



Commission for the Las Vegas Centennial Minutes

1. Call to Order and Roll Call

Minutes:

CHAIR GOODMAN called the meeting to order at 2:03 p.m.

PRESENT: CHAIR GOODMAN and COMMISSIONERS BRYAN, STOLDAL, BROWN, COFFIN, HELTON, SINNOCK, MOWBRAY, TRUESDELL, BRANDENBURG, CREAR, MILLS and PRATO

EXCUSED: COMMISSIONERS ARNOLD and FELDMAN

ALSO PRESENT: DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, SETH FLOYD, Deputy City Attorney, and GABRIELA PORTILLO-BRENNER, Deputy City Clerk

Before the Roll Call, CHAIR GOODMAN congratulated COMMISSIONER BROWN for the naming of an elementary school after her and for receiving the Distinguished Nevadan award. COMMISSIONER BROWN said she is very excited.

Additionally, CHAIR GOODMAN introduced and welcomed newly appointed COMMISSIONER THOMAS PRATO, who owns Artistic Iron, and she has known him for many years. COMMISSIONER PRATO expressed his appreciation to the Chair for asking him to serve and said she and her husband are wonderful people who have helped the City prosper. His family came to Las Vegas in the late 1930's, and he attended Basic High School in Henderson. Many of his family members became involved in politics over the years. He hopes the positive changes he has witnessed over the years in Las Vegas continue.

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. For possible action to approve the Final Minutes by reference of the Regular Meeting of January 25, 2021

Motion made by Richard Bryan to Approve

Passed For: 13; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 2

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

5. **20-0289-CLC1 - ABEYANCE ITEM** - Report by Heidi Swank, Executive Director of the Nevada Preservation Foundation, regarding the final project report on the Home + History 2020 Event

Minutes:

CHAIR GOODMAN announced that CYNTHIA AMMERMAN is the new Executive Director of the Nevada Preservation Foundation (NPF), and she confirmed with MS. AMMERMAN that the former director moved to Minnesota. MS. AMMERMAN thanked the Commission for their patience in holding this matter in abeyance while the NPF was in transition.

Moving on, MS. AMMERMAN reviewed a PowerPoint presentation, a copy of which was submitted for the record, and first provided some information on her professional and educational background. She then reported on the Home + History tour, which typically takes place yearly in April. Unfortunately, due to the pandemic and shutdown in March of 2020, the 2020 tour was split up and they offered three days of virtual History at Home programming at no cost in April. This was a welcomed opportunity for Las Vegas to see history and architecture as never before.

In September, the second phase of the Home + History event took place over three days, including self-guided, walking, bicycle and Martini tours, as well as educational events. The Martini tour was held completely online and cocktails and snacks were delivered to participants to enjoy in their homes. Tickets sold at a rate of 50 percent compared to the typical rate of about 75 percent; however, it was considered a success given that it was not a typical year due to the pandemic.

Out of necessity to move more programming outdoors, NPF created new events and partnerships to offer patrons enhanced home experiences in 2020. Some of the new events included tours of newly highlighted neighborhoods and partnerships between pop culture and Nevada entertainment tour experts.

For 2020, the marketing strategy was modified to focus on bringing locals outside to experience the outdoor programs that were offered.

For 2021 and 2022, the NPF will be bringing back the fabulous and refining September's programming to include additional place-making activations, with live music and local impersonators. They intend to increase participation in the Vintage Vegas Home Tour by offering it in April in order to pair it with the launching of Historic Preservation Month. They will aim to limit virtual interactions and move as much of the programming as possible to in-person outdoor activities, while maintaining social distancing. They also intend to go back to their original marketing plan and encourage regional tourism to architectural and history aficionados.

COMMISSIONER STOLDAL confirmed with MS. AMMERMAN that the NPF is still based at the Historic Westside School.

COMMISSIONER CREAR said that he attended a Home + History event when he first took office. He enjoyed the tour very much and would like to see it surpass the Palm Springs Home event. He was very happy to see the Home + History event is being continued.

CHAIR GOODMAN was pleased with MS. AMMERMAN'S presentation, which indicated to her that MS. AMMERMAN will do very well with the NPF.

CHAIR GOODMAN asked that each Commissioner prepare and submit a brief bio and their relationship with history to DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial.

6. **20-0160-CLC1 - TABLED ITEM** - Discussion for possible action regarding approval of a grant request by Marja Bigas, Management Analyst with the City of Las Vegas Office of Administrative Services, in the amount of \$150,000 for the production of the 2021 Las Vegas Days Parade

Minutes:

JASMINE FREEMAN, Special Events Administrator, and KELLY SCHWARZ, Sr. Management Analyst with the Department of Parks and Recreation, appeared on behalf of MARJA BIGAS, Management Analyst with the City of Las Vegas Office of Administrative Services.

MS. FREEMAN disseminated a map of the parade route and a revised budget sheet, copies of which were submitted for the record. She stated that the Las Vegas Days Parade, formerly the Helldorado Parade, celebrates western roots and includes floats, high school marching bands and cowboys and cowgirls on horseback, noting that car clubs and non-profits have historically participated in the parade. Traditionally, the parade attracts 4,000 participants and over 4,500 spectators, many of whom remain downtown to patronize the businesses in the area. The budget for the parade has typically been approximately \$138,000 and although they requested \$150,000, they submitted a revised budget for \$90,050 because they cannot hold a traditional parade due to the COVID-19 pandemic and would like to have a reverse parade, similar to what the City of Dublin, Ohio, did for its St. Patrick's Day parade. She showed a video, a copy of which was not submitted for the record, of the parade to give the Commissioners an idea of a reverse parade. She explained that the spectators drive the route while the parade participants are stationed throughout the route, which would start southbound at 3rd Street and Garces Avenue to Coolidge Avenue, where the parade would end.

MS. FREEMAN noted that they reduced the parade budget from \$150,000 to \$90,050, with about \$60,000 applied toward school entries to provide grants for schools to encourage them to participate and get involved in celebrating the history of Las Vegas. The designated parade route will allow for 60 stationary entries, and they hope the majority of the entries will be from schools. She added that they hope the Mayor and Councilmembers will participate in the kick-off and drive down the route.

MS. SCHWARZ said they would like to put on the reverse parade this year, given last year's cancellation due to the pandemic, so they do not lose the momentum gained since 2005. She added that they would like to include some blow-ups to spice up the route, and they will encourage the children in the vehicles to dress up for the parade. She pointed out that since they are not asking for marketing money, they would use the City's assets to advertise the parade gratis, including through social media and at community centers. MS. FREEMAN stated the parade will be held Saturday, May 15, 2021, which is the City's birthday, and start at 10:00 a.m.

COMMISSIONER STOLDAL thought the rodeo and parade were to be marketed jointly, for which the Commission for the Las Vegas Centennial issued grant funding. MS. FREEMAN was not certain. DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, rejoined that the rodeo was pushed back to November 2021 as part of the Las Vegas Days event. Consequently, marketing for both the rodeo and parade was included in the overall budget for Las Vegas Days. To MS. SIEBRANDT, MS. FREEMAN indicated that she would contact LINNEA MITCHELL of the Plaza.

CHAIR GOODMAN thought the Commission previously allocated \$150,000 for Las Vegas Days. Therefore, she wondered if the requested \$90,050 would be in addition to the \$150,000 grant. MS. SIEBRANDT said that the cost for marketing was \$75,000, which was part of the original award for the parade. The Chair said it seemed there was no marketing, other than to the schools and free marketing, and MS. SCHWARZ assured her that they would do everything possible to get free marketing.

COMMISSIONER STOLDAL asked if any consideration was given to use Main Street southbound, and MS. FREEMAN replied that the City really wanted to use 3rd Street as much as possible because of all the improvements made to it and being able to queue the vehicles off 4th Street. The Commission stressed that this is not the Helldorado parade and that Las Vegas was never a cowboy town, but rather a railroad town, which is the historical aspect they should start integrating into the parade.

COMMISSIONER HELTON verified that a revised budget was submitted.

CHAIR GOODMAN asked if approval of the \$90,050 would mean subtracting it from the \$150,000 granted to the Las Vegas Days event, which would hinder the rodeo. MS. SIEBRANDT said that should the Commission grant this request, the award approved for last year's parade would go back into the budget because it was not used due to cancellation, noting that they may have to ask the Plaza to come back for the rodeo marketing. COMMISSIONER STOLDAL understood the City could get plenty of free publicity for the parade; however, he felt that since the rodeo and parade were to be marketed together as part of Las Vegas Days, for which a grant was approved, some of the money should be used to market the parade.

COMMISSIONER STOLDAL asked about the security that will be provided for the parade, and MS. FREEMAN replied that police officers and marshals will be stationed along the route to ensure safety, and the speed limit will be set at five miles per hour.

COMMISSIONER MILLS asked if there is any money left from last year's cancelled event, and MS. SIEBRANDT deferred to BRIAN LOVELIN, Financial Analyst with the City of Las Vegas Finance Department. MR. LOVELIN explained that the budget reflects two separate line items: 1) for the Las Vegas Days Rodeo in the amount of \$180,000, of which \$4,000 was spent in 2020, leaving approximately \$175,000 in active funds; 2) for the Las Vegas Days Parade in the amount of \$150,000, of which \$90 in advertising was spent for 2020, leaving approximately \$149,910 in active funds. COMMISSIONER STOLDAL verified with MS. SCHWARZ that the subject request is for \$90,050, which is a reduction from the initial line item of \$150,000.

COMMISSIONER CREAR was confused, but felt that the rodeo group should come back before the Commission to explain how they are spending the funds. Moreover, he felt the Commission should support more funding for marketing the parade, as it is an opportunity to promote a beneficial event for the community to help get them out of their homes during the pandemic.

COMMISSIONER COFFIN asked if the schools would be competing, and MS. SCHWARZ answered that in past years they have had about 12 high school bands participating, but this year will be different, although she hopes they will participate, as well as the cheer teams and the ROTC (Reserve Officer Training Corps) groups in this first-time reverse parade. The Commissioner said it is very difficult to get people downtown for a parade. He wondered if it would be worth having the parade and if they can put on a contest to attract more people. He suggested letting the people be the judges to offer as an incentive to the people. COMMISSIONER STOLDAL said it is a unique event that will get people out of their homes safely, but he wondered how the drivers will be able to catch complete performances. As a member of the International Festival and Events Association, MS. FREEMAN assured the Commissioners that she has been involved in numerous meetings throughout the pandemic about how to best navigate events. COMMISSIONER STOLDAL suggested handing out a list of available venues downtown open on the day of the parade, including available free parking and perhaps coupons from the businesses.

CHAIR GOODMAN recalled previously allotting \$1,000 to enter floats. She stressed that organization and a more detailed plan on how the judging will work will be necessary. COMMISSIONER COFFIN insisted on figuring out how to generate a crowd. He suggested promoting a competition and giving each vehicle a ballot to return to the judges in order to award prizes to the winning school. He said that the goal is to get people in and keep them downtown. MS. SIEBRANDT said there was an item on the agenda, under which she would provide more information about the parade.

COMMISSIONER TRUESDELL supported the request, but felt that the rodeo's grant for marketing should be reduced because it was represented to this body that the rodeo and parade would be promoted together. CHAIR GOODMAN was concerned about the rodeo managers having to come back to the Commission for a grant request.

COMMISSIONER BRYAN asked if any contact was made with downtown merchants to integrate them with the events. MS. FREEMAN said they wanted to secure the grant before engaging with the business owners.

Since some of the marketing money for the rodeo was supposed to also be used to promote the parade, COMMISSIONER STOLDAL supported approving the request for the amount of \$110,000, with \$20,000 of it to be applied toward marketing the parade. MR. LOVELIN clarified that with the rodeo approved at \$180,000, the parade would be approved at the reduced amount of \$110,000 instead of \$150,000. COMMISSIONER CREAR further clarified that \$20,000 of the \$110,000 would be applied toward marketing the parade. Given that the revised budget was for \$90,050, DEPUTY CITY ATTORNEY SETH FLOYD asked if the motion would be to approve \$110,050 to apply \$20,000 toward marketing the parade, and MS. FREEMAN advised that staff would come up with \$50 to make up the difference.

COMMISSIONER SINNOCK asked that contact be made with the schools to get some feedback on interest in participating. MS. SCHWARZ assured him that each school would receive \$1,000 to enter, and any funding not used would go back into the budget.

COMMISSIONER MILLS persisted that the funding for the Las Vegas Days was to market the rodeo and parade; therefore, the funding should be reduced from the cost for marketing the rodeo. CHAIR GOODMAN advised that they would have to come back before the Commission.

Subsequent to the vote, COMMISSIONER COFFIN asked if consideration was given to extending the route along Main Street past the Plaza Core Arena, and MS. FREEMAN replied that the designated route would make it easier for queuing vehicles safely, noting that Main Street is not as wide. She offered to work with the Plaza about putting on an event at the arena to attract people. CHAIR GOODMAN asked that they inform businesses throughout downtown in Wards 3 and 5 to participate by decorating.

Motion made by Robert Stoldal to Approve a grant for \$110,000, contingent upon \$20,000 to be used solely for marketing

Passed For: 13; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 2

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

7. **21-0121-CLC1** - Report by Brian Lovelin, Financial Analyst with the City of Las Vegas Finance Department, regarding the Commission for the Las Vegas Centennial budget for Fiscal Year 2021

Minutes:

BRIAN LOVELIN, Financial Analyst with the City of Las Vegas Finance Department, referenced the budget sheet, a copy of which he submitted for the record, and said the data is through February 2021. The budget report was modified, breaking it down into four categories: revenues, expenditures for approved active grants, grants completed in the previous fiscal year, which was included because the State requires expenditures for the previous year upon submittal of the financial report, and administrative costs.

The current budget is at \$2 million, with over \$920,000 in balance as of February 2021, and he expects to receive third quarter revenue two weeks after March 31, 2021. He noted that with the Department of Motor Vehicles being backlogged and limiting the amount of people daily, there are quite a few people not able to register. He assured the Commissioners that he will continue to monitor revenues closely.

Regarding expenses, \$90,000 was paid for the Las Vegas High Academy renovation. COMMISSIONER STOLDAL asked for a copy of their expenditures, and MR. LOVELIN indicated he would provide copies of the invoices. DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, advised that the Las Vegas High Academy would be giving a final report in May, but to her understanding the expenses were for the historic marker plates, breezeway renovation and painting of the original sign. The Commissioner verified with MR. LOVELIN that the money would be reimbursed after receipt of invoices from the Academy. COMMISSIONERS STOLDAL and BRYAN said they would like to see the invoices, and COMMISSIONER BRYAN added that he wants to make sure the money was spent accordingly.

Given the changes at the Nevada Preservation Foundation, COMMISSIONER STOLDAL questioned the outstanding expenditures of almost \$5,000 for the Hugh Taylor Archives and of over \$41,000 for the Revolving Fund. MR. LOVELIN explained that since the previous Commission for the Las Vegas Centennial meeting, there are three or four outstanding grants that may have left over funds. If those funds are not spent, they will go back into the budget for future allocations. He will look at any outstanding invoices, reconcile those and zero out grants fully paid out.

8. **21-0123-CLC1** - Discussion for possible action regarding approval of a balance of \$16,985 for a grant request by the DISCOVERY Children's Museum, located at 360 Promenade Place, to produce a documentary film that was originally approved by the Commission for the Las Vegas Centennial during the meeting of January 25, 2021, Case Number: 21-0003-CLC1 - Ward 5 (Crear)

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, said this is a housekeeping item to approve the remaining funds of \$16,985.

ADRINA RAMOS-KING, Director of Development, and KARA PETERSON, Director of Grants, with the DISCOVERY Children's Museum, were present.

After the vote, BRIAN LOVELIN, Financial Analyst with the City of Las Vegas Finance Department, explained that the amount approved for this item will be added to the previously approved amount and reflected as one budget line item going forward.

Motion made by Cedric Crear to Approve

NOTE: Commissioner Truesdell abstained from voting as he sits on the Chairman's Advisory Council for the Discovery Children's Museum.

Passed For: 12; Against: 0; Abstain: 1; Did Not Vote: 0; Excused: 2

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

9. **21-0124-CLC1** - Discussion for possible action regarding approval of a request by Department of Planning staff for funding up to \$11,000 to host the premiere of the documentary film, "The City of Las Vegas: The 1930s" at the Art Houz Theaters, located at 814 South 3rd Street - Ward 3(Diaz)

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, reviewed a PowerPoint presentation, a copy of which was submitted for the record. The third installment of the City of Las Vegas Documentary is in production and on track for release on May 15, 2021. She would like to have an in-person premiere of the film at the Art Houz Theaters, which is under renovation that should be completed by May 1, 2021. The budget for the premiere includes accommodation of 90 guests for the event, for which the Art Houz has approved the use of the lobby, two of the eight auditoriums, café, balcony, two theaters and VIP rooms.

The plan is to have a one-hour reception with snacks and drinks served. The beverage service will be available for two hours. After the film concludes, all guests would go to the third-floor loft for a 45-minute question/answer period. Unfortunately, the producer and director of the film will not be available for the question/answer period, although they will be asked to make some remarks. COMMISSIONER STOLDAL will make remarks as well. VIP parking and regular parking will be available, with the intent to attract people attending the parade to watch the films free-of-charge as the theater will be running them back-to-back the entire day. The VIP showing will be at 6:00 p.m. KCLV Channel 2 and YouTube will also air the third installment.

The \$11,000 budget includes the cost for beverages, food and wait staff. The use of the facility is free. For CHAIR GOODMAN, MS. SIEBRANDT answered that only VIP parking will be available and no valet service. A company will be hired at a cost of \$200 to barricade the street, and she will have to verify if the company will have its own security. The Chair asked her to look into having the marshals available, as it would be wise to have security.

COMMISSIONER BRYAN said this will be a sensational event, and he asked if promotion of it is included in the budget. MS. SIEBRANDT said that advertising last year's event on social media and television generated a lot of interest, and that is the plan for advertising this event. Furthermore, she indicated that the drinks will be free for the VIP event, and COMMISSIONER BRYAN said they should not be free. CHAIR GOODMAN thought it would be a good idea to offer free soft drinks but charge for alcoholic beverages. MS. SIEBRANDT said she would have to review it further, as the budget she submitted includes two hours of free drinks, including alcoholic beverages. COMMISSIONER MOWBRAY said they needed to be careful with serving alcohol because the establishment has to be licensed, and COMMISSIONER SIEBRANDT said the establishment is licensed to serve alcohol.

COMMISSIONER SINNOCK recalled that the Commission has a policy against paying for alcoholic beverages for events, and MS. SIEBRANDT clarified that the policy is included in grant agreements, but it is not in the Commission's by-laws. DEPUTY CITY ATTORNEY SETH FLOYD interjected that he was not aware of such a policy for the Commission, although it may be precedent setting. CHAIR GOODMAN said they need to consider if they are exposing themselves to liability should someone get into an accident.

COMMISSIONER STOLDAL clarified that the Commission does not allow grant money to pay for parties for projects. Although this money would be for the Commission's use, they have determined how revenues from the sale of license plates should be used.

MS. SIEBRANDT offered to remove alcoholic beverages; however, she clarified that the guests will consist of the members of this Commission and the Historic Preservation Commission, one guest for each member, interviewees, City staff involved in supporting the film and some local people. COMMISSIONER HELTON added that the premiere event will not be open to the public and will start at 6:00 p.m.

COMMISSIONER COFFIN asked MS. SIEBRANDT to verify that the theater has an active liquor license given that there were issues with the previous owner. COMMISSIONER BRYAN agreed. CHAIR GOODMAN asked MS. SIEBRANDT to verify the license.

COMMISSIONER STOLDAL wondered if the event fits under the requirements of Nevada Revised Statutes (NRS) for this Commission. MR. FLOYD explained that NRS says that the money can be used for the commemoration of the history of Las Vegas, which the proposed event accomplishes in his opinion. He offered to look closer into it. COMMISSIONER COFFIN said that it is not a public event, so he did not think there would be a problem. He suggested not serving hard liquor since the event starts at 6:00 p.m.

Motion made by Louise Helton to Approve with the caveat that the Commission will realign any activities if necessary

Passed For: 13; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 2

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

10. **21-0125-CLC1** - Discussion for possible action regarding the approval of a licensing agreement with the City of Las Vegas to air historical documentaries and share revenue generated therefrom

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, said this matter came before the Commission a few months ago, but further clarification is needed. She explained that when the documentary films are shown on YouTube, ads are shown that generate revenue. The money comes back to the City of Las Vegas, who manages the money for the Commission. Hence, a licensing agreement was drawn up by the City Attorney's Office to share 25 percent of the revenue with the City for their management costs.

Motion made by Robert Stoldal to Approve

Passed For: 13; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 2

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

11. **21-0126-CLC1** - Report by Department of Planning staff regarding the steps necessary to create a City of Las Vegas Museum

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, reviewed a PowerPoint presentation, a copy of which was submitted for the record, on the steps necessary to create a City of Las Vegas museum, including some guidelines offered by The American Alliance of Museums to contemplate before going forward. The Commission would need to consider a vision/mission statement, if the community wants this type of museum, funding to start and maintain it, legal and tax obligations, staffing requirements, display collections and size and location.

Slide three depicted examples of museums in Mesa, Arizona, which is a renovated 1914 four-room schoolhouse, and in Aurora, Colorado, which is a multi-complex arts center. Other examples included on slide four is a small exhibit in a civic library in Chula Vista, California, and a purpose-built museum in New York, New York, for their large collection.

MS. SIEBRANDT then went through the next possible steps, including hiring a consultant to identify community interest, core mission, possible collections and how they will be obtained, possible venues, possible funding sources and the pros and cons, as well as create a five-to-ten-year plan. She said she could put an item on a future agenda to discuss hiring a consultant.

COMMISSIONER STOLDAL said the bar for museums in Las Vegas has been set high with the Mob Museum and the Neon Museum, which already have significant exhibits of Las Vegas history. Additionally, the Atomic Testing Museum has unique artifacts. He supported looking at opportunities, such as for building a Historic Westside museum, which would offer a significant silo of artifacts and history, as well as a gambling museum. CHAIR GOODMAN said they have to keep in mind the purpose of the Commission for the Las Vegas Centennial, which is preserving the history of Las Vegas, and make sure they stay within that realm. She suggested creating a committee to research the details, and then consider hiring a consultant.

COMMISSIONER CREAR said that a West Las Vegas history museum is being looked into and added that other museums in Las Vegas have specific missions. However, as he thought about the long and rich history of the City of Las Vegas and all the photos of elected officials and historical sites at the Records Center, it made him realize the City needs a place to memorialize what has happened in the City of Las Vegas. He suggested hiring a consultant to provide guidance.

Through a show of hands, CHAIR GOODMAN concluded that all the Commissioners would like to participate in the discussion for a museum. Therefore, she asked that a meeting of the Commission for the Las Vegas Centennial be scheduled to discuss the next steps and go into in-depth conversation about a museum, with a guiding agenda. Thereafter, the Commission can consult with the City Attorney's Office on how to move forward. Given that Nevada Revised Statutes (NRS) refers to the Commission funding projects for the commemoration of the City of Las Vegas, COMMISSIONER STOLDAL said the goal should be to include only discussion on creating a museum for the City of Las Vegas. The Chair said they would move forward with a working group consisting of all the Commissioners and asked for suggested dates for a meeting lasting no longer than 1.5 hours.

12. **21-0127-CLC1** - Report by Diane Siebrandt, Executive Director of the Commission for the Las Vegas Centennial, regarding completed and current projects and announcements relative to the Commission for the Las Vegas Centennial

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, reviewed a PowerPoint presentation, a copy of which was submitted for the record, to provide updates on projects, many of which were delayed due to COVID-19 restrictions. She advised that ROBERT SUMMERFIELD, former Planning Director, was no longer with the City, but MICHAEL HOWE, Planning Section Manager, could answer any questions.

The Las Vegas Days Rodeo was delayed to November 11-13, 2021 because they could not generate the crowds to justify the cost, and the dates were changed according to the National Pro Rodeo Association calendar.

The Neon Museum was delayed seven months. CHAIR GOODMAN said the director was retiring, and COMMISSIONER STOLDAL clarified that he retired six months ago.

The vehicle wrap for the Mob Museum is in progress. MS. SIEBRANDT anticipates a presentation from them in July.

The National Atomic Testing Museum was delayed as well. MS. SIEBRANDT advised COMMISSIONER BRYAN that she was having difficulty getting updates because they changed project directors. COMMISSIONER STOLDAL added that they changed the fundraising consultant also, but it will be challenging to raise \$7 million in this pandemic environment. CHAIR GOODMAN said a rendering was presented, but she was uncertain if they would move forward with it.

The UNLV Oral History Project is in progress, and they hired students to conduct the oral histories.

The City of Las Vegas: The Thirties Documentary Film series is in progress and on time.

Historic Preservation Commission Grant: The small grant for the National Register of Historic Places for Las Vegas High School is in progress, as well as the Survey Catalog. The Neon Museum Conservation Plan for outdoor signs was completed.

Regarding the sewer bill inserts, MS. SIEBRANDT explained that CHAIR GOODMAN asked for an update. The last time the inserts went out was in 2019 to 60,000 households at a cost of \$3,000, and it is unknown how many purchases or renewal of license plates that generated because it could not be tracked. COMMISSIONER STOLDAL said renewals can be easily tracked online. MS. SIEBRANDT said it would be difficult for the City staff to track them. She said they could discuss how to address generation of revenue for the license plates, taking into consideration that most bills are paid online. Perhaps it would be wiser to advertise on social media platforms, but the Commissioners would have to discuss it. COMMISSIONER COFFIN interjected that the idea behind the sewer bill inserts was to promote the license plates by thanking people, because they could not do it through the Department of Motor Vehicles. He thought the cost of inserts was still worth it to get the word out.

MS. SIEBRANDT continued with updates on projects.

Project Enchilada is moving forward, and the Las Gables Court sign had to be completely rebuilt, just as it will have to be done for the Valley Motel. BRAD JERBIC will be giving an update in May and the project will be closed out if the sign is completed by May.

The Las Vegas High School Breezeway Renovation: A representative will report at the meeting in May. MS. SIEBRANDT explained that the last piece of the project was regarding the placards, and there are four completed and three were left blank to be filled in the future. The renovation included some painting, repairs on the breezeway and a small sign that was painted. After viewing the plaques on the slide, COMMISSIONER STOLDAL was surprised at how old they look, and MS. SIEBRANDT explained that they were designed to look old.

To COMMISSIONER COFFIN, MS. SIEBRANDT explained that they are bronze plaques, adding that the school monitors them to make sure they look nice and are not defaced. COMMISSIONER BRYAN said the final project is not what he expected. He was disappointed. MS. SIEBRANDT said they would report at the meeting in May.

Fire at 1431 S. Las Vegas Boulevard: The site originally housed a Bob's Big Boy restaurant, which was converted into a wedding chapel in 2007. The sign was left intact, and she tried to contact the owner about donating the sign but was still awaiting a response.

With the significant investment made by this Commission in Project Enchilada, COMMISSIONER STOLDAL asked if the City Attorney's Office can provide assurances that the signs and the City's investment will be protected in future, given the issues with the ownership. MICHAEL HOWE, Planning Section Manager, responded that the contracts were drafted when MR. JERBIC was the City Attorney, and they included stipulations about protection of the signs running with the ownership. However, MR. JERBIC will discuss it when he makes a presentation in May.

13. **21-0128-CLC1 - Discussion regarding topics for future agenda items.** Comments made during this portion of the agenda by individual members shall refer solely to proposals for future agenda items and any discussion shall be limited to whether or not such proposed items are within the purview of the Commission and/or whether such proposed items shall be placed on a future agenda. No discussion regarding the substance of any such proposed topic shall occur and no action shall be taken.

Minutes:

CHAIR GOODMAN asked if the Commissioners had any matters they wanted to discuss at a future meeting, and there was no response.

14. **Citizens Participation:** Public comment during this portion of the agenda must be limited to matters within the jurisdiction of the Commission. No subject may be acted upon by the Commission unless that subject is on the agenda and is scheduled for action. If you wish to be heard, come forward and give your name for the record. The amount of discussion on any single subject, as well as the amount of time any single speaker is allowed, may be limited.

Minutes:
None.

15. **Adjournment**

Minutes:
The meeting was adjourned at 3:59 p.m.

Respectfully submitted:

Gabriela Portillo-Brenner, Deputy City Clerk

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