



Commission for the Las Vegas Centennial Minutes

1. Call to Order

Minutes:

CHAIR GOODMAN called the meeting to order at 2:00 p.m.

PRESENT: CHAIR GOODMAN and COMMISSIONERS ARNOLD, BRYAN, STOLDAL, HELTON (excused until 2:09 p.m.), SINNOCK, TRUESDELL, BRANDENBURG, CREAR and MILLS (excused until 2:07 p.m.)

EXCUSED: COMMISSIONERS BROWN, FELDMAN, COFFIN and MOWBRAY

ALSO PRESENT: ROBERT SUMMERFIELD, Acting Executive Director of the Commission for the Las Vegas Centennial (excused at 3:39 p.m.); DIANE SIEBRANDT, Historic Preservation Officer; SETH FLOYD, 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 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 November 18, 2019

Motion made by Richard Bryan to Approve

Passed For: 8; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 6

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

5. CLC-78189 - Report by Brian Lovelin, Financial Analyst, City of Las Vegas Finance Department, regarding the Commission for the Las Vegas Centennial budget for Fiscal Year 2019-2020

Minutes:

Before BRIAN LOVELIN, Financial Analyst with the City of Las Vegas Finance Department, gave his report on the status of the budget, CHAIR GOODMAN said she was glad to learn that MR. LOVELIN would remain as the Financial Analyst for the Commission.

MR. LOVELIN then proceeded and disseminated a copy of the Budget to Actual sheet for the period ending in December of 2019, a copy of which was submitted for the record. Regarding revenues, he commented that the second payment was received for the license plate sales. With the first quarter coming in at just over \$501,000 and the second quarter at \$430,000, he did some research into the past three fiscal years and found that second quarter figures typically come in lower, somewhere between \$440,000 and \$460,000. Although the \$430,000 figure is slightly lower than usual, it is in line with revenues received for the past three years for the second quarter. He believes this still puts them on track to come in at the budgeted \$2 million.

In terms of expenditures, roughly \$97,000 was spent through December of 2019, with an additional \$34,000 spent since the previous report. The final invoice was for \$24,194 for the University of Nevada, Las Vegas, (UNLV) Newspaper, and it was accounted for in November of 2019, as well as an invoice in the amount of \$5,000 for the Old Timers grant. As part of the goal to better track general grants, he pointed out that he added the Agenda item for the Hay Barn restoration grant approved for \$150,000, and he will continue to do this in the budget report to cross reference for better tracking purposes. He also requested from the state that reports be provided every six-months to be able to see trends in sales.

CHAIR GOODMAN welcomed newly appointed COMMISSIONER MILLS to the Commission and asked him to speak a little about his background. COMMISSIONER MILLS was born and raised in Las Vegas and owns the Omelet House, and he mentioned that he was handed his UNLV diploma from COMMISSIONER BRYAN. The Chair and he recalled people gathering at the Omelet House for breakfast, and COMMISSIONER MILLS said those meetings have blossomed. He enjoys buying the attendees breakfast and being able to mingle with some of the people that have been in this community for many years. He announced that the next breakfast would be held on March 10, 2020, and requested that anyone with something to contribute to contact him.

6. **CLC-77801 ABEYANCE ITEM** - Discussion for possible action regarding a grant request by Jim White, Project Director, in the amount of \$106,200 for renovation of Safari Motel signage at 2001 Fremont Street

Minutes:

CHAIR GOODMAN stated that FELICIA THOMPSON would be presenting for JIM WHITE, who was in a hospital in San Diego, California. MS. THOMPSON showed a rendering and requested a grant to help with the restoration of the sign, which she described as ugly, to its original state. She indicated they feel comfortable with two of the three bids received.

ROBERT SUMMERFIELD, Acting Director of the Commission for the Las Vegas Centennial, reminded the Commission that this matter was previously held in abeyance pending bid responses, which were included in the backup documentation for this meeting. Moreover, he explained that BRAD JERBIC, City Attorney, who is overseeing Project Enchilada, mentioned in conversation that the Safari Motel would probably be better suited for the anticipated Phase II of Project Enchilada. He commented that Phase I of Project Enchilada has had a lot of success because it includes a group of properties owned by few owners and led by the City of Las Vegas, which resulted in the City having a say in what would happen to the appertaining signs. There are other properties being looked at for potential inclusion in Phase II, and MR. SUMMERFIELD noted that a more comprehensive program may be more beneficial to the City.

CHAIR GOODMAN introduced some of the staff members for this body to COMMISSIONER MILLS, who stated that he met with MR. JERBIC regarding the Whole Enchilada project because he was requested to open an Omelet House on Fremont Street, and they discussed if it would tie in with the renovation at some point.

COMMISSIONER STOLDAL was somewhat confused and wondered if it was the desire of MR. JERBIC for the Commission to wait until there is an evaluation of Phase II. MR. SUMMERFIELD did not believe MR. JERBIC was expressing an opinion because he did not believe MR. WHITE had time to meet with MR. JERBIC. MR. SUMMERFIELD emphasized that Project Enchilada has been successful because of the consolidation of properties and investment to spark site operations. Furthermore, MR. SUMMERFIELD explained to COMMISSIONER STOLDAL, who questioned the funds for maintenance and operations, that it was one of the concerns of MR. JERBIC because he was not certain how ongoing maintenance of the sign would occur so that the grant monies being requested would not go to waste due to lack of maintenance of the sign.

COMMISSIONER TRUESDELL interjected that having multiple signs included in Phase II will provide the City leverage. He felt that the best solution for East Fremont would be to wait until it can be tied into Phase II. CHAIR GOODMAN commented that she spoke with MR. JERBIC and that was the consensus. She thought it would be wise to table this matter so that MR. JERBIC can explain how Phases I and II will come together.

COMMISSIONER SINNOCK stated that even after lengthy discussion about this grant request at the last meeting, he was still puzzled about this matter, and he felt that the obvious solution would be to wait for Phase II because of the huge gap between project areas.

COMMISSIONER BRYAN said he drove by the site, and he could not see any evidence of restoration because the green tarps shielded his view. MS. THOMPSON commented that the interior of all the units was gutted, all doors replaced and issues left by the homeless will be handled and renovations made. She anticipates the entire restoration of the buildings will be completed in six months, noting that there was a lot of damage, starting with the roof.

COMMISSIONER CREAR asked why the requested amount was back up to \$106,000 when MR. WHITE indicated in November that he would not need as much funding, and MS. THOMPSON replied that three companies submitted bids and it seems the sign would have to be taken apart and completely renovated, noting that her company is willing to put forward the difference in funding if necessary. MR. SUMMERFIELD further explained that MR. WHITE thought he could bring down the price but after the bids came in, he saw that it would not be possible.

Upon reviewing some of the notes, COMMISSIONER CREAR commented that discussion was held with MR. JERBIC about coming up with a comprehensive plan, and the Commissioner pointed out that the City was already separately funding a part of the project, which MR. SUMMERFIELD referred to as capital stacks. The Commissioner stressed that the City would be funding about 33 percent of the overall project, so the Commissioners needed to gain a clear understanding of that and feel comfortable with it.

MR. SUMMERFIELD stated that MR. JERBIC was going to start meeting with other property owners in order to begin to outline Phase II, and he had yet to finish his conversation with MR. WHITE. He did not feel holding this matter in abeyance would help because the reality is that Phase II will require a lot more work given that there are quite a few property owners that will have to be involved, adding that it was probably the reason CHAIR GOODMAN suggested tabling it.

COMMISSIONER CREAR asked if the applicant could do the work and be reimbursed later as part of Phase II, should it not meet their timeframe. MR. SUMMERFIELD explained that the process is to obtain the grant money, have the work done and reimburse the Commission for any monies not used. The applicant could not pay for the work up front and then come back to request funding from the Commission to pay for those expenses. Understanding that while it may not be typical, COMMISSIONER CREAR asked if it is possible to handle it that way. MR. SUMMERFIELD said that the applicant could submit a slightly amended application suggesting reimbursement for expenses, and approval would be at the discretion of this body.

Whether held in abeyance or tabled, COMMISSIONER STOLDAL asked if the Commission could in the interim receive an update on Project Enchilada Phase II. Perhaps by that time, more progress will be made at the facility and provide more of an incentive for the Commissioners to fund this project as part of the Whole Enchilada. He suggested an abeyance rather than tabling this matter. CHAIR GOODMAN wondered how many times the Commission could hold an application in abeyance, to which MR. SUMMERFIELD replied that the Commission has no limit because it is an independent body with separate entity status. He added that if the Commission did not want to table this matter, they could hold it in abeyance to a meeting beyond March because he did not believe they would be able to provide a substantial update on Project Enchilada Phase II by then. COMMISSIONER STOLDAL said he would like an update in March on the amount of work performed.

COMMISSIONER BRYAN stated that to his understanding, Phase II will include the Mayfair property and while coordination makes a lot of sense, he wondered if it would be better to move forward in smaller increments. MR. SUMMERFIELD responded that Project Enchilada Phase I has evolved to include motels, some activities into the Founder's District and the Huntridge District and encompasses some coordinated improvements, but Phase II will encompass more of Fremont East and the larger Whole Enchilada.

COMMISSIONER HELTON emphasized that at the last meeting, the Commissioners discussed reducing funding for MR. WHITE because he was already getting money from the City through the Redevelopment Agency, and it concerned her that they were not keeping in that direction, given the amount of public money being dedicated to this project.

CHAIR GOODMAN went over the options of an abeyance, tabling or accepting withdrawal without prejudice, which would allow the applicant to submit an application. Given the discussion, MR. SUMMERFIELD offered to put an item on the next agenda regarding an update report on the renovations at the Safari Motel, with the funding aspect held to a future meeting, pending more detailed information. COMMISSIONER TRUESDELL felt it was a good compromise, and he indicated to COMMISSIONER CREAR that it would provide MR. JERBIC more time to be able to provide some good feedback.

Motion made by Ric Truesdell to Hold in Abeyance to 5/18/2020 with an update report to be provided at the 3/23/2020 meeting

NOTE: Due to technological issues, the video does not reflect the vote accurately. Please see below for accurate voting information.

Passed For: 10; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 4

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

7. **CLC-78190** - Discussion for possible action regarding a grant request by Heidi Swank, Executive Director of the Nevada Preservation Foundation, in the amount of \$25,000 to fund the Home + History Las Vegas 2020 event

Minutes:

While her PowerPoint presentation, a copy of which was submitted for the record, was being uploaded, HEIDI SWANK, Executive Director of the Nevada Preservation Foundation, informed CHAIR GOODMAN that this was the sixth request for this type of project. She referred to an Event Summary, which she referred to as a pretty picture summary, and disseminated copies, noting that a detailed extensive report could also be provided if the Commission so desired. They put on 23 events over three days, had 752 unique attendees for the event and held the Vintage Vegas and Vintage Boulder City Home Tours in 2019 for three full days. Ticket sales have grown substantially since 2015, when they sold under 190 tickets. In 2019 they sold over 1,400, bringing in just over \$50,000 in ticket sales. They like to keep ticket prices at a reasonable amount. The tickets for march-and-eat tours are the most expensive at approximately \$100 each, and the walking tours tickets are \$15. In going over the make-up of attendees, MS. SWANK stated they have had tourists from 18 states and Canada, 98 percent of the people have had dinner or lunch in the Las Vegas valley and stayed at local hotels, 93 percent brought new friends and family on a tour and 98 percent are planning to take a tour in 2020. A copy of the 2019 Event Summary was submitted for the record.

MS. SWANK turned to the PowerPoint presentation and reiterated that they had a 52 percent increase in ticket sales between 2018 and 2019, and this was in part due to offering the tours for a full three days and going from being just a home tour to events that have gained national attention. CHAIR GOODMAN asked if they are working with the Las Vegas Convention and Visitors Authority (LVCVA) to attract conventioners, and MS. SWANK answered that they do work closely with the LVCVA.

For 2020, MS. SWANK reported that they hope to raise ticket sales and are looking at 20 percent of the people who are out-of-market, noting that 5 percent of the people who come to Las Vegas do not want to gamble but want to learn about its history. They are adding a new bus tour and are offering new homes for the Vintage Vegas Home Tour, two new walking tours and increased capacity. As part of her partnerships overview, she indicated that they offer a bicycle tour called Seeing Stars through the Regional Transportation Commission (RTC) Bike Share program. They are in final talks on the Martini Tour location for 2020. They work with Neon Museum, Pop Culture Tours, and they hold their after parties at the Golden Steer Steakhouse.

CHAIR GOODMAN discussed with MS. SWANK that they rescheduled one of their events competing with the National Football League (NFL) Draft date.

COMMISSIONER STOLDAL asked for a breakdown on how much is from the City of Las Vegas and how much from the urban area. MS. SWANK answered that when they first started, funding came from this Commission. After looking at how other cities fund their events, such as the 10-day event held in Palm Springs, California, they found that it is really about diversification and involvement of all the cities and local jurisdictions. Consequently, they sought funding elsewhere and are now receiving a \$20,000 grant from Clark County, a \$7,000 grant from the City of Henderson and a \$2,500 advertising grant from the City of Boulder City. They intend to reach out to the City of North Las Vegas this year as it is the first year they will be featuring North Las Vegas. Additionally, Nevada Preservation covers approximately \$34,000 of the costs, and they will be seeking \$10,000 in funding from the LVCVA as well.

Regarding advertising, they work with the local company, Vivitiv, are in discussions with the Review Journal for a 2020 sponsorship insert, work with LVCVA for out-of-market advertising, started a collaboration with Cowboy Poetry Gathering in Elko, Nevada, where they have over 200 volunteers, and continue to work on increasing digital advertising. She noted that they obtained copyrights for A Celebration of Vegas Cool and Home + History through a very generous board member.

After the vote, COMMISSIONER CREAR said he attended the Home + History event in 2019, and it truly enhances an unseen side of Las Vegas. He believes it has the potential to be expanded to 10 days, like the one in Palm Springs, California. MS. SWANK expressed her appreciation in his confidence, introduced SUZEY VAN NESS, Director of Heritage Tourism, and noted that they advertise the Centennial license plate wherever possible. CHAIR GOODMAN thought it would be a good idea to include Home + History within the logo for

advertising purposes. MS. SWANK pointed out that they started in Reno with Home + History Reno. The Chair congratulated MS. SWANK on doing a great job. Additionally, COMMISSIONERS BRANDENBURG and HELTON commended MS. SWANK on how she reflected the numbers and history in her presentation.

Motion made by Robert Stoldal to Approve

Passed For: 10; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 4

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

8. **CLC-78192** - Discussion for possible action regarding a grant request by Jonathan Ullman, President and Chief Financial Officer at The Mob Museum, in the amount of \$ 42,000 to fund the purchase, maintenance and staffing of an educational outreach vehicle (NOTE: MR. ULLMAN'S correct title is President and Chief Executive Officer.)

Minutes:

CHAIR GOODMAN started by asking SETH FLOYD, Deputy City Attorney, to go over the disclosure and abstention requirements given that COMMISSIONERS STOLDAL and BRYAN and the Chair, as well as some who were not present at this meeting, sit on The Mob Museum Board. MR. FLOYD provided his comments and recommendations as summarized in the note below after the motion. COMMISSIONER CREAR confirmed with MR. FLOYD they would still have a quorum to be able to take action.

JONATHAN ULLMAN, President and Chief Executive Officer at The Mob Museum, and CLAIRE WHITE, Educational Programs Manager, were present. MR. ULLMAN also introduced JACOB MURDOCK, Volunteer and Community Partnerships Manager, and ADRINA RAMOS-KING, Manager of Strategic Partnerships, who were both seated in the audience and were available to answer any questions of the Commission as well. MR. ULLMAN commented that MS. WHITE would provide more information on the Educational Outreach program, and he hoped that the Commission would approve the requested grant in the amount of \$41,240 to help procure a new vehicle for their program.

As a matter of background, MR. ULLMAN said they came to the Commission about 4.5 years ago requesting funding to create this education program primarily about the history of Las Vegas to bring to students around the valley. Since 2016, the program has grown considerably in terms of the number of people they reach, content type and ages of the audiences served. MR. ULLMAN went to the third slide of a PowerPoint presentation, a copy of which was submitted as backup documentation, and he explained the figures depicted noting that over 15,000 students across the valley have participated in the program. With the accelerated pace, they had to actually schedule more programs in the fall of 2019, reaching more students than ever before. And it is very exciting to have learned during the academic year that they actually reached 84 percent of Title I school participants. They are also doing a better job of reaching seniors, especially those who are either physically or economically challenged in accessing their programs, through the creation of the Talking Through Time program. Since the introduction of the latter program, they have completed over 400 presentations to seniors. He stressed that most of their programming takes place at public libraries, but they also do it at other locations, which speaks strongly to their reach-out efforts.

At present time, the biggest challenge for them is having an old, unreliable Ford Explorer to transport their program to educate the community. He reiterated his strong hope for getting the funding needed for the acquisition of a new vehicle, which will be a Chrysler Pacifica hybrid minivan. They anticipate they will be able to negotiate the price down somewhat. If not, The Mob Museum will pay the additional \$5,000 for a total cost of \$46,000 for the vehicle. He urged the Commission's support, noting that they conservatively contribute in staff time, supplies and other materials to the program approximately \$34,000 yearly, and they intend to continue that.

MS. WHITE took over making the presentation, and she passed out for viewing some historical materials used in their program: 1) a water bag, similar to what Hoover Dam workers drank out of; 2) an Anderson glass milk bottle; 3) a Las Vegas High School 1937 Boulder Echo Yearbook; 4) some milk tokens; 5) various postcards, which are one of the easiest ways to show changes; and 6) a view master of Hoover Dam from its first year of public tours. She explained that they bring all these tools to the classrooms to immerse the students in the history of Las Vegas, as well as into U.S. History and forensic science. However, the real lifeblood of the Investigating History program is investigating local Las Vegas history topics, which address national and state curriculum standards, while introducing local history through individual stories. By connecting to the standards, they help students understand what it was like to be a worker in 1905 when the railroad was being built, what it

was like to be the child of a worker at Hoover Dam and what it was like to see the changes that took place through the 1940's, 1950's and through the year 2000, at which time they show the students a picture taken in 2000 and they are simply amazed when they learn it is only 20 years old. Their topic on prohibition in American society addresses the national story of prohibition, with the inclusion of Las Vegas and Nevada stories.

MS. WHITE emphasized that all of these same stories are shared with their senior groups, who are their lifelong learners. It is very important to have a reliable vehicle to be able to bring the programs to everyone who wants to hear about Las Vegas history. She pointed out that before they started the senior program, they actually received requests from libraries and senior groups to bring the school program to them. Consequently, they created an outreach program for seniors, and she showed items from the topics presented to them, including Las Vegas and the Mob, Las Vegas Entertainers and African-Americans in Las Vegas. She disseminated postcards of Stardust dancers, the Liberace Museum and the Moulin Rouge from their Las Vegas Entertainers presentation, a promotional card from BETTY GRABLE at the El Rancho, a money bag from the Moulin Rouge and chips from some of the Westside properties from the African-Americans in Las Vegas presentation. CHAIR GOODMAN discussed with MS. WHITE that some of the items were obtained through private donations and some she obtained through her searches on eBay.

MS. WHITE continued with her presentation and mentioned that The Talking Through Time program brings in a lot of people. With many of the attendees having recently moved to Las Vegas, they find the history surprising. In closing, she mentioned their excitement about being able to expand, and then presented the Testimonials slide, noting that it is important to be able to continue their programs, many of which have been derived through attendees' feedback over the years.

MR. ULLMAN commented that they take a lot of pride in what the museum does without seeking recognition. What they do requires a commitment of resources that they do not get back even through the programs they offer for a fee because they only get enough back to cover some of the operational costs. They know the Clark County School District (CCSD) does not have the money to offer these programs. He requested the Commission's support.

COMMISSIONER SINNOCK supported this grant request but encouraged MR. ULLMAN to tap into the market of seniors who reside in Sun City neighborhoods, as there are many from Chicago, Illinois, and Philadelphia, Pennsylvania, who they could really help with expansion of the program. MR. ULLMAN understood and said that the programs have been wonderful in developing connections, which have enabled them to find volunteers, many of whom work at the museum. Nevertheless, he explained that the program was designed to reach those with economic or physical limitations. MS. WHITE interjected that their goal is never to discourage museum visitation, but rather to add to the museum's potential and expand their mission of providing the Las Vegas history.

COMMISSIONER ARNOLD confirmed with MR. ULLMAN the vehicle would be purchased and not leased. MS. WHITE added that by purchasing the vehicle, they will be able to add educational elements as well as to transfer their surveillance equipment and add additional equipment. COMMISSIONER BRYAN questioned this, and MS. WHITE explained that as a part of their forensic science units, they take out their mob mobile and show students the investigative experience. Schools can select from the topics of fingerprinting, footwear tread analysis, wiretapping and surveillance. COMMISSIONER ARNOLD said that the last time The Mob Museum sought funding from the Commission was for an app, which he felt should have been paid for in-house, but he fully supported this request because he could see the connection.

COMMISSIONER HELTON assumed the new vehicle will have a Centennial license plate. She asked if they have anything on their website to encourage people to buy Centennial license plates, which would be helpful to raise more funding for the Commission to fund other projects. The Commissioner then suggested looking into NV Energy's amazing rebates for plug-in stations if the vehicle is a plug-in hybrid. She supported approval of the grant given that this is a great opportunity for CCSD, which is the fifth largest school district.

COMMISSIONER CREAR commended The Mob Museum for doing a great job and for reaching the community. He felt there is a need to get together with the highly active senior community in Ward 5 about assisting with this program and possibly with other activities and events to bring into Ward 5 schools and its 12 City Reinvent Schools. MS. WHITE said she would definitely like to bring the program to Ward 5.

CHAIR GOODMAN observed that Las Vegas schools were very segregated.

COMMISSIONER BRANDENBURG asked how many presentations per week they were planning to have, and MS. WHITE answered that they schedule an average of three presentations weekly during the school year for

both youth and seniors, with the vast majority of their presentations taking place within a 15-mile radius, so they will really be able to save on gasoline costs.

Motion made by Louise Helton to Approve

NOTE: DEPUTY CITY ATTORNEY SETH FLOYD advised that the State Ethics Commission has ruled that members voting on funding for non-profit boards on which they are a member should disclose and abstain from voting. COMMISSIONERS STOLDAL and BRYAN disclosed that they would be abstaining because they sit on the Mob Museum board. CHAIR GOODMAN disclosed that she sits on the Mob Museum board as well; however, MR. FLOYD concluded that she could vote in her public capacity as Mayor on the board. The Chair then confirmed with MR. FLOYD that it reduces the vote to a simple majority. Furthermore, MR. FLOYD opined that COMMISSIONERS STOLDAL and BRYAN could participate in a limited capacity and provide factual and background information but could not advocate.

Passed For: 8; Against: 0; Abstain: 2; Did Not Vote: 0; Excused: 4

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

9. **CLC-78193** - Discussion for possible action regarding funding in the amount of \$75,000.00 for the Historic Preservation Commission to be used to provide grants and awards for historic preservation, document Las Vegas' historic resources, conduct historic preservation research, produce historic preservation reports, and engage in other related preservation activities within the scope of the Historic Preservation Commission's authority

Minutes:

This matter was heard subsequent to Item 10, which was pulled forward and heard after Item 8.

DIANE SIEBRANDT, Historic Preservation Officer, stated the Commission for the Las Vegas Centennial has provided funding to the Historic Preservation Commission (HPC) for its funding of certain projects. Due to staffing issues, the HPC had not requested the same funding for the past two years. At its last meeting, the HPC approved to request \$75,000 in funding from this Commission again. She enumerated some of the HPC's past projects from her PowerPoint slide, a copy of which was submitted as backup documentation, including funding for the Helldorado Days Parade and Historic Preservation Awards during Historic Preservation Month, paying for professional development conference attendance and memberships for the HPC members, issuing small grants for plaques and markers for historic properties, brochures for historic venues, oral history transcriptions and surveys of historic places, such as for neighborhoods, entertainment districts, highways and motels. This year, they would like to tackle doing a Citywide survey, for which the HPC will also submit a \$50,000 grant request to the State Historic Preservation office (SHPO), noting that they will break up the survey by eras. She will also be asking for funding assistance from SHPO for attendance of the Preservation Alliance of Historic Commissions for some of the HPC members as part of their professional development initiatives.

Regarding the Citywide survey, she explained they have to figure out how to break it up because from 1939 back, there are only about 200 properties to survey; however, from 1940 forward, there are thousands of properties. The requested funding will help support those surveys as well.

With regard to the question by CHAIR GOODMAN as to whether the funding would be handled through the Commission or the City's General Fund, BRIAN LOVELIN, Financial Analyst with the City of Las Vegas Finance Department, clarified that the money would be taken from this Commission and transferred into another org account to be managed through a pass-through grant outside of the Centennial Commission.

CLAYTEE WHITE, HPC Chair, stated she was in attendance to support MS. SIEBRANDT, and she thanked the Commission for its support of the HPC over the years and for funding to bring MS. SIEBRANDT aboard as the Historic Preservation Officer because she will help them immensely in taking on some of the projects they have wanted to do for a long time. She remarked that the HPC has received the same amount of funding for years, and they really would like to have it to be able to undertake some projects that have been held up, such as funding plaques for some historic homes. They have already received a request for a plaque for MRS. TOLLMAN'S home in Bonanza Village. CHAIR GOODMAN thanked MS. WHITE for everything she has done through her service on the HPC and encouraged her to keep it up and preserve the history of Las Vegas.

COMMISSIONER TRUESDELL pointed out that the budget sheet reflected an outstanding balance and grant to the HPC. COMMISSIONER STOLDAL, as Vice Chair for the HPC, explained that the HPC had not requested

funding from this body in the last two years because although the money had been committed mostly for projects, the HPC did not have the staff to be able to move forward. Since MS. SIEBRANDT was hired, the HPC has made a lot of progress just within four months, and they will be receiving reports on some of those projects within the next 90 days. There are several other projects in the pipeline, including the Citywide surveys, which as MS. SIEBRANDT mentioned, will be complicated as they get into the 1940's era.

CHAIR GOODMAN asked how the different historic organizations operate so that people know where to go. COMMISSIONER STOLDAL commented that one of the HPC's top priorities is to work with the City to create a website that will provide information without having to dig for it. People should be able to click on topics connected to other sites for more information if necessary, making it more user-friendly. There are specific groups that have specific projects. For example, in the case of Woodlawn Cemetery, two groups came to the HPC for funding to upgrade the monuments at Woodlawn and to recognize people buried without names. The HPC is also doing some work with the Atomic Testing Museum, and it is working on particular projects as opposed to broad-based historic preservation projects.

CHAIR GOODMAN added that former CONGRESSMAN JON PORTER is working to help relocate the Atomic Testing Museum to Symphony Park in an effort to make it more accessible and place it near sites such as the Neon Museum, Neon Boneyard and the Natural History Museum. COMMISSIONER STOLDAL said there is an effort with the Armenian population to create a holocaust museum in downtown Las Vegas, which is the place for these types of establishments. He confirmed for the Chair that he is also a member of the Atomic Testing Museum.

COMMISSIONER HELTON recalled that a number of surveys had been done and she hopes there will not be any duplication. COMMISSIONER STOLDAL said that is a topic that has come up at an HPC meeting when additional funding was requested from the HPC for a survey of the Las Vegas High School. He recalled this body funded \$43,000 to do a survey at the Las Vegas High School, so they are looking for it to make sure there is no duplication. With regard to a Citywide survey, COMMISSIONER STOLDAL recalled doing one in 1978. MS. SIEBRANDT pointed out that the most recent survey was the Motor Court survey initiated in 2015. Prior to that, there were a few surveys completed between 2004 and 2010, and the new surveys would provide updates to existing surveys to document the current status of particular sites included. COMMISSIONER HELTON said it would be helpful to provide existing surveys online and make it accessible. MS. WHITE agreed, noting that the HPC wants to have research done to avoid duplication, and they also talked about having a more comprehensive website.

MS. SIEBRANDT interjected that although it has been a challenge to find some documents, she has been trying to make updates as quickly as possible, and the HPC working group is going over website improvements.

COMMISSIONER HELTON confirmed with MS. WHITE that the \$75,000 requested is new funding for projects, and MS. SIEBRANDT added that what is left in the budget was already earmarked for projects.

COMMISSIONER CREAR remarked that one area missing in the realm of history is City government, noting there is a Records Center full of pictures of former mayors and councilmembers that should be displayed.

CHAIR GOODMAN pointed out that he could bring up new business under Item 11.

Motion made by Ric Truesdell to Approve

NOTE: COMMISSIONER STOLDAL abstained because he is Vice Chair of the Historic Preservation Commission.

Passed For: 9; Against: 0; Abstain: 1; Did Not Vote: 0; Excused: 4

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

10. **CLC-78194** - Report by Robert Summerfield, Acting 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:

CHAIR GOODMAN called forward this item to be heard subsequent to Item 8 to allow ROBERT SUMMERFIELD, Acting Director of the Commission for the Las Vegas Centennial, to leave early for another meeting.

MR. SUMMERFIELD indicated he would cover a few items, and then DIANE SIEBRANDT, Historic Preservation Officer, would cover the remaining projects after the Commission hears Item 9, and he indicated that with MS. SIEBRANDT on board, a lot of progress has been made on several Historic Preservation Commission (HPC) matters. They were able to identify some important projects to the HPC at its strategic planning workshop. Although there are a number of things on the strategic plan that the former Executive Director of the Commission for the Las Vegas Centennial worked on, he would prefer to schedule another strategic workshop of this Commission because he did not think some of the work was completed, and the plan does not reflect the current membership's priorities. During the strategic workshop they can work through changes to the grant process, discuss prioritization of future funding allocations and discuss the Commission's financial outlook given the large serial projects that have been approved funding, such as the documentary, Project Enchilada and other projects in the future that could take substantial funding from the Commission's operating budget.

Another topic he would like discussed at the workshop is marketing of the Centennial plate. Traditionally, they have focused on advertisement through inserts in sewer bills; however, he wonders how effective that may be with so many people paying bills online. He mentioned they could partner with The Mob Museum to promote the license plate. Regardless, he would like to bring in ERYN SEBELIUS, Public Information Officer, to discuss marketing of the Centennial plate, which he believes will necessitate some funding. He added that they could also use the City's communication sign program and advertise through electronic media.

COMMISSIONER STOLDAL suggested looking back through significant grants made within the last decade to ensure that the license plate funding is still prominent to all entities that have received money from the Commission. MR. SUMMERFIELD stated that they are conducting an audit of the files and previous grants to ensure grant monies were spent as outlined in the grant applications. COMMISSIONER STOLDAL clarified that he does not care as much about promoting the Commission as he does about promoting the plate so that people are aware of it and can buy it. MR. SUMMERFIELD suggested updating the application to include clarifying language to that effect. COMMISSIONER TRUESDELL agreed they should include language saying that grant funding was provided through the sale of the Centennial license plate.

CHAIR GOODMAN asked for input on a good day for a workshop, and MR. SUMMERFIELD advised her that the HPC held a special meeting during a vacated month, which is November because of the Thanksgiving Holiday. They met for about 2.5 hours and had a working lunch. The Commission could dedicate one regular meeting to have a workshop or call a special meeting for a month when the Commission does not meet. He suggested a Monday in April. CHAIR GOODMAN said she does not want to interfere with spring break. COMMISSIONER STOLDAL asked if they could schedule it during the morning hours. After having suggested the meeting be held at the Omelet House, MR. SUMMERFIELD apologized and stressed that it would be better to hold the meeting at City Hall as an offsite meeting would pose technical challenges.

COMMISSIONER BRYAN asked if grants expire after a certain period of the monies not being used and applicants have to come back for renewal, and MR. SUMMERFIELD replied that there should be such a requirement. What he found is in the past if the grant was not used within one year of issuance, the applicant would come back and staff would issue an extension for no more than six months. If the project was not substantially completed, the applicant would come back before the Commission to provide an update and formally ask for an extension, as was the case for the Blue Angel project. He pointed out that since money is granted on a reimbursement basis, staff does not have to worry about trying to get money back if projects are not on target; they reimburse as expenses are incurred by the applicant.

COMMISSIONER HELTON thought it would be a good idea to have a facilitator for the workshop and use the same person who facilitated the last strategic session. She suggested addressing the creation of an archival method.

MR. SUMMERFIELD indicated he was not certain they would have a facilitator but offered to look into it. They further discussed dates and tentatively came up with Wednesday, April 29, 2020, at 8:00 a.m. MR. SUMMERFIELD said he would work out the details and suggested holding it in the Human Resources training rooms, which he felt were more conducive to a workshop atmosphere, and so they can serve breakfast.

Subsequent to hearing Item 9, this item was brought back to allow DIANE SIEBRANDT, Historic Preservation Officer, to make her report under this item. She showed PowerPoint slides, copies of which were submitted for the record, and she picked up with reporting on the Hay Barn at Floyd Lamb Park at Tule Springs. This is one of the projects that was approved for funding, and she indicated that the design guidelines and related documentation detailing preservation of the barn have been completed for submission to the State Historic Preservation Office (SHPO). However, the Historic Preservation Commission (HPC) has to first consider and approve the Certificate of Appropriateness at its meeting of February 26, 2020, before submittal to SHPO. She

confirmed for the Chair that the City Council approved the funding from the Centennial Commission for the project.

MS. SIEBRANDT continued with the Fremont Street Experience (FSE) LED Sign, which has been operational since New Year's Eve. She acknowledged that the Centennial Commission requested the addition of dates to the images displayed and advised that FSE representatives will be appearing before the Commission at its meeting in March to provide a project update and request permission to add more images to the sign. She indicated to CHAIR GOODMAN that the addition of images would be at no additional cost to the Commission.

Regarding the Blue Angel restoration project, MS. SIEBRANDT advised that the Blue Angel statue had been transported to Harlauer Signs for restoration to its original state. She spoke with the manager, who indicated that the restoration had started and some of the metals had already been replaced. The restoration is slated for completion in March. MR. STOLDAL added that the statue will not have a halo and the skin tone will be a lighter shade. MS. SIEBRANDT said the skin tone will be similar to a peach color, and she will have blonder hair. A belt will also be added as part of the original design.

Moving on, MS. SIEBRANDT said The Old Victory Hotel burned down on December 9, 2019, and it was targeted for demolition by the Fire Department and the Code Enforcement Division as it cannot be salvaged. The owner has not responded, so the City is seeking bids for the demolition. CHAIR GOODMAN confirmed with MS. SIEBRANDT that it is fenced off.

MS. SIEBRANDT reported on other updates. She met with the producers for Part II of the Las Vegas documentary, and they informed her that they will send the final script on February 14, 2020. As soon as she receives it, she will get it to the Centennial Commission's working group. COMMISSIONER STOLDAL interjected that the documentary deals with the era within the 1920's and added that up until about 1925, the Councilmembers were serving two-year terms. COMMISSIONER CREAR said that the City of Las Vegas has a great story to tell and it needs to be told. CHAIR GOODMAN reminded them that such discussion should be held under Item 11.

MS. SIEBRANDT continued with updates. The grant language is being updated, including on the website, and she is going to start working in February on updating the HPC's website with its working group. CHAIR GOODMAN asked how the money given for the Las Vegas High School would be used. COMMISSIONER STOLDAL answered that it was to help pay for renovations to the front area of the auditorium. MS. SIEBRANDT interjected and commented that she was not aware of the grant until she received a query about whether any funding was left from a \$90,000 grant made in 2018. Thereafter, she contacted the Finance Department and found out that it was left open with no end-date, so the terms of the agreement had to be adhered to. She read the purpose of the grant, which is to be used for renovating the entry of the Performing Arts Center in the Las Vegas Academy campus, specifically to repair and paint the original diamond breeze block wall in front of the auditorium, repair and seal the original high school auditorium sign and design and install a historic marker highlighting events significant of the Las Vegas High School Auditorium. She will be meeting with Las Vegas High School representatives the following week so she can see the areas to be repaired, noting that the School District Board will have to approve it as well.

After hearing this, CHAIR GOODMAN emphasized the need to include a time-limit clause in the grant agreements for the monies to be used. MS. SIEBRANDT assured her that she is already working with the City Attorney's office on it. COMMISSIONER HELTON stressed that extensive discussion was held about the font on the signage, and she would like to make sure what was agreed to has not changed since the grant was approved. COMMISSIONER TRUESDELL added that the Commission wanted a historic look, and they wanted to modify it, as clarified by COMMISSIONER STOLDAL.

COMMISSIONER BRYAN was perplexed about the requirement for approval by the Clark County School District, because to his understanding, only the façade was in need of repair and this Commission did not authorize any structural changes. MS. SIEBRANDT indicated that she will learn more about their intent when she meets with the representatives. COMMISSIONER BRYAN asked MS. SIEBRANDT to make sure they do not incrementally make changes that were not approved. COMMISSIONER STOLDAL recalled that they proposed neon, which did not fit the building or part of what was supported by this Commission.

HEIDI SWANK, Nevada Preservation Foundation (NPF), stated that the Las Vegas Academy hired the NPF to put together a design and to develop the content for the historic plaques, and this was finished in December of 2019, so they are working on it. She indicated she will send the documentation to MS. SIEBRANDT.

After CHAIR GOODMAN asked if the Commissioners felt there was any need to have a review before funding is released, she obtained a consensus in the affirmative as they felt it is the Commission's money and they had specific conditions.

COMMISSIONER HELTON asked about the signage improvements for Fremont East as part of Project Enchilada, noting that the Ferguson sign looks great and the Ferguson looks great inside. MS. SIEBRANDT stated that there are seven signs to be refurbished under Project Enchilada. The Lucky Hotel and the Travelers Hotel signs have been refurbished, and work will commence on the Alicia I, II and III signs soon, and there will be two left to repair thereafter. COMMISSIONER HELTON encouraged everyone to go to the Ferguson; it is spectacular and exciting. CHAIR GOODMAN agreed, noting that great seeds are being planted.

11. **CLC-78195 - 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:

NOTE: The following comments made under Item 9 are included herein at the request of CHAIR GOODMAN under Item 9: COMMISSIONER CREAR remarked that one area missing in the realm of history is City government, noting there is a Records Center full of pictures of former mayors and councilmembers that should be displayed. CHAIR GOODMAN pointed out that he could bring up new business under Item 11.

In response to COMMISSIONER CREAR'S remarks above, DIANE SIEBRANDT, Historic Preservation Officer, said she is looking at several grant possibilities through Washington, D.C., that are designed to help local governments archive and preserve collections. However, she wondered if that is what COMMISSIONER CREAR was referring to. COMMISSIONER CREAR replied that he wants to do something like what The Mob Museum has done and tell the story of the City of Las Vegas, which is very unique. It will be informative to the community, just as he has done through his City Engagement Day, which was created to bring in youth to City Hall to learn what it is about. When the youth are dropped off at City Hall, most of their parents and grandparents want to stay too to learn, and they are amazed with what is going on. MS. SIEBRANDT said that the exhibits on the first floor of City Hall are handled by the Office of Cultural Affairs, and CHAIR GOODMAN suggested contact be made with CHIEF DEPUTY CITY ATTORNEY VAL STEED, who was charged with ordinance reviews, to find out what may be germane to historical value.

COMMISSIONER STOLDAL commented the website is another good tool, noting that he visited the City Records Center with the City Clerk and saw many records. There are many important photos, and he made a list of items that should be transferred to the University of Nevada, Las Vegas (UNLV) Special Collections to be digitized and made available to the public. He indicated that UNLV has already digitized the minutes and early ordinances, but they should be made available on the City's website as well. CHAIR GOODMAN asked if the news bureau was contacted because they only go back to the 1960's, and COMMISSIONER STOLDAL stated that they were called the Desert Sea News Bureau. The Chair asked if their records have also gone to UNLV, and COMMISSIONER STOLDAL answered that unfortunately many of the records disappeared, but the Review Journal has some records that just need to be searched. He agreed with COMMISSIONER CREAR that there is a lot of history to be told, such as the history of a significant effort by the City Council to ban gambling by driving up the cost of license fees for gambling. COMMISSIONER CREAR thought it would be a good idea to have a City of Las Vegas Museum because it is unique.

CHAIR GOODMAN read Item 11, and then allowed more discussion.

COMMISSIONER HELTON said that one of the topics of discussion of the Centennial Commission's strategic plan was having a place to archive the celebration of the Centennial. They discussed having a room at the State Museum for the City of Las Vegas history. She noted that this effort could be funded by the Centennial Commission. She recalled the old City Hall Council Chambers having pictures of former mayors and old paintings displayed on the walls. CHAIR GOODMAN felt that the City's history should remain in a City building.

The Chair and Commissioners then digressed and discussed some of the terms and characteristics of former MAYOR GRAGSON.

See Items 9 and 10 for related discussion.

- 12. 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:

HEIDI SWANK, Nevada Preservation Foundation (NPF), provided an update on some work they are doing in a neighborhood. The construction is underway for a warehouse for The D Casino and Hotel at the intersection of Main Street and Bonanza Road. During the process, the neighborhood reached out to the NPF expressing their discontent. Consequently, NPF did some pro-bono work and negotiated with The D for some nice landscaping and a mural, although not everyone in the Biltmore Bungalows neighborhood was satisfied. However, the neighborhood will be buffered from the noise coming from Main Street.

What came out of the discussions is a desire by the neighborhood to be designated as a historic district, so NPF will be holding a neighborhood meeting, in conjunction with COUNCILMAN CREAR'S office, on the evening of January 30, 2020, to educate the residents on creating a neighborhood association, as they do not have one, and what it can do for them, and to see if there is interest in pursuing the historic designation. If there is, they will help obtain a grant and they will be in discussions with DIANE SIEBRANDT, Historic Preservation Officer, to see if it is appropriate. The D has made a nice donation to assist in the neighborhood's efforts, and they want to maintain the momentum.

CHAIR GOODMAN asked her to share with the residents the restrictions that come with becoming a historic district, and MS. SWANK commented that she already spoke to them about the differences between becoming a local, state and or national district. The Chair recalled moving some bungalows to Henderson and to the Springs Preserve, and she just wants the residents to know all the facts before they make their decision because they may decide it is better to move them for long-term protection. MS. SWANK clarified that they try to emphasize to the residents the protections that come with it, and they will really just protect the street view of the houses.

MS. SWANK added that NPF just finished the Beverly Green and the second phase of Paradise Palms, and they run historic district designation campaigns like political campaigns. They help set it up, tell the residents where to canvass and collect votes, and they have to obtain 51 percent votes in support in both the City and Clark County. She noted that the NPF's assistance has to be sought out from the residents, and they educate the neighborhoods on the process and provide direction and information on the grants they can apply for to do minimal work on homes.

COMMISSIONER BRYAN confirmed with MS. SWANK that she was referring to the Biltmore Bungalows. She added that the neighborhood will have a nice mural welcoming people to the Biltmore Bungalows established in 1951 and written in brush-script font, which was created in 1942, according to COMMISSIONER STOLDAL.

13. Adjournment

Minutes:

The meeting was adjourned at 4:34 p.m.

Respectfully submitted:

Gabriela Portillo-Brenner, Deputy City Clerk

Robert Summerfield, Acting Executive Director
Commission for the Las Vegas Centennial

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