



Commission for the Las Vegas Centennial Minutes

1. Call to Order and Roll Call

Minutes:

CHAIR GOODMAN called the meeting to order at 2:06 p.m. and asked for the Roll Call.

PRESENT: CHAIR GOODMAN and COMMISSIONERS BRYAN, ARNOLD, STOLDAL, COFFIN, SINNOCK, MOWBRAY, BRANDENBURG, CREAR and PRATO (excused until 2:32 p.m.)

EXCUSED: COMMISSIONERS BROWN, FELDMAN, HELTON, TRUESDELL and MILLS

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

2. Announcement Regarding: Compliance with Open Meeting Law

Minutes:

ANNOUNCEMENT MADE: This meeting has been properly noticed and posted at the following locations in accordance with the noticing standards as outlined in NRS 241.020: City Hall, 495 South Main Street, 1st Floor; The City of Las Vegas website – www.lasvegasnevada.gov; and The Nevada Public Notice Website – notice.nv.gov.

3. Public Comment: Comment during this portion of the agenda must be limited to matters on the agenda for action. If you wish to be heard, come forward and give your name for the record. The amount of discussion, as well as the amount of time any single speaker is allowed, may be limited.

Minutes:

None.

4. For possible action to approve the Final Minutes by reference of the Regular Meeting of March 28, 2022

Minutes:

CHAIR GOODMAN called for a motion.

Motion made by Bob Coffin to Approve

Passed For: 9; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 6

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

5. **22-0277-CLC1** – Report by Genny Lee, Financial Analyst, City of Las Vegas Finance Department, regarding the Commission for the Las Vegas Centennial budget for Fiscal Year 2022

Minutes:

GENNY LEE, Financial Analyst, introduced DANNIEL RECINOS, Financial Analyst, who would eventually take over budget duties for the Commission for the Las Vegas Centennial. MR. RECINOS stepped to the podium and said he was happy to be taking over the duties and to join the team, noting that MS. LEE still would provide the budget report for this meeting. He added that he used to work with the Las Vegas Aviators.

MS. LEE referred to the budget sheet submitted for the record and reported on the budget as of April 30, 2022. For March and April, the total third quarter plate sales revenue came in at \$458,944.75. Available revenue is over \$4,146,385 after reimbursements of \$115,000 to Boyd Productions for the Part IV and Part V Film Series, approximately \$77,000 to the National Atomic Testing Museum Exhibit and approximately \$48,000 to The Neon Museum's Brilliant! Exhibit, as well as the termination of the \$300,000 grant to The Neon Museum for the creation of an Archives and Collections Management Center. COMMISSIONER STOLDAL verified with MS. LEE that the available revenue is unencumbered and available for spending, and that the total in reserves is \$500,000. MS. LEE added that grant funding assigned to projects totals \$2,338,077.

COMMISSIONER COFFIN was pleased with the funding available, but feared the Commission being in danger of approaching a status of not spending funds. He wondered if they have a legal obligation to spend the money within a timeframe. COMMISSIONER STOLDAL thought the Commission is exempt because of its 501(c)(3) status. SETH FLOYD, Community Development Director, added that the Commission is governed by its bylaws due to its 501(c)(3) status. He could not remember having a limit, but he offered to look into it further. CHAIR GOODMAN appreciated that.

MS. LEE proceeded and went over the special plates counts data on the ledger sheet, a copy of which was submitted for the record. The counts were about the same as April of 2021 and April of 2022 and only sold about 118 plates. Comparing the plate sales from 2021 to 2022, there was an increase of approximately 10,000 in Las Vegas Raiders plates sold, and the same applies to the Las Vegas Golden Knights. However, the Las Vegas Commemorative (Centennial) plate is still the most popular one.

6. **22-0278-CLC1** – Discussion for possible action regarding approval of a grant request for \$200,000 by the Plaza Hotel & Casino for the costs associated with the planning and running of the 2022 Las Vegas Days Rodeo at CORE Arena, located at 324 S. Main Street – Ward 5 (Cear), approving the form, and authorizing the President to execute the Grant Agreement as approved by the City Attorney

Minutes:

MICHELE EVANS, Director of Sales, Catering & CORE Arena; NATASHA WHITE, Director of Marketing; and LINNEA NELSON, Rodeo Queen; Plaza Hotel and Casino, were present, and they alternated in making a PowerPoint presentation, a copy of which was submitted for the record. MS. EVANS had the video embedded in Slide 3 of the presentation shown regarding their participation in the 2022 Las Vegas Days Parade. MS. EVANS noted that their director of security, social media manager and parking director assisted with the event.

MS. NELSON took over and said the rodeo will continue to be a PRCA (Professional Rodeo Cowboys Association) sanctioned event. They added a Breakaway Roping event to their events list of seven, as shown on Slide 5, given that they wanted to coincide with the NFR (National Finals Rodeo). The three spin-off events for this year include the Helen Jane Stewart Buckle Award, the Whiskerino Contest and the Coloring Contest. She added that TAYLOR MALCOLMB was the recipient of the Buckle Award last year. As the Buckle Award grows, so have the qualifications, including the following: UNLV (University of Nevada, Las Vegas) Female Hospitality Student, an extensive record of campus and community service, a steadfast commitment to a career in government or elsewhere in public service and a well-articulated vision of how to create change in their area of interest.

MS. WHITE answered for CHAIR GOODMAN that they continue to give credit to the Commission for the Las Vegas Centennial. They include the Commission's name on their website. They send e-mails to addressees on

their database to promote events and provide the link for the plates. They post signage throughout the events on the property and the display board to let people know how the Las Vegas Days Rodeo was made possible.

MS. WHITE continued and said the Whiskerino Contest, which was a Helldorado Days favorite, will have four categories. For the Coloring Contest, they will partner with the Clark County School District and each teacher will receive a prize. LAURA KAUFMAN will help with the animations. Slide 10 depicted the various sponsors for the Coloring Contest, and they plan to expand the list.

MS. NELSON resumed with the PowerPoint presentation and said that the CORE Arena is the perfect spot for the Las Vegas Days Rodeo, as it is located Downtown, where it all started, and the Plaza Hotel and Casino was built on the former site of the first train depot in Las Vegas for the Union Pacific Railroad.

MS. EVANS explained that although the City's birthday is in May, they would like to host the event in November because of the nicer weather and better attendance. She noted that they found from holding last year's event in November that it did not deter from any of the historical value or cultural elements that are a part of the Las Vegas Days Rodeo. She requested approval of the grant.

COMMISSIONER COFFIN said that rodeos are very enjoyable and friendly events. However, he wondered how it could be made different and if any thought has been given to expanding the events to attract more attention, such as offering more events for women, including team roping. MS. NELSON said she was willing to give it some consideration.

COMMISSIONER STOLDAL said that to his understanding, the Plaza would progressively decrease the funding requested from this body and take on the full expense. He asked why the Plaza keeps asking for funding. MS. EVANS said they have to pay for bleachers this year because the larger bleacher was removed. MS. NELSON explained that 2019 was the first year they held the event, and the funding request decreased from 2019 to 2021. Unfortunately, they were not able to hold an event in 2020. In 2021, they started noticing some issues, and then they were hit with inflation; therefore, they have incurred more expenses. COMMISSIONER STOLDAL asked if they intend to continue asking for funding from this Commission, and MS. NELSON said she hopes that will decrease, especially if she can get support from the sponsors.

COMMISSIONER STOLDAL asserted his concern with the Commission supporting this event from the start. He explained that when the legislature approved the funding in 2005, it included the word "celebration," which the legislature subsequently replaced with "commemorate," and requires the Commission to fund historic preservation and historic preservation education. Unfortunately, this event does not fit either category, and it certainly does not fit holding it in November instead of in May, even if it is for better weather. MS. EVANS could not speak to how the Helldorado event worked in May, but as a Plaza team member, she feels it works better to hold it in November, and she added that from her work experience, there has to be a celebration to get people to join in. COMMISSIONER STOLDAL said the Commission does not exist to fund parties. CHAIR GOODMAN verified that admission is free.

COMMISSIONER SINNOCK asked if they have sought funding from the LVCVA (Las Vegas Convention and Visitors Authority) or Las Vegas Events (LVE), especially since the event seems to be shifting away from a historical event. As a member of LVE, CHAIR GOODMAN said that if the event grows, it could possibly be associated with NFR and receive funding. However, in her experience, it is very difficult to obtain funding from LVE when it comes to supporting Downtown events. With the LVCVA being the funding source for LVE, the request has to go to STEVE HILL, Chief Executive Officer and President of the LVCVA. MS. EVANS agreed with the Chair and added that LVE requires a room component with events. However, most of the Las Vegas Days Rodeo participants are locals, so they do not have the overnight accommodations aspect, which funds the room tax.

CHAIR GOODMAN discussed with MS. EVANS that they offer children events, such as Mutton Bustin' and the youth rodeo.

From growing up in Las Vegas and with Helldorado, COMMISSIONER CREAR said he finds it difficult to call it anything else. Nevertheless, he believes the Las Vegas Days Rodeo is great and it characterizes Las Vegas,

and he fully supports it. Given the concern of the Commissioners about tying it to historic preservation and education, the Councilman suggested trying to find a way to incorporate those aspects into the parade and the rodeo. Additionally, he believes that should the Commission decide it will continue to fund the Las Vegas Days Rodeo, it should make a commitment for an extended period, maybe for five years, because having to deal with the uncertainty of funding every year makes it harder for the applicant. Having the funding in place will make it easier for the applicant to build on the event and plan it out better.

COMMISSIONER BRYAN asked if \$200,000 is the total cost of the event and whether any contributions will be made by the Plaza and any sponsors. MS. EVANS said the \$200,000 does not include all the expenses, some of which the Plaza and sponsors will incur. However, she only had the event budget and did not want to misspeak; therefore, she offered to obtain a list of sponsors.

COMMISSIONER BRYAN felt some of the Commissioners have concern with holding the event in November because the month has little to do with the history of the City, and the event is supposed to commemorate its history. MS. NELSON clarified that asking to hold this year's event in November does not mean they would like to hold it in November permanently. The 2021 event was held in November due to unexpected issues, and the lack of time and unknowns made it hard to prepare a massive event for May of 2022.

With respect to historical events tied in to the Rodeo, MS. NELSON said they continue to be the same events, including Whiskerino, and they would like to expand other events and add some spinoff events. She added that there are several expenses covered by sponsors and the Plaza beyond what the Commission funds, such as upkeep, comped rooms and marketing. COMMISSIONER BRYAN confirmed with MS. NELSON that \$200,000 covers about half of the total expenses, and then asked why May is not ideal for the event. MS. NELSON explained that with the 2021 event held in November, it was difficult to roll over everything to May of 2022, especially with all the unknowns in the corporate and western industries. MS. EVANS added that going forward, November works better for the Plaza for the weather and attendance because at the same time, they will be preparing for the NFR event, which is well attended. CHAIR GOODMAN added that some of the NFR contestants stay downtown.

COMMISSIONER ARNOLD said he has been a big advocate for the Las Vegas Days Rodeo, but he recalled that much of the discussion from the beginning centered on the Plaza eventually coming up with a structure to ease out funding from the Commission, yet he felt nothing has changed. MS. NELSON countered that they started with a grant request for \$220,000 the first year, \$180,000 the second year and \$200,000 this year due to high inflation. The Commissioner found it difficult to provide continued support because of a lack of historic preservation tied to the event. He was hoping for more progress by now. With respect to COMMISSIONER CREAR'S comment about extended funding, he said he would have to see a detailed plan for the future before he could support an extended funding commitment.

COMMISSIONER BRANDENBURG also recalled many of the same conversations and questions when he was appointed to the Commission, yet the Commissioners keep asking for tie-in of historic preservation. He said that perhaps the Commissioners would feel more comfortable supporting the cost of the Rodeo's historic elements. MS. NELSON said they would need the Commission's definition of historic, noting that the Rodeo capitalizes on events that used to take place in the City, which had cattle and a ranch, and developed those into a rodeo. In addition, they put all these elements in an arena in the downtown area, which is surrounded by the Plaza and the Union Pacific Railroad, to bring in many locals to celebrate. They also educate on the history through the Coloring Contest and the Helen J. Stewart Buckle Award, as well as significantly market the event. The Commissioner clarified that expected attendance is 3,000 to 5,000 people, and MS. NELSON added that those numbers are just for local attendance. She noted that they have over 600 contestants participating for four to five days.

CHAIR GOODMAN emphasized that the history of Las Vegas is the downtown area, and everything has focused on it for the past 11 years. She felt the key is to attract locals and tourists to the area for all the entertainment. Unfortunately, despite the efforts, they could not acquire the name of Helldorado and had to change the name to Las Vegas Days, which has had huge success. Although there was a push from the beginning to ease funding each year, she understood the economic issues everyone has had to deal with. She liked COMMISSIONER CREAR'S suggestion for a plan with supporting documentation to show how funding

from the Commission can progressively decrease, although she would not be opposed to more support from the Commission, especially because of the competition from the Las Vegas Raiders and the Las Vegas Golden Knights, and because the event brings people downtown.

COMMISSIONER COFFIN recalled some of the history behind the event and the support from organizations and businesses, until some downtown casino owners got jealous, and there were many politics. He felt they needed to figure out how to justify supporting one casino. He said the Plaza spends more than 50 percent of the total cost on the event and that he would support the request this year, with the understanding that funding will not be sought in 2023, unless it is made into a universal event. He noted that the Elks Lodge was selfish in keeping the name Helldorado. He asked the Plaza to consider the concerns of his fellow Commissioners in their plan.

COMMISSIONER STOLDAL interjected that the Plaza would not be putting on the event if it were not profiting from it. MS. EVANS agreed that the Plaza is a for-profit organization, but respectfully countered that they are not making any money from it. She confirmed for the Commissioner that they are losing money.

COMMISSIONER PRATO pointed out that the Plaza is the only property downtown with the land mass to put on the event, and they provide the land at no charge, while providing the means for the people to enjoy. The people who come to the event also spend money in other businesses downtown, so it benefits everybody, and the tax dollars benefit the City as well. MS. WHITE added that admission is free, they refer people to park at the City garage, so the City probably saw some parking revenue in November, and people go to Fremont Street businesses before coming to the rodeo. CHAIR GOODMAN agreed that many businesses downtown do benefit.

After the motion for approval failed in a tie vote, CHIEF DEPUTY CITY ATTORNEY VAL STEED provided the action options. COMMISSIONER BRYAN motioned for holding the matter in abeyance. With the next meeting being July 25, 2022, the Commission discussed the option of a special meeting in June, and they opted for exploration of a special meeting on June 13, 2022. COMMISSIONER BRYAN accepted that as an amendment to his motion. CHAIR GOODMAN said it would be better so the applicant can have time to prepare.

COMMISSIONER STOLDAL commented that it would be helpful to address the concerns of the Commissioners at the special meeting, as well as to provide an idea on how the long-term issues will be dealt with. CHAIR GOODMAN said she would like to see a five-year plan and information on the specific event elements that can take place even if the Plaza does not get any assistance from the other hotels. MS. WHITE interjected that they could probably expand on the historical aspect by including a Dutch oven contest, which will provide entertainment for an older age group. She can also reach out to the other hotels to encourage them to participate. She felt that a little more time would be ideal for her to be able to confer with all the parties.

In the interest of getting specifics from the Commissioners, CHAIR GOODMAN asked each of them to comment on what they would like the applicant to address at the special meeting.

COMMISSIONER ARNOLD said that as the stewards of the revenue from the sale of the Commemorative Plate, he would like the historical element addressed and how the applicant intends to promote the history of the City. With respect to COMMISSIONER COFFIN'S comment about the other hotels/casinos located downtown, COMMISSIONER ARNOLD said he had not heard anything about them having any concerns. Nevertheless, it would be a good idea for the applicant to reach out to them.

COMMISSIONER STOLDAL thought each of the Commissioners' points had been very clear, and encouraged the applicant to obtain the minutes for this meeting to pull out the concerns. Moreover, he underscored that the Commission has a statutory responsibility to fund historic preservation; therefore, it is not responsible for attracting people to the downtown area, and this event is becoming less about historic preservation. He clarified that Las Vegas was not a cattle town; it was a farming, agricultural and railroad town. MS. NELSON thought Lamb Ranch was a cattle ranch, and the Commissioner said that ranch was part of the 50s and 60s, not of the beginning of the community. Bringing in the rodeo in 1945 was a marketing pitch to pretend Las Vegas were cowboys. He urged the applicant to help the Commission continue its support by ensuring compliance with the statute regarding historic preservation. COMMISSIONER BRYAN agreed with COMMISSIONER STOLDAL.

COMMISSIONER BRANDENBURG said he would like information to help him gain a better understanding of what a \$200,000 grant will fund. He noted that the documentaries the Commission has funded for approximately \$200,000 each have in return received over one million views and they focus fully on historic preservation; whereas, the Rodeo, despite it being free, has less people attending and less historic content. MS. NELSON said the education goes farther than to those in attendance; they are reaching many more people. The Commissioner said that additional information would be helpful.

CHAIR GOODMAN said she would like to give the applicant at least three weeks to gather the information. MSES. EVANS, WHITE and NELSON said they could be ready in two weeks.

COMMISSIONER SINNOCK indicated that it would be helpful to provide information on how much was invested in the property and in preparations for the Rodeo. He felt that having it in November would be fine because the PBR (Professional Bull Riders) and the NFR are held in November, and he suggested including a salute to veterans in honor of Veterans Day.

COMMISSIONER CREAR wondered if a condition should be added to the motion to bring back a detailed plan. COMMISSIONER STOLDAL felt that was part of the Chair asking for specifics from the Commissioners, and COMMISSIONER BRYAN concurred.

See Item 13 for related discussion.

Motion made by Richard Bryan to Hold in Abeyance to 7/25/2022 with direction to staff to explore holding a Special Meeting on 6/13/2022 at 2:00 p.m. to consider this matter

NOTE: An initial motion for approval by Commissioner Coffin failed with Commissioners Bryan, Arnold, Stoldal, Mowbray and Brandenburg voting No and Commissioners Brown, Feldman, Helton, Truesdell and Mills excused

Passed For: 10; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 5

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

7. **22-0279-CLC1** – Discussion for possible action regarding approval of a grant request for \$165,168 by The Neon Museum, located at 770 Las Vegas Boulevard North – Ward 5 (Crear), for the costs associated with the planning and running of the “Duck Duck Shed: Celebrating Las Vegas Architecture, Design, and Culture” four-day event, approving the form, and authorizing the President to execute the Grant Agreement as approved by the City Attorney

Minutes:

AARON BERGER, Executive Director, and BRUCE SPOTLESON, Deputy Director, of The Neon Museum, were present. MR. BERGER thanked the Commission for allowing them to present the concept of Duck Duck Shed by using a PowerPoint presentation, a copy of which was submitted for the record. With this year marking the 10th anniversary of The Neon Museum, they wondered how they should celebrate this milestone. MR. BERGER said Duck Duck Shed encompasses Las Vegas architecture, design and culture, and it will be celebrated October 27-30, 2022. The event will feature over two dozen programs to purchase and attend over the four-day event. This will focus on bringing in local and national attendance and on telling the story of Las Vegas through its architecture. The reason for the name is that the book “Learning From Las Vegas” supposed that there are two types of architecture and after looking at the local architecture starting in the 60s, the Yale professors decided there are duck structures and decorated sheds. Describing the buildings in the images on Slide 4, MR. BERGER explained that the Lou Ruvo Center for Brain Health on the right is considered as duck architecture because it represents what happens inside, eliminating the need for a sign. The Golden Gate Hotel and Casino is considered a decorated shed because it is a standard, four-sided building with a sign outside telling people what is inside. Thus, the idea of “Duck Duck Shed” is to have a title that is whimsical, accessible and easy for the average person to understand and enjoy.

The four-day lineup starts with an exhibition of a collection of photographs taken by DENISE SCOTT BROWN, the surviving author of "Learning From Las Vegas," from 1956 to 1966 in the City Hall Grand Gallery. This exhibition will encourage viewership by people in the downtown area. The program includes a walking tour, a coach bus tour, which will have a time travel feature, an open-air bus tour and an aerial tour. They will offer the lectures, The Las Vegas Landscape, The Gilded Cage: The Psychology of a Casino and the Perspective of Paul Revere Williams, as well as the film screening, Denise Scott Brown: Reflections. ALAN HESS will speak about The Las Vegas Landscapes and JON SPARER about The Gilded Cage. JANNA IRELAND, artist-photographer, and CARMEN BEALS, curator, will speak about PAUL REVERE WILLIAMS' work from an aesthetics standpoint, and they will be joined by MEL GREEN, the structural engineer who relocated the La Concha building from the Strip to its present location. The Perspectives lecture will take place on the date Nevada Day is observed to focus on the architecture of MR. WILLIAMS in Las Vegas and statewide. MS. BROWN will talk about her thoughts and ideas in a film as to why the book "Learning From Las Vegas" has continued to endure. ERIC STRAIN, from the University of Nevada, Las Vegas (UNLV), School of Architecture, and a colleague will speak about why the same book is so popular and used in architecture 50 years later. As part of the partnership with UNLV, all the programs will be offered free to UNLV students. Additionally, the estate of Siegfried and Roy made The Jungle Palace and their private home available for tours. LYNETTE CHAPPELL, who played The Evil Queen in the Siegfried and Roy shows, assembled a group of people from the company to provide the tours.

Circa Hotel and Casino is the host hotel; however, The Neon Museum is also partnering with the Golden Gate and Plaza hotels to offer different price points. MR. BERGER said he anticipates an audience of 1,500 the first year, but the programs are flexible to accommodate demand, and they will be able to tell during the first year what is of most interest to the audiences.

Regarding the Museum's reach, MR. BERGER said they have reached 1.2 million people on their social media platforms. They have a strong membership of approximately 1,100, which speaks well because most museums have seen their membership decimated due to closures, and almost half of their membership is from around the country, which suggests they will travel for the conference. He expects about 150,000 in visitation, mostly from California, Arizona, Washington, Texas, Florida and New York, so they will focus on marketing and promoting the conference in cities throughout California, Nevada and Arizona, with the hope that the visitors will tell their friends in other cities across the country. They will conduct quantitative and qualitative evaluations to help guide direction for the following year, and those evaluation efforts will be done by reviewing attendance by ZIP code and conducting on-site surveys from visitors and an overall survey. One of the key questions asked will be, "What did you learn?" Staff will be asked to observe the audience to tell if visitors are leaving early or late, asking questions or participating.

MR. BERGER said the estimated budget is \$269,318, and he is asking for \$165,168 from the Commission in grant funding. He believes the remainder will be raised by community partners listed on Slide 16.

He emphasized that Duck Duck Shed 2022 will offer a better understanding of the Las Vegas landscape, highlight Las Vegas as an architectural destination and an arts and cultural capital in addition to being Entertainment Capital of the World, a Gaming Capital and a Sports Capital. He believes in furthering education at The Neon Museum.

MR. SPOTLESON said this is a logical extension of The Neon Museum's vision, mission and brand.

COMMISSIONER STOLDAL was impressed with the Museum's intent to conduct surveys to gather information in order to plan. He was interested in knowing the general results. He also liked the idea that Las Vegas can provide more than entertainment, gaming and sports.

COMMISSIONER BRYAN liked the concept and said the name itself will be educational. MR. BERGER added that there was much discussion on the title, but they decided Duck Duck Shed has a root in a relevant book.

Motion made by Richard Bryan to Approve

Passed For: 10; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 5

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

8. **22-0280-CLC1** – Report by the Department of Planning regarding the airing of Part 4: The 1940s, of the Documentary Film Series, “The City of Las Vegas”

Minutes:

Using a PowerPoint presentation, a copy of which was submitted for the record, DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, went over the premiere of the subject film on May 14, 2022. Channel 2 showed Parts I, II and III prior to the premiere. In-person attendance totaled approximately 70, and the producer and director were present as well. The video posted on YouTube that evening, and as of that date, there have been 26,869 views. She was happy the event and the film were successful. The film is available on YouTube and Channel 2.

COMMISSIONER STOLDAL verified with MS. SIEBRANDT that the 1950s documentary film was funded, and it is the last one in the series. The Commissioner felt that several documentaries could be produced from the 1940s, and he said the Commissioners should discuss funding more documentaries.

9. **22-0281-CLC1** – Report by the Department of Planning regarding the City of Las Vegas Historic Resource Survey Catalog and the creation of maps illustrating areas of the city that have been surveyed for historic resources

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, said the Survey Catalog project was completed in March of 2022 through Nevada Preservation Foundation (NPF), which hired a consultant to complete it, and it was funded by the SHPO (State Historic Preservation Office). From the data generated, they found 120 surveys that show parts of the City that have and have not been surveyed, and she showed maps reflecting the different areas and explained the color codes: gray is for city properties, blue is for surveyed properties and red is for parcel construction in 1972 or earlier. She pointed out that the area most heavily surveyed is the Historic West Side, which was represented on Slide 4. There is one new survey in progress for the Charleston Heights area, and there is available grant funding to apply for to conduct other surveys. The Geographical Information Systems (GIS) Division will continue to add layers to the map to show which areas require surveying to determine what is and is not eligible.

COMMISSIONER ARNOLD asked for the data points collected. MS. SIEBRANDT referred to the Huntridge Neighborhood, which was surveyed, as an example, and they looked at the boundaries of each survey within the neighborhood to identify the areas surveyed according to the boundaries in the original report.

Recalling Project Enchilada, CHAIR GOODMAN asked if any other body of the City could have conducted surveys already by using the same criteria mentioned. COMMISSIONER STOLDAL explained that SHPO and the Historic Preservation Commission (HPC) funded the catalog, and the project included gathering every report available for inclusion. MS. SIEBRANDT added that the details they can consider can be an object, a single building, district and neighborhood, and the reports came from a variety of agencies, including the Nevada Department of Transportation. They will look at these to identify what could qualify for listing on the national register, which makes it eligible for the local register as well. COMMISSIONER STOLDAL added that it is a good tool for developers to review for historical value and determine if their proposed projects can go forward. MS. SIEBRANDT advised the Chair that they just looked at the perimeter. COMMISSIONER STOLDAL said that historical events qualify as well.

After verifying that the actual catalog will be available online, COMMISSIONER COFFIN asked for a copy. COMMISSIONER STOLDAL added that the online version will include hotlinks. MS. SIEBRANDT said she will work with the Office of Communications to put it on the website and send the link to all the Commissioners as soon as it is available.

10. **22-0282-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, used a PowerPoint presentation, a copy of which was submitted for the record, to provide updates on projects. The Home + History 2022 project was completed, and a report will be given at the Commission meeting in July. The grants for KCEP Radio, Charleston Heights Neighborhood Historic Survey, National Atomic Testing Museum Planning and Development and UNLV (University of Nevada, Las Vegas) Asian American and Pacific Islander (AAPI) Oral History projects are all in progress.

The Harrison House property has had a change in ownership; therefore, the grant will have to be terminated. COMMISSIONERS COFFIN and CREAR asked for information on the people involved. COMMISSIONER CREAR said that he was of the understanding that KATHERINE DUNCAN owned the House. MS. SIEBRANDT clarified that although MS. DUNCAN represented the project, the Ward 5 Chamber of Commerce was the owner when the grant was awarded. Since then, the property has been sold to MS. DUNCAN, but she is not with the Ward 5 Chamber of Commerce. Once the proper signatures are obtained, the Commission will be asked to vote on the grant termination, and she hopes to have the item on for the meeting in July. She wanted to provide a brief update at this meeting about the property in response to numerous inquiries. COMMISSIONER STOLDAL commented that the State of Nevada issued a letter notifying the Harrison House was not eligible for grant funding due to its loss of non-profit status, which affects the grant from this body.

MS. SIEBRANDT continued and reported that the projects for Floyd Lamb Park Hay Barn, City Clerk's Archives Digitization and Rummel and Par-A-Dice Motel Sign refurbishments are in progress. The Junior League Educational Mini Grants project is nearing completion and the City of Las Vegas: The Fifties (Part V) Documentary Film is in pre-production. The Neon Museum Brilliant! Expansion project is done, and a final report will be made at the July meeting.

The Commission funded the refurbishment of the Blue Angel, and Hartlauer Signs was the MUDA (Mayor's Urban Design Awards) award winner for Historic Preservation and Adaptive Reuse.

Lastly, MS. SIEBRANDT reported that the Las Vegas Days Parade was held on May 14, 2022, and it was very successful. She will provide a full report at the meeting in July.

11. **22-0283-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:

COMMISSIONER STOLDAL asked for an item to discuss whether the Commission wants to provide funding for a documentary covering the first 100 years of Las Vegas, a portion of the 60s and 70s or other specific topics, including elements of the City's first 100 years, such as the development of Fremont Street or Main Street. They could also consider any topics the Commissioners believe might garner the same level of interest as the documentary film series.

COMMISSIONER MOWBRAY proposed an item regarding a documentary on the old post office building, which was constructed in the 1930s, and tell the story of how it evolved into The Mob Museum and became a world attraction.

COMMISSIONER BRYAN asked about the item regarding the Safari Motel, and CHAIR GOODMAN said it was still in process, noting there have been several complaints about problems in the area. She is going to be seeking information about it.

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:
None.

13. **Adjournment**

Minutes:
Before CHAIR GOODMAN adjourned the meeting at 4:04 p.m., DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, indicated the available date was Tuesday, June 14, 2022, for a special meeting of this body to consider the Las Vegas Days Rodeo grant request. She advised the Commissioners who said they could not attend that day that call-ins are acceptable. COMMISSIONER BRYAN pointed out that the motion was for a special meeting on June 13, 2022. CHAIR GOODMAN clarified that she only said she would call for the meeting, but did not make a motion.

Respectfully submitted:

Gabriela Portillo-Brenner, Deputy City Clerk

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

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

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