



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 the Roll Call was taken prior to Item 3.

PRESENT: CHAIR GOODMAN and COMMISSIONERS BRYAN, STOLDAL, BROWN, COFFIN (excused at 3:49 p.m.), HELTON, SINNOCK, MOWBRAY (excused until 2:04 p.m.), BRANDENBURG and CREAR (via teleconference)

EXCUSED: COMMISSIONER ARNOLD, FELDMAN, TRUESDELL and MILLS

ALSO PRESENT: DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial; SETH FLOYD, Deputy City Attorney; and JACQUIE MILLER, Sr. 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 State of Nevada Executive Department Declaration of Emergency Directive 006: 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. 20-0094-CLC1 - Report regarding possible ways to proactively reach out to and engage with local educational institutions to make them aware of grant opportunities from the Commission for the Las Vegas Centennial

Minutes:

Items 4 and 5 were heard together.

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial (Centennial Commission), used a PowerPoint presentation, which was attached as backup, and reported that this item was placed on the agenda to discuss ways to reach out to a wider and more diverse student body and inform them of the grants that are available through the Centennial Commission. She reviewed the previous grants awarded to educational institutions by the Centennial Commission and found that the University of Nevada, Las Vegas (UNLV), has received several grants for various projects. The Junior League of Las Vegas has also received several grants, and they collect grants, which are then sub-granted out in smaller amounts to schools.

MS. SIEBRANDT referenced COMMISSIONER STOLDAL'S list of ideas, which was disseminated to the other Commissioners. She regarded them as good ideas, such as the ideas of taking an inventory of historic schools, creating curriculum information booklets and developing a historic marker campaign. She added that the Historic Preservation Commission (HPC) members recently participated in a weeklong, online forum regarding historic preservation commissions, and they had some very good ideas. She suggested, as an example, designing a coloring book with historical information and different milestones in the City of Las Vegas for younger students. They could convert the Pioneer Trail brochure into a historical coloring book for distribution. In looking at

possible partnerships between schools and museums, she made contact with the head archeologist at the Old Mormon Fort, and he would be happy to collaborate with a school to bring in school children to learn about the Fort. Perhaps the Centennial Commission could do the same with other museums or cultural venues. She was open to other ideas.

CHAIR GOODMAN said COMMISSIONER STOLDAL'S comments were excellent, and noted her awareness of COMMISSIONER HELTON working with the Clark County School District (CCSD) on the implementation of a program covering the of history of Nevada with 4th graders. In looking at COMMISSIONER STOLDAL'S comments, it appears the effort is not being coordinated.

COMMISSIONER HELTON stated she has been working with both the Junior League and CCSD's Social Studies Department on developing a program through their partnership program. As a participant in the Junior League's effort to award small grants to schools, she was trying to reach out to the Social Studies Department to be pro-active in the effort and find out what would be most meaningful and helpful for them. They previously created the Springs in the Desert textbook, which provides a history of Las Vegas. They had 250,000 copies printed in 2005, along with an accompanying activity book, to provide to all public and private schools in the valley. The textbook was printed 15 years ago, so it definitely needs to be updated, and the activity books have sold out. The Social Studies Department was interested in reviewing the materials and possibly designing something with them in mind.

CHAIR GOODMAN turned over a copy of the textbook to MS. SIEBRANDT. COMMISSIONER HELTON stated that the activity book includes facts about materials originally used, such as wood piping for water distribution, and includes a location where it can presently be seen, such as at the office of the Las Vegas Valley Water District. She noted that JULIE DOYLE, CCSD Teacher and Librarian, who later worked for the Las Vegas Springs Preserve, designed the activity book.

COMMISSIONER STOLDAL agreed with COMMISSIONER HELTON that the book should be updated, which provides some opportunities for expansion of the information in the book regarding the City of Las Vegas. He noted his concern with the information taught about the State's history, how information about the City's history is incomplete, with the focus placed on the Rat Pack and the Las Vegas Strip. If the Centennial Commission is to fund this, he wants to make sure there is an emphasis on the history of the City within the document. He liked the idea of using coloring books and thought it would be a good idea to have some copies printed in Spanish.

COMMISSIONER STOLDAL added that he was not sure what they could do in this regard without knowing exactly what they have. In trying to identify historical schools, those that are 50 years or older, he looked online and found that most of the markers on the schools' websites contain inaccurate information. He believes there are several ways in which the Centennial Commission can help the schools talk about their history; for example, with a marker program, a curriculum or by documenting prominent people who attended the schools. He added that some of the schools and their architecture mean a lot to the neighborhoods in which they are located. He felt the best way to handle this is to outsource some of the material through the HPC, which has been working with MS. SIEBRANDT on getting some of the existing documents funded by the Centennial Commission online.

As a matter of information, COMMISSIONER STOLDAL mentioned that the Centennial Commission funded a \$48,000 study of the Las Vegas High School (LVHS), and the HPC funded a study in 2019 to find out which buildings at the LVHS Campus are eligible for nomination to the national register. After all this, it appears the \$48,000 study was not taken into account, so the HPC now has to outsource the work in order to get it documented and included on the website to make it accessible for researchers and for the public's viewing. As they form committees, CHAIR GOODMAN said it is important to include UNLV and CCSD to make sure they are not duplicating work.

In talking about markers including the Centennial Commission logo, CHAIR GOODMAN wondered how to delineate what is of historical significance. COMMISSIONER STOLDAL stated that the Legislature decided on 50 years, which would be approximately 1970. He also thought it was important to include religious and private schools that are historic in the community. To point out the urgency, COMMISSIONER MOWBRAY commented that John C. Fremont School opened in 1955 with Kindergarten and later became John C. Fremont Middle School, where several prominent people in this community attended school, including members of the GREENSPUN family and CONGRESSWOMAN SHELLEY BERKLEY. He believes the school is to be demolished, just like the old Bishop Gorman High School Campus, and suggested reaching out to CCSD to find out which schools are slated for demolition before it is too late.

COMMISSIONER BRYAN agreed with COMMISSIONER STOLDAL that they needed to have someone do the

research, noting that the Las Vegas Union School District ceased to exist in 1956, when all the jurisdictional school districts were consolidated into the CCSD. COMMISSIONER STOLDAL asked if there was a separate school district for the City, and COMMISSIONER BRYAN thought that was the case.

COMMISSIONER STOLDAL thought there were two specific projects to consider, updating the book and seeing if there are additional elements for inclusion, and the other would be determining what is considered historical in the community, whether by the age of a structure, who attended the school or what significant events took place at a school.

COMMISSIONER HELTON commented that she has all the original documents for the book; they just need to find a new publisher.

CHAIR GOODMAN thought that the priority is to determine what the Centennial Commission considers as having historical value, noting that she does not think 1970 should be the age marker. She opined that it should start with 1960 and earlier. COMMISSIONER STOLDAL stated that other cities and counties have struggled with the same question. After attending the Historic Preservation Commission forum, the HPC members discovered that the general feeling on the timeline is 1960 and earlier. Nevertheless, he believes there is other criteria to assess historical significance, not just a date. CHAIR GOODMAN thought that someone from UNLV should be involved in order to avoid duplication of effort.

Given the possible loss of revenue in subsequent years due to competition from the sale of license plates from other agencies, COMMISSIONER HELTON interjected that it was a good time to think of what would be the most significant project that would serve so many of the things that are important to this Commission. With its primary mission and goal of using revenue from the sale of the Centennial plates to educate people on the history of Las Vegas, she thought there was nothing better than to provide a place where people can go and learn about the history of Las Vegas and where the Commission can store their archives. CHAIR GOODMAN pointed out the newly remodeled Historic Westside School would be a good location, and she asked COMMISSIONER CREAR if there was any space available there to house a museum for the historical memorabilia of the City of Las Vegas. COMMISSIONER CREAR indicated that it is not capacious enough to accommodate anything else. They are looking to build an African-American museum with a performing arts center in conjunction with a library across the street from the School. He too agreed that the City needs a dedicated museum for the many photos and memorabilia being stored at the Records Center. Regarding updates to the book, which he also supported, COMMISSIONER CREAR felt that the best way to reach children is through electronic devices, such as tablets, which students are using for their education. Teachers can prepare materials to show on YouTube or in the classroom. This mode would also allow easy updates and save a lot of money in revision and printing costs.

CHAIR GOODMAN announced that DEPUTY CITY ATTORNEY SETH FLOYD advised reading Item 5 into the record as the discussion was overlapping.

COMMISSIONER BRYAN thought an inventory of the schools is necessary because even though not all of them may have historic significance, he thought each school should have a plaque with information about the person for whom the school was named.

MS. SIEBRANDT liked all the ideas, but she wanted to make sure they fulfill their goal of educating the schools about available grants so that the funding does not go to just to UNLV and the Junior League of Las Vegas. There should be a component to promote the Centennial Commission's ability to support different grants for various educational programming as they relate to historic preservation.

CHAIR GOODMAN deduced from the conversation that they needed to take an inventory of the high schools, identify the locale, set the historic timeframe and find out the schools that were in the City during those years. She reiterated that the Centennial Commission's logo should appear on the markers. COMMISSIONER HELTON noted that they previously discussed using the license plate as a logo since they are trying to promote the sale of the plates. CHAIR GOODMAN wondered how they could make it significant enough to entice people to take a virtual tour.

COMMISSIONER BROWN suggested looking to the CCSD for a list of when the schools were constructed. COMMISSIONER STOLDAL added that it is necessary to go beyond and fund a survey so that the markers can include historical celebratory occasions, not just a date of when a school was constructed. He suggested categorizing the schools by age, architecture, prominent alumnus and significant cultural events. They could then decide on what the markers should look like, noting his preference for not including the Centennial license plate as a logo on the marker.

MS. SIEBRANDT went through the ideas: update the book, inventory and conduct a survey of the schools that would transition into a historical marker program within the City of Las Vegas. COMMISSIONER HELTON stated that she would be meeting with CCSD prior to the next Commission meeting and would take this information to them to see how they feel about it.

COMMISSIONER COFFIN recommended using the inventory of Las Vegas Historic Resources, which was prepared by the City for the Centennial Celebration. It consists of three volumes with photos and details of all historical properties. MS. SIEBRANDT thought she knew what he was referring to and said she would look into it.

COMMISSIONER BRANDENBURG appreciated the conversation regarding identifying other resources and reaching into the community for assistance. He hoped that they could develop a list of potential priority projects going forward for him to gain a better understanding of the types of projects that are important to the Commission, especially with the possibility of reduced revenues from the sale of the plates to fund future grants. He agreed that they should focus on the history of Las Vegas and not on the The Strip. He said he was amazed about how much he learned from the recent Las Vegas documentary and supported reaching out to the community and educating organizations on the funding available through the Commission to help fill the gaps and tell the full history of Las Vegas.

COMMISSIONER STOLDAL suggested funding a study of the schools within the City and using it in developing an action plan for historical markers. Additionally, provide funding for an updated publication of the book with an Internet element. They also need to include an element to reach out to the CCSD and let them know about the funds available. He recommended moving forward with placing action items about these suggestions on a future agenda. COMMISSIONER HELTON reiterated that she would be meeting with the CCSD and commented that people are not even aware of the 100 murals the City worked on. She emphasized there is no better way to display and tell the history of the City than by having a museum, where they can also house the archives.

COMMISSIONER STOLDAL said that any grants made to the schools should restrict the projects to the history of the City of Las Vegas. He wondered if the funding should only go to those schools located within the City. COMMISSIONER HELTON thought the funding would have to go to any school within the CCSD to make sure the children learn the history. She noted that through conversations with CCSD representatives, they get most excited about field trips and COMMISSIONER COFFIN concurred.

CHAIR GOODMAN said that with their purpose being to spread the word about historic Las Vegas, perhaps they also needed to secure physical space. COMMISSIONER HELTON said they could possibly use space at the old museum at Lorenzi Park. CHAIR GOODMAN indicated she would like to find out about the videos Clark County is showing on its channel; they seem parallel to what the City is doing with Boyd Productions. COMMISSIONER STOLDAL thought that they are historic vignettes produced by the County over a period of years and were not outsourced. CHAIR GOODMAN wondered about a partnership with Clark County to avoid duplication, noting that some of their films are excellent. MS. SIEBRANDT stated that she could look into it.

MS. SIEBRANDT stated that she would draft up a scope of work to present to the Commission at its next meeting. She requested Items 7 and 8 be pulled and heard together because there were special guests in attendance to speak, and she did not want to keep them waiting.

5. **20-0095-CLC1** - Report regarding Commission for the Las Vegas Centennial funding priorities for the next 15 months

Minutes:

See Items 4 and 7 for related discussion and Item 4 for related backup.

6. **20-0097-CLC1** - Report regarding current Commission for the Las Vegas Centennial grant guidelines and application processes

Minutes:

This item was heard subsequent to Items 7 and 8, which were heard together.

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, stated that grant guidelines, instructions and an application were included in their backup. CHAIR GOODMAN asked how current the guidelines for eligibility were, and MS. SIEBRANDT was not sure. She thought the content might have been updated in 2014. COMMISSIONER STOLDAL asked if this was the same process used for the Historic Preservation Commission, and MS. SIEBRANDT replied in the affirmative, noting that she made some changes including making it specific for projects celebrating the history of Las Vegas. Some of the language does need to

be revised to make it current and relevant. She was fine with forming a working group if necessary.

COMMISSIONER STOLDAL asked about the phrase Centennial (1905-2005) and wondered if this change limits history and excludes anything before 1905. MS. SIEBRANDT understood and said that language could be removed. She explained that it was included to signify the Centennial for Las Vegas. COMMISSIONER STOLDAL preferred its removal.

COMMISSIONER HELTON thought they should look over this document further prior to adopting it as grant application guidelines. MS. SIEBRANDT stated that everyone could send any comments to her, and she would report on it at the next meeting.

See Item 4 for related backup.

7. **20-0098-CLC1** - Report regarding the promotion of the sale of the Las Vegas Centennial license plates

Minutes:

Items 7 and 8 were heard together after Items 4 and 5.

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, reported that for the funding priorities, it would be helpful to know how to reach the general public. She used some of the slides in a PowerPoint presentation, which was attached as backup, and said one of them provides a list of current grants and the revenue generated from the sale of the license plates, noting a significant decrease from July of 2018 through July of 2020. However, she explained that this was mainly due to the inability to obtain the true numbers from the Department of Motor Vehicles (DMV) due to their closure because of the COVID-19 pandemic. She mentioned that she viewed a commercial through a link COMMISSIONER HELTON provided promoting the sale of the Las Vegas Golden Knights license plates by giving away free merchandise.

MS. SIEBRANDT asked BRIAN LOVELIN, Financial Analyst with the City of Las Vegas Finance Department, if he knew how many plates they had sold compared to the Centennial plates, and he replied that he should have the information probably within a week and would provide it to the Commissioners as soon as he receives it. They knew that the Golden Knights and Raiders plates would have an impact on revenue from the sale of the Centennial plates. COMMISSIONER COFFIN interjected that they could obtain the information faster through the local Legislative Bureau office at the state building than waiting to receive it from Carson City.

COMMISSIONER BRYAN thought the impact to the Centennial plate sales was inevitable. MR. LOVELIN said the reason the number is lower than it should be is due to the DMV's closure and not processing many transactions. He added that the numbers should pick up in September and that although people may not be buying new plates, people were renewing their plates. COMMISSIONER STOLDAL thought the other plates would have an impact on the Centennial plates and stated that even if there is a decline, they will still generate revenue to fund grants for projects.

COMMISSIONER STOLDAL asked about the life of the plate, and COMMISSIONER COFFIN stated it was up to the Legislature. COMMISSIONER STOLDAL stated they have previously been concerned that the State would take some of the funds, so this Commission was going to encumber some of the funds. COMMISSIONER HELTON stated that initially they had a five-year window before the Centennial plate would sunset. However, due to the funding the State receives from the sale of the plates, because of the distribution formula for specialty plates, it would not benefit them to discontinue the plates, which is why they removed the sunset.

CHAIR GOODMAN asked what has been done to promote the Centennial plates, and MS. SIEBRANDT replied that this is a digital world, and called forward DIANA PAUL, Public Affairs Manager, and JENNIFER DAVIES, Digital Content Supervisor, to explain what is being done.

MS. PAUL stated that they use traditional press releases, a devoted web page and a message on the marquees on the freeway. MS. DAVIES stated that they get the word out about the Centennial Commission when they talk about history and projects that drive up interest, such as Project Enchilada, and are discussed substantially on digital channels, online and KCLV Channel 2. She noted that any time they talk about historical content, they give credit to the Centennial Commission and how their funding is being used to support the projects.

Other promotional methods would be to consider running a monthly campaign on Facebook to drive people's interest in the plate, to bring in new customers, to target people who know the plate is an option and how the

purchase of it funds different projects to help preserve the history of this community. She noted that even a minimum amount of funding toward such a campaign could have an impact. They would set up the parameters for ads geared for people within a target audience.

CHAIR GOODMAN asked if there were other options through regular mail or billboard advertising. MS. PAUL indicated that they have used sewer billing twice, but most of the people pay their bills online. She also confirmed for COMMISSIONER STOLDAL that the Centennial plate is discussed on Channel 2. COMMISSIONER STOLDAL asked where the money for the Golden Knights and Raiders goes, and CHAIR GOODMAN stated that the Golden Knights revenues go to their foundation but was not sure about the Raiders.

COMMISSIONER STOLDAL thought messaging on Channel 2 about where the funds for the Centennial plate go is important, and MS. PAUL stated that she would check on the messaging, but thought that they do indicate that the monies stay in Las Vegas for the enhancement of historic preservation efforts.

COMMISSIONER COFFIN liked the idea of using social media because the audience could be micro targeted; for instance, someone who has searched Las Vegas history.

CHAIR GOODMAN wondered if there was anything they could do through fuel tax or gas stations, and MS. PAUL replied that they tried that in some of the kiosks that the Review Journal was setting up in the gas stations. COMMISSIONER STOLDAL commented that the Communications Office and the HPO (Historic Preservation Officer) are both overworked and wondered about issuing a proposal to bring back a plan on what they could do to promote the plates.

MS. DAVIES stated that with the popularity of the documentaries on YouTube, they would like to do a YouTube series focusing on Las Vegas history and having the Commissioners talk about it to drive up interest and educate people about Las Vegas history. She indicated for COMMISSIONER BRYAN that the tagline at the end of the documentary says that funding is provided by the Centennial Commission. COMMISSIONER BRYAN emphasized that many people do not know what the Centennial Commission is about and that their source of revenue is through the sale of the Centennial plate. MS. DAVIES said they are looking at new opportunities to engage with people who currently own the plate and are interested in history through the creation of an e-mail newsletter educating them on how their funds are used.

COMMISSIONER STOLDAL thought that the newsletter would help stabilize those who have the license plate and might be thinking about getting a different one, because they would realize how their funds are spent. MS. DAVIES asked if they have the ability to get contact information from the DMV for those who already have the plate so they could reach out and invite them to subscribe to the newsletter. She indicated to COMMISSIONER BRYAN she did not think it was being done, but it is something to consider doing.

COMMISSIONER STOLDAL liked the idea, but thought it would cost money. He would prefer to obtain a proposal on hiring someone to come back with a marketing plan, which could also include the newsletter idea and its potential cost. MS. DAVIES explained that with the City already owning the software, it would not cost anything. It is just a matter of getting participation from the Commission and MS. SIEBRANDT to put up content. COMMISSIONER STOLDAL said that would assume they could obtain customer information from the DMV. MS. DAVIES said they could still drive different media pushes because they have amassed thousands of subscribers. MS. PAUL said they could put together a proposal on a paid media campaign to bring before the Commission.

CHAIR GOODMAN asked if there is a breakdown available by age groups of the people who buy the plates. MR. LOVELIN replied that he has not been successful in obtaining that information. He mostly gets a report on the total number of plates bought. CHAIR GOODMAN wondered about making the plate more interesting to people and about ways of targeting new buyers. COMMISSIONER STOLDAL concurred and said they need to push the message of celebrating Las Vegas by purchasing the plate.

COMMISSIONER CREAR thought that whatever they decide on to promote the Centennial license plate, it has to be done through a digital campaign because it is the most cost effective method, and they could target different groups, such as new home or car buyers, new residents, children turning 16, etc.

CHAIR GOODMAN suggested advertising through banks and the utility companies and wondered if this is legally possible. DEPUTY CITY ATTORNEY SETH FLOYD stated that he would have to look into that but was leaning

more toward the need for a contract.

COMMISSIONER BROWN guessed that most of the people who have the Centennial plate would be older and get it for sentimental reasons, followed by those who think it is pretty. She thought they should try to attract middle-aged people who are interested in the history. COMMISSIONER SINNOCK agreed that the plate is very attractive compared to the other plates and that people buy it for that reason, without knowing what is behind it. He thought they should focus on that and on a prize package. He also supported going after people who are buying new cars.

COMMISSIONER HELTON thought they may be able to do a promotion of some sort that a certain numbered plate sold would win a prize, but noted they would have to work with the DMV to get the necessary information. MS. SIEBRANDT indicated she would work with Communications on a proposal. They can also ask Boyd Productions to include a dialogue about the film being funded by the Centennial Commission and how purchasing the plates can help fund other programs. CHAIR GOODMAN suggested including a picture of the plate, as well as to look into marketing a novelty plate. COMMISSIONER HELTON stated that COMMISSIONER SINNOCK also had the idea of sending a self-portrait with the plate and having a prize drawing.

Subsequent to Item 6, MS. SIEBRANDT asked the Commissioners if they wanted to further discuss Item 8 regarding ways to promote the Centennial Commission. CHAIR GOODMAN recalled that AAA would have an annual art competition on a project and offer a monetary prize. The Commission could do a similar competition specific to the Centennial and the license plate, or on the 100th anniversary on the women's right to vote art piece. They could have an art competition for the various grade levels. They would offer a prize and put the art on a billboard. COMMISSIONER HELTON stated that the School District has such a project laid out and she offered to add it to her list of items to discuss with them at their upcoming meeting. They could set a target date of May 15, 2021. COMMISSIONER BROWN suggested adding a history project for the kids to write an essay on the Centennial Commission, which would force the youth to research it. CHAIR GOODMAN said it would be a good competition for seventh graders.

Regarding Item 5, COMMISSIONER STOLDAL emphasized that the Commission needs to do a count of the all the fantastic murals made during the Centennial Celebration. Additionally, as part of the 100th anniversary of the women's right to vote being passed, he mentioned that Nevada was way ahead because women in Nevada got the right to vote in 1914. He thought it would be a good idea to name some of the streets after significant, historic women, noting that Stewart Avenue was not named after Helen J. Stuart, but after a former United States Senator. He thought it could be done at a reasonable cost, and it would be a good way to recognize women's suffrage. MS. SIEBRANDT mentioned that the priorities would be driven by the revenue generated from the sale of the license plates, which will be driven by the campaign to promote the license plates.

Going back to Item 8 on raising awareness, MS. SIEBRANDT mentioned that a very good way of doing this is by producing a podcast with some of the Commissioners on YouTube, as well as putting on community events when the community opens up again. She recalled community events being held at the Springs Preserve. They could also participate as presenters at conferences to speak about the Centennial Commission. They could also do interviews on Channel 2, and CHAIR GOODMAN added that they could do interviews on Channel 10 in conjunction with Clark County. CHAIR GOODMAN asked if MS. SIEBRANDT would be looking for space to store all of the artifacts they have collected throughout the years, adding that the Historic West Las Vegas School would be an ideal location. COMMISSIONER HELTON wondered if there were other places they could consider, and COMMISSIONER STOLDAL suggested looking into the Fifth Street School. MR. LOVELIN assured the Commission that he would reach out to the DMV to see if there is any type of demographic information available to obtain a better breakdown. CHAIR GOODMAN asked MR. FLOYD to find out if there is any copyright issue with duplication of the license plate in other variations. COMMISSIONER HELTON stated that Vegas license plates are sold at the airport as a novelty item. MR. FLOYD said he would look into it.

See Item 4 for related backup.

8. **20-0099-CLC1** - Report regarding possible strategies to raise public awareness about funded projects by the Commission for the Las Vegas Centennial

Minutes:

See Item 7 for related discussion and Item 4 for related backup.

9. **20-0100-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 stated that they had discussed many ideas.

From the audience, LORA KALKMAN, Special Assistant to the Mayor, reminded the Chair about wanting to have discussion regarding attendance. COMMISSIONER STOLDAL said there are attendance guidelines for the Historic Preservation Commission. DEPUTY CITY ATTORNEY SETH FLOYD said every Commission is different and offered to look into it. DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, said that she looked into the Bylaws and there was nothing about attendance. She said a rule could be added with the Commission's approval. CHAIR GOODMAN asked that an item be placed on the next agenda for further discussion.

10. **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:

TASHIKA LAWSON felt that the biggest issue she sees in promoting the Commission is that the overall brand is missing. As a citizen, she would not know their function. She is aware of it only because she is a resident interested in this town's history and recognizes the importance of passing the history to the younger generation. She has learned a lot about the local history from her grandmother, and it is important to get the word out to dispel the idea that this town has no culture. She thought Facebook ads are a good idea to get people to purchase the plates.

She recalled how much she enjoyed going on field trips to the Natural History Museum as a child. Regarding finding a site for historic artifacts, she felt the West Side School has a lot places to be used in conjunction with the Black History Museum. She is very excited about the inventory of significant resources and suggested the use of parades to display history, such as it is done with the Macy's Parade.

She asked if there is a plan for the Commission to touch base on a trailblazers park, and CHAIR GOODMAN encouraged MS. LAWSON to contact COUNCILMAN CREAR'S office about it.

MS. LAWSON expressed her interest to serve on this Commission, noting that she was looking at the total number of members and seats available. CHAIR GOODMAN encouraged MS. LAWSON to reach out to DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, and MS. SIEBRANDT indicated they were already in contact.

11. **Adjournment**

Minutes:

The meeting was adjourned at 3:54 p.m.

Respectfully submitted:

Jacquie Miller, Sr. Deputy City Clerk

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

Minutes Prepared by:

Gabriela Portillo-Brenner, Deputy City Clerk

THIS MEETING WAS PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS
IN ACCORDANCE WITH THE STATE OF NEVADA EXECUTIVE DEPARTMENT
DECLARATION OF EMERGENCY DIRECTIVE 006

The City of Las Vegas website – www.lasvegasnevada.gov
and
The Nevada Public Notice Website – notice.nv.gov