn more about the mural and the people featured in it. One great side effect of this is that TV stations are using the images from the mural when talking about the various historic figures in Las Vegas, which will encourage people to visit The Neon Museum.

MS. KLEVEN commented that attendance for Brilliant! grew by 52 percent from the time it opened on December 13, 2021 to the end of the fiscal year. They could tell the robust and improved program attracted more people to the experience. Of the 18,000 tickets sold, 12 percent of the people in attendance were local adults, 8 percent were seniors and about 4 percent were people receiving SNAP (Supplemental Nutrition Assistance Program) benefits, which is part of a program The Neon Museum participates in called Museums for All. Top visitors include residents from the states of California, Arizona, Texas and Florida, and it is great to see tourists are still coming to Las Vegas. MR. SIWINSKI interjected that through the grant received from this body, they were able to obtain point-of-use Smiley survey machines for visitors to let the museum staff know if they were happy or not with the experience and what they could do to improve it. They can retrieve the data from the kiosks hourly, and they direct the data to staff to make improvements from guest experiences.

MS. KLEVEN said the cost of the mural was \$3,000 less than the original estimate, so they were able to put more money toward marketing. The mural has become a great feature and wedding clients and people on social media are really engaging with it. MR. SIWINSKI added that the mural has inspired more public art in the vicinity.

On behalf of The Neon Museum team, MS. KLEVEN expressed sincere appreciation to the Commissioners for their support, without which they could not have made the desired capital improvements.

CHAIR GOODMAN said The Neon Museum has a great team, and she was impressed with the things they are doing.

COMMISSIONER CREAR asked how staff can tell if a guest is a SNAP recipient, and MS. KLEVEN explained that people who are in that program get a card, which is presented at the front desk upon arrival, and it brings the cost of admission down to \$3 per person for up to four people.

COMMISSIONER COFFIN asked how the art is cleaned and protected from graffiti, to which MR. SIWINSKI replied that they use a safe, protective 3M product, and he explained how it works. The Commissioner discussed with MR. SIWINSKI that they have sufficient security, cameras and lighting, as well as a security station.

COMMISSIONER STOLDAL asked if they can track first-time and repeat visitors because it would be nice to know if locals return, and MS. KLEVEN replied that they are able to extract that information with the system they use.

CHAIR GOODMAN asked if they advertise at Harry Reid International Airport or at the Regional Transportation Center, and MR. BERGER indicated that their advertising funding is limited, but they aspire to do that, and he assured the Chair he would contact appropriate staff from both entities to inquire about advertising costs.

7. **22-0377-CLC1** - Discussion for possible action regarding approval of a grant request for \$99,000 by Las Vegas Apartments, LLC, for the costs associated with restoring the Safari Motel sign, located at 2001 Fremont Street - Ward 3 (Diaz), and authorizing the President to execute the Grant Agreement as approved by the City Attorney

Minutes:

FELICIA THOMPSON, representing the Safari Motel, commented that U.S. Vets will be occupying the Safari Motel for a few years. Using a PowerPoint presentation, a copy of which was submitted for the record, she reviewed the grant request. She noted that it is important to refurbish the sign to provide lighting in an area of Fremont Street that needs it to deter crime and violence in the vicinity. Las Vegas Apartments has agreed to maintain the sign and the property. She referred to the before images of the condition of the property and units, as well as after images of the renovations. To CHAIR GOODMAN, MS. THOMPSON explained that they will have 25 units, with some having ADA (Americans with Disabilities Act) access, as well as a new laundry facility for the building. There will be a nice courtyard replacing the pool area. They hope to open by the end of August for occupancy, and U.S. Vets has a program to accept applicants.

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, explained for the Chair that this does not involve a matching grant, but a reimbursement grant, for which they have to submit invoices for work performed in order to reimburse the cost. COMMISSIONER ARNOLD verified with MS. THOMPSON that they obtained three bids for the project. He then asked who would own the sign, and MS. SIEBRANDT explained that this Commission previously considered this project, and the concerns were regarding outstanding code violations and fines, but those were addressed and paid as of August 1, 2022. The building permits were approved, and there are inspections pending for minor work. With respect to ownership of the sign, if the Commission approves the grant request, they could add a clause with respect to that should the property be sold. COMMISSIONER ARNOLD said he would like to define that clause, perhaps to give the Commission first right to the sign if they approve the grant. MS. THOMPSON assured him they have no interest in selling the property; however, the Commissioner said he would like to be consistent.

COMMISSIONER STOLDAL thought there are different arrangements for different signs funded by this Commission, but he asked what sort of protection the Commission would have for its investment of approximately \$100,000 for the sign's restoration, and whether the \$100,000 approved for the Public Works Department to maintain the signs would cover this sign. MS. SIEBRANDT replied that this sign would not be covered, because it is not a part of Project Enchilada. The Commissioner discussed with MS. SIEBRANDT that the agreement as drafted does not include any language providing recourse for the Commission should the sign not be maintained or destroyed; however, language could be added to that effect. Moreover, she advised him that she was not familiar with U.S. Vets, but added that those details are not for consideration of this grant. The Commissioner verified with MS. THOMPSON that U.S. Vets will pay per room.

COMMISSIONER CREAR said that U.S. Vets is a fine organization that has a facility located on the corner of Las Vegas Boulevard and Bonanza Road, and they do good work.

CHAIR GOODMAN added that the Commission needs to be clear about ownership, maintenance responsibility and insurance coverage of the sign, and language addressing those details needs to be reviewed for legal sufficiency and inclusion in all similar agreements.

COMMISSIONER BRYAN did not recall the sign ever resembling the image presented in the PowerPoint, and the Chair suggested that MS. THOMPSON check with the Las Vegas News Bureau, through the Las Vegas Convention and Visitors Authority, for older photos of the sign. MS. SIEBRANDT said the historic image she looked at is similar to the one presented, except the sign is painted red.

COMMISSIONER STOLDAL asked if the item could be held in abeyance to make sure the contract is revised to address their concerns.

COMMISSIONER SINNOCK said he has struggled with funding the restoration of this sign from the beginning because it is not a part of the boundaries for Project Enchilada. He did not understand why the sign restoration was not included in the property improvement costs as part of the construction loan, given that they spent a significant amount of money. MS. THOMPSON explained that they spent approximately \$1 million, which is more than they anticipated.

COMMISSIONER COFFIN observed that there is always vagueness with this property, including the comment made about U.S. Vets occupying the property for a few years. He was surprised about the request, because the applicant has the money. Nevertheless, he felt this matter needs to be voted up or down and be done with, because it has been ongoing for six years. CHAIR GOODMAN said the Commissioners' questions should be addressed first.

COMMISSIONER CREAR said that this matter is unique in that the restored sign will actually be on a property with a building in operation, unlike other properties on Fremont Street with renovated signs. He commented that if the goal is to bring the signage on East Fremont Street up to speed, then the Commission should consider giving this sign priority, as it could serve as a catalyst to restoration of other signs along East Fremont Street. CHAIR GOODMAN commented that the area has experienced many crime issues, but she was pleased with the improvements made and felt the sign lights should be functional to help deter crime and to attract business.

COMMISSIONER STOLDAL was inclined to approve this matter; however, not without addressing the concerns of ownership and maintenance. CHAIR GOODMAN asked if this and all other signs are insured, and TERESA SMITH, Administrative Support Assistant, said she would have to look into it. MS. SIEBRANDT added that she would have to work with the City Attorney's Office on a draft agreement with specific language to bring back for consideration and approval. COMMISSIONER STOLDAL said he would like to move forward with the application and asked if it could be approved with revisions and authorizing the Chair to sign off on those. MS. SIEBRANDT indicated that the next meeting of the Commission is September 29, 2022, as corrected by GABRIELA PORTILLO-BRENNER, Deputy City Clerk.

COMMISSIONER TRUESDELL felt the applicant, as the owner of the sign, should insure and maintain it, or else Code Enforcement will address any maintenance complaints. MS. SIEBRANDT confirmed that the applicant owns the sign. She clarified that the Commissioner's concern is what would happen to the sign should there be a change in ownership. COMMISSIONER STOLDAL remarked that with the investment made with taxpayer dollars on this sign and all the responsibilities on the Code Enforcement Division, the agreement should include language to allow additional checks to ensure sign maintenance.

COMMISSIONER TRUESDELL stressed that the agreement language needs to include protection of the City for its investment in the sign. In this case, he regards the City as a lender who should have rights to the sign if the owner does not uphold its part. He understood the Commission's desire to move forward, but he felt they need to take the time to make sure the City's interests are protected.

COMMISSIONER PRATO added that he would like the sign to have the original colors of the 1950s, and he agreed with COMMISSIONER TRUESDELL'S comments that the City's investment needs to be protected for the benefit of the people. COMMISSIONER COFFIN said COMMISSIONER STOLDAL could find the original colors of the sign and insisted that the owner should be present at the next meeting of this body.

COMMISSIONER STOLDAL asked if there is a way to hold this matter in abeyance and allow a new contract to be presented. CHIEF DEPUTY CITY ATTORNEY VAL STEED said ideas were suggested by the Commissioners about what they would like in the agreement, but there needs to be a consensus on the final language. Therefore, he suggested modifying the grant agreement and considering it for approval at the next meeting, unless exact language is included in a motion and approved at this meeting.

COMMISSIONER STOLDAL had no doubt this matter would be held in abeyance to the next meeting, because the Commissioners were not satisfied with the existing contract. They would like staff to include language that protects the City's investment by placing maintenance responsibility on the owner and by requiring the sign to revert to the City if not maintained adequately after a certain number of warnings. COMMISSIONER TRUESDELL said the agreement needs to include covenants to make sure there will be consequences, including the City taking ownership if the sign is not maintained, given the City's investment. COMMISSIONER STOLDAL agreed, noting that the Huntridge Theatre agreement includes covenants.

CHAIR GOODMAN felt that adding such language would be precedent setting; therefore, she cautioned that review of the other sign agreements is needed to ensure language consistency. She wondered how many signs the City owns as part of Project Enchilada. MS. SIEBRANDT thought the City owns three signs, but she would have to research that. The Chair said she would like the agreement finalized in time for the sign to be ready by the target opening date in November.

COMMISSIONER BRYAN wondered if ownership reverting to the City due to lack of proper maintenance should be the only consequence and suggested imposing a lien. COMMISSIONER CREAR asked if they could trail this matter to the end of the meeting to come up with conditions and terms in the interim to include in a final agreement, or they could grant the Chair authority to finalize the contract. MS. THOMPSON was willing to wait until the end of this meeting.

COMMISSIONER MOWBRAY supported following COMMISSIONER TRUESDELL'S suggestion to treat it as a loan, and looking to the Huntridge Theatre agreement as a sample for covenants. MS. SIEBRANDT confirmed for the Commissioner that the grant requires submittal of invoices of work performed for reimbursement of payment.

CHAIR GOODMAN wondered what would happen if a new owner wished to demolish the sign to build something else and completely renovate the site. COMMISSIONER STOLDAL commented that the state uses the federal preservation requirements as a guide for covenants, as was the case for the Huntridge Theatre agreement, with the term limit based on the amount. Therefore, he felt that for the amount requested, the Commission could impose a longer-term limit. The Chair said that was nice, but such terms are not included in the current City policies or ordinances for signage, so they need to take a consistent approach.

COMMISSIONER STOLDAL said this grant is different because the sign is not under Project Enchilada, but there is consistency for the signs owned by the City and for those signs maintained by the City. The Chair was confused and said there is inconsistency between the Project Enchilada signs and the signs along the Las Vegas Boulevard Scenic Byway. She asked for clarification.

GINA VENGLASS, Assistant City Engineer, said the City maintains the signs along the Scenic Byway as part of the Signs on Sticks project and receives an annual maintenance grant from this body to correspond with each sign in order to establish a maintenance baseline, but she could not answer for the Project Enchilada signs. MICHAEL HOWE, Planning Project Manager, interjected there are several groups of signs. The four signs located from Las Vegas Boulevard to 8th Street are owned and maintained by the City. The \$100,000 grant for Project Enchilada is to maintain the signs included for that project, from 8th Street to 14th Street. Some of the signs for the "Signs on Sticks" project along Las Vegas Boulevard are on loan from The Neon Museum and are maintained by the City, but they are not owned by the City.

COMMISSIONER ARNOLD suggested forming a small group of the Commissioners to work with the City Attorney's Office on the agreement language. COMMISSIONER CREAR verified with MS. SIEBRANDT that she was clear on what the Commissioners were asking for in the agreement.

After the vote, CHAIR GOODMAN confirmed that the working group would consist of COMMISSIONERS TRUESDELL, MOWBRAY, STOLDAL and COFFIN.

See Item 14 for related discussion.

Motion made by Robert Stoldal to Hold in Abeyance to 9/29/2022

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

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

8. **22-0380-CLC1** - Final report by staff from the Nevada Preservation Foundation regarding the completion of the Home + History 2022 Event, funded by the Commission for the Las Vegas Centennial

Minutes:

STEVEN SPANN, Executive Director of the Nevada Preservation Foundation (NPF), was thrilled about this presentation and about next year's Home + History event.

AMY RAYMER, Secretary, NPF Board of Directors, thanked the Commission for its grant for the 2022 event. Using a PowerPoint presentation, a copy of which was submitted for the record, MS. RAYMER reported on the subject event. They held 11 tours in 2.5 days and completely sold out from the moment tickets were offered. The survey revealed that 96 percent of respondents are likely to attend again, which is exciting news. Overall and out-of-town attendance was not as high as in previous years, with the highest being in 2019, before the COVID-19 pandemic.

The goals for 2022 are to re-establish NPF in the community and to re-engage the community and volunteers, while creating and promoting high-quality heritage tourism. This year, they offered two houses from the Historic Westside in the tour, including the Christensen House, and included the Wildcat Country Walking Tour of the Historic Las Vegas High School District. After some research, the Charleston Heights, Marycrest and Charleston Boulevard commercial areas were included in the tours. NPF partnered with The Neon Museum for the presentation on the new Las Vegas Luminaries mural.

About 70 percent of the tours sold out within the first week, and she wished they had more tour guides to offer more tours. Most of the attendees were interested in the architecture, followed by interior design, historic preservation and the history. They sold 201 tickets for the Vintage Vegas Home Tour, which is one of their final events, and 92 percent of respondents selected the home tour as a favorite and 95 percent rated the events as excellent.

In terms of marketing, they were limited on time, but they had press coverage from the Las Vegas Review Journal, Atomic-Ranch.com and MidCentury.com. She noted they also had coverage and visitors from Australia. The vast majority of survey respondents said they found the tour through social media, so they definitely need to increase advertising in that venue.

The grant application asked for \$24,300, but they did not spend all of it because they were unable to do everything they intended.

MS. RAYMER said that Home + History tours could not be done without the support of this body, for which they are very grateful.

For 2023, they are developing the tours Main Street Brewery, Motel Vegas, including motels and signs of East Fremont and focusing on Project Enchilada, Palomino and Alta Drive and MidModMixUP, as well as updating self-guided tours on the app.

MR. SPANN said he is excited about new programming and possibly engaging the City with heritage tourism, which is of great interest to millennials. CHAIR GOODMAN asked MR. SPANN to contact LORA KALKMAN, Special Assistant to Mayor Goodman, to have DAVID RIGGLEMAN, Office of Communications Director, help with promoting the event.

COMMISSIONER STOLDAL asked if NPF is looking to add some of the historic neighborhoods, and MS. RAYMER said they are. They offered Beverly Green and John S. Park neighborhoods as part of Historic Preservation Month and would like to offer tours of other neighborhoods, such as Charleston Heights, Palomino and McNeil Estates, as well as Rancho Circle. CHAIR GOODMAN said COMMISSIONER TRUESDELL could help with a bus tour through Rancho Circle. COMMISSIONER PRATO said they should add the Scotch Eighty neighborhood. COMMISSIONER MOWBRAY thanked NPF for including Marycrest, and he said his family started that development.

9. **22-0381-CLC1** - Final report by Marja Bigas, Management Analyst I, City of Las Vegas Department of Parks and Recreation, Special Events, regarding the completion of the 2022 Las Vegas Days Parade, funded by the Commission for the Las Vegas Centennial

Minutes:

MARJA BIGAS, Management Analyst I, JANNA HUDSON, Community Program Technician, and JASMINE FREEMAN, Sr. Management Analyst, Special Events, shared in using a PowerPoint presentation, a copy of which was submitted for the record, to report on the completion of the subject parade.

MS. HUDSON said the Las Vegas Days Parade, formerly the Helldorado Parade, is the longest running event for the City of Las Vegas, with the Las Vegas Days Rodeo coming thereafter. For 2022, the traditional route was used for the parade, and a video was shown, a copy of which was not submitted for the record but can be viewed by watching the video for this item.

MS. FREEMAN said that in 2021, they had a reverse parade to keep the population safe. The entry floats remained stationary while the spectators traveled through in their vehicles. They were able to engage local artists and schools, and they were able to offer various entertainers, such as aerialists, bands and showgirls. All modes of entertainment and parade styles were well received. Therefore, for the 2022 parade, they decided to have both a traditional moving and stationary parade. Seventy-seven entries were received, with 17 schools participating. Spectator numbers were down, but some local businesses participated as well, such as The Neon Museum and YESCO. They will continue to do outreach to engage the community and increase participation of local businesses.

A positive aspect of the event is the impact on schools. They were able to contribute \$20,000 to local school clubs that participated, such as marching bands, broadcasting groups, sports, choir and cheerleading. The money helped the clubs with travel expenses, and it is important to instill this tradition in the youth of the local community.

MS. HUDSON said the parade offers a place to showcase talent and to show the iconic entertainment Las Vegas is known for. In blending the traditional moving and stationary aspects in the parade, they added performers in key areas to interact with the crowd. They also featured traditional artists with exhibits at City Hall. The Las Vegas Days Parade team works throughout the year on creating partnerships to build upon the Las Vegas Days event and to connect the youth with the rich history of iconic entertainment.

CHAIR STOLDAL asked if any thought has been given to inviting other parade organizers to enter a float in the Las Vegas Days Parade to promote their parade. MS. BIGAS said she would look into it.

CHAIR GOODMAN said she hopes to see increased participation next year.

10. **22-0375-CLC1** - Discussion for possible action regarding approval of a grant request for \$150,000 by the City of Las Vegas, acting by and through its Department of Parks and Recreation, for the production of the 2023 Las Vegas Days Parade, and authorizing the President to execute the Grant Agreement as approved by the City Attorney

Minutes:

After the vote, MARJA BIGAS, Management Analyst I, Special Events, requested funding for the 2023 Las Vegas Days Drive-Thru Festival, and she used a PowerPoint presentation, a copy of which was submitted for the record, to report about it. The Festival will feature entries of schools and local artists, as well as entertainment and giveaways to the first 200 vehicles. The first 200 entries will receive a goody bag. Schools that participate will receive \$1,500 and local artists will receive \$1,000. She explained that they would like to go

back to the reverse parade format because it was very successful, especially if it is hot in May, and it allows for more control on who participates to ensure quality entries. In addition to the Drive-Thru Festival, there will be a Las Vegas Days Art Exhibit at City Hall from April 14 to July 8, 2022. Artists will recreate Las Vegas photos provided by the Las Vegas News Bureau, and the City of Las Vegas documentaries will be shown at all active adult centers. Outreach efforts will be continued to get local businesses involved.

COMMISSIONER STOLDAL asked how people without vehicles participate, and MS. BIGAS said that they offered a shuttle to go through the route. JASMINE FREEMAN, Sr. Management Analyst, Department of Parks and Recreation, Special Events, said the Downtown Loop was picking up people for the parade at 4th Street and Hoover Avenue, went through the route and circled back to the starting point. The Commissioner suggested promoting availability of the shuttle to increase participation.

Motion made by Robert Stoldal to Approve

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

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

11. **22-0376-CLC1** - Discussion for possible action regarding approval of a grant request for \$187,050 by the City of Las Vegas, acting by and through its Department of Public Works, for the refurbishment and installation of the Fun City Motel Sign to be located on Las Vegas Boulevard between Charleston Boulevard and Park Paseo - Ward 3 (Diaz), and authorizing the President to execute the Grant Agreement as approved by the City Attorney

Minutes:

Using a PowerPoint presentation, a copy of which was submitted for the record, GINA VENGLASS, Assistant City Engineer, reported on the subject matter. She explained the requested funding is for placement of the Fun City sign on Las Vegas Boulevard between Charleston Boulevard and Park Paseo, noting it is the final sign location. The proposed height is 37 feet, and the sign is in good condition. The amount requested is half of that requested for the Roulette sign, which was previously considered but not approved. She added that she loves this sign because of the message and the colors. The sign meets the overall vision of the Las Vegas Boulevard Scenic Byway and allows residents to experience aspects of history as they drive down Las Vegas Boulevard.

COMMISSIONER BRYAN asked for the history of the Fun City sign. MS. VENGLASS said that it was located south of Charleston Boulevard. COMMISSIONER TRUESDELL said that it was originally installed around 1950 at 2233 Las Vegas Boulevard. It was originally for the Holiday Inn, but the property owners received money from the Holiday Inn to change the name in the 1960s.

COMMISSIONER COFFIN endorsed the selection of this sign.

CHAIR GOODMAN thanked COMMISSIONER TRUESDELL for assisting with acquisition of this sign. After the vote, she confirmed with MS. VENGLASS that the median signs will start being installed in quarter one of 2023.

Motion made by Robert Stoldal to Approve

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

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

12. **22-0382-CLC1** - Discussion for possible action regarding the termination of Commission for the Las Vegas Centennial Grant Number CLC-78512 awarded to the Ward 5 Chamber of Commerce for expenses related to the rehabilitation and restoration work for the historic Harrison House - Ward 5 (Crear), and authorizing the President to execute the Grant Termination Agreement as approved by the City Attorney

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, explained that this body awarded Harrison House a grant when it was owned by the Ward 5 Chamber of Commerce. They expended approximately \$6,000 in repairing three windows and for some stucco work, as well as for consulting with an architectural historian expert. Since the grant award, the grant was modified and extended on two separate occasions because the work was behind. Since the Chamber no longer owns the property, reimbursement cannot be made to them; and the grant should be terminated so the funding can go back into the budget. The new owner can apply for a new grant if desired.

Motion made by Richard Bryan to Approve

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

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

13. **22-0383-CLC1** - Report by Diane Siebrandt, Executive Director of the Commission for the Las Vegas Centennial, regarding completed and current projects and announcements relative to the Commission for the Las Vegas Centennial

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, reviewed a PowerPoint presentation, a copy of which was submitted for the record, to report on the status of various projects.

In progress are the KCEP Radio Grant, the Charleston Heights Neighborhood Historic Survey, the UNLV (University of Nevada, Las Vegas) Asian American and Pacific Islander (AAPI) Oral History Project, the City Clerk's Archives Digitization, the Junior League Educational Mini Grants, the Rummel and Par-A-Dice Motel sign refurbishments, the Biltmore Bungalows Survey, the NPF (Nevada Preservation Foundation) Revolving Fund and The Neon Museum Duck Duck Shed.

The National Atomic Testing Museum Planning & Development Project was completed, and a final report should be made in September. The City of Las Vegas: The Fifties (Part V) Documentary Film is in production, and the producers will be conducting their interviews the week of August 8, 2022. The Las Vegas Days 2022 Rodeo is in pre-production.

The Floyd Lamb Park Hay Barn was completed, including the doors, and a full report will be made in September.

COMMISSIONER STOLDAL asked if the City was informed of the change in leadership at the National Atomic Testing Museum, and he thought it was ROBERT McCOY, but MS. SIEBRANDT had no information. CHAIR GOODMAN asked her to find out why the City was not informed, because it is an important project.

COMMISSIONER STOLDAL clarified that the name Biltmore Bungalows does not exist; it was a name given by a Las Vegas Review Journal reporter in 2002.

14. **22-0384-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 the Commissioners if they had any topics for future meetings.

COMMISSIONER STOLDAL asked for a report on sign ownership, and CHAIR GOODMAN said it will probably come through the working committee for the Safari Motel sign agreement.

COMMISSIONER MOWBRAY requested looking into documenting the history of the post office, which evolved into The Mob Museum, and DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, clarified with him that he would like a documentary produced on the history of the post office and how The Mob Museum came to be. The Commissioner said it was a community center point from the 1930s to the 1950s. COMMISSIONER STOLDAL added that there are two parts, the federal building and The Mob Museum. COMMISSIONER COFFIN noted there is a lot of history. CHAIR GOODMAN added that it would help MS. SIEBRANDT if the Commissioners familiar with those entities could type up their experiences, and she will follow up with setting up interviews.

15. **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:

STEVEN SPANN, Executive Director of Nevada Preservation Foundation (NPF), shared his experience during the Las Vegas Days Parade, in which he and his daughter participated along with their alpacas. It was a wonderful experience.

16. **Adjournment**

Minutes:

The meeting was adjourned at 4:06 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