



Commission for the Las Vegas Centennial Minutes

1. Call to Order and Roll Call

Minutes:

CHAIR GOODMAN called the meeting to order at 2:04 p.m.

PRESENT: CHAIR GOODMAN and COMMISSIONERS BRYAN, ARNOLD, STOLDAL, BROWN, COFFIN, SINNOCK (excused at 4:09 p.m.), MOWBRAY, TRUESDELL (excused at 4:31 p.m.), BRANDENBURG, CREAR and PRATO

EXCUSED: COMMISSIONERS FELDMAN, HELTON 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 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 March 22, 2021

Motion made by John Mowbray to Approve

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

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

5. 21-0282-CLC1 - Report by the City Attorney's Office regarding board counsel and other legal services to be provided to the Commission for the Las Vegas Centennial

Minutes:

SETH FLOYD, Community Development Director, said that with his promotion, CHIEF DEPUTY CITY ATTORNEY VAL STEED will provide legal counsel for this Commission. MR. STEED has been with the City of

Las Vegas for 40 years and is very knowledgeable. CHAIR GOODMAN welcomed MR. STEED, who said he will be the Commission's counsel but contracts and agreements will be handled by a range of attorneys in the City Attorney's Office.

6. **21-0283-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, disseminated and submitted for the record two budget sheets (one consisting of the general Budget to Actual report, and the other entailing the 2022 Budget). For the Budget to Actual, starting with data as of April of 2021, he said it reflects revenue of approximately \$1.375 million collected from plate sales. This breaks down to an average of about \$458,000 per quarter, which means they should collect approximately \$1.8 million for the year. Even though the projected total revenue is slightly less than in previous years, he said it is strong, considering how slow the Department of Motor Vehicles (DMV) is coming back online because of the COVID-19 pandemic. He believes things will not get back to normal for another year due to the DMV's limited capacity to process applicants.

With revenue at \$1.3 million, expenditures in the amount of about \$346,000 have been made. Expenses increased by \$90,000 from the previous meeting, as invoices were received for the History of the DISCOVERY Children's Museum film and for the Part III Documentary: The Thirties.

Continuing with the 2022 Budget sheet, MR. LOVELIN said the sheet has the same layout, but it reflects budget projections for Fiscal Year 2021-2022. He projects \$1.887 million in revenue, which is less than the historical annual projection of \$2 million and is based on current trends. He noted that he does not want to overstate revenues to ensure they budget appropriately. He anticipates expenditures of \$560,000 through June of 2021, leaving a surplus of approximately \$1.7 million to carry forward for grant awards.

With the anticipated beginning balance budget of roughly over \$6.1 million, \$1.6 million is budgeted for plate sales revenues and roughly \$1.86 million in outstanding expenditures. He added that he should have an updated report for plate renewals at the next meeting.

7. **21-0284-CLC1** - Discussion for possible action regarding approval of a grant request by Patricia Cabrera, Enterprise Records Officer for the City of Las Vegas' Archives and Records Center, in the amount of \$105,317.60 for the costs associated with digitizing historical material stored at the facility - Ward 1 (Knudsen)

Minutes:

PATRICIA CABRERA, Enterprise Records Officer for the City of Las Vegas, introduced JOHN LONBORG, Contracts Specialist with the City of Las Vegas Finance Department, KEVIN ABBOTT, Vice President of Business Development, and SARAH STEPHENS, Director of Media Management, both with Opportunity Village.

MS. CABRERA emphasized that she was very excited about this project. She said her presentation was about preserving the City's photographic history through digital conversion, and she would cover the following topics in her PowerPoint presentation, a copy of which was submitted for the record: Background, Why Digitize?, Project Partner, Project Scope, Project Limitations and Sustainability/Maintenance Plans.

Background - MS. CABRERA made a presentation previously to the Historic Preservation Commission on Enterprise Records Management, and that presentation included the Archive and Record (ARC) Photo Room, located at 2825 Ronemus Drive. Among the historical collections held by the City, there are about one million digitized documents in the SIRE system and a collection of approximately 116,000 photos, negatives and slides dating back to 1911 and through 2021. This is representative of the City's legacy. MS. CABRERA added that there are photos predating people on this Commission, and a few of the Commissioners have seen the photo collection. Additionally, there are photos of events and celebrations.

In determining how to get the photo collection digitized, MS. CABRERA consulted with MR. LONBORG, who recommended putting out an RFI (Request for Information) to try to understand the types of services available. As part of the process, the RFI specifications included a requirement to answer a capability matrix to indicate

the type of equipment that would be used, what resolution, what format and at what location the job would be completed.

After opening the RFI process during the timeframe from November to December of 2020, companies from all over the United States of America responded, including companies that do digitizing for UNESCO and the Army Corps of Engineers, and she was unaware there was a local company that could do the work.

Why Digitize? - MS. CABRERA said that it is necessary to digitize because from a Records Management perspective, everything becomes historical, and the City of Las Vegas has a rich history to preserve that should be made available to the general public, including the photos, negatives and slides, particularly with all the requests received about past Council members. Digitizing will make all this information easily searchable, which is not the present case.

Project Partner – Opportunity Village was selected as the partner to handle this project, and the decision was made based on pricing (coming in with the lowest cost), experience with digitizing 2.5 million items monthly, and having digitized 1.5 million items for the State of Nevada. Additionally, due to the COVID-19 pandemic, MS. CABRERA was concerned about selecting a company she would have to travel out-of-state for regarding any issues, and she was also concerned with the cost of delivery.

At MS. CABRERA'S request, MR. LONBORG explained that they did not have to go through the competitive bidding process for this type of endeavor. In accordance with Nevada Revises Statutes (NRS) 332.115.1, which addresses competitive bidding exceptions, Opportunity Village came in as the lowest bidder in the City's attempt to find out the types of services available through the RFI process. Therefore, they did not have to open the competitive solicitation process. He commented that awarding to Opportunity Village is an appropriate application of the statute, and he recommended approval.

COMMISSIONER STOLDAL asked if the agreement will include the resolution level, and MS. STEPHENS answered that they would use a minimum resolution of 300 DPI in JPG format. The Commissioner said that sounded appropriate for documents and questioned the cost of a higher resolution. MS. STEPHENS said that the cost would depend on the condition of the original. She explained that when they take on a project, they conduct a trial run to ensure customer satisfaction. They typically pursue a DPI of less than 600 because the files can become very large, making it costly to store. COMMISSIONER STOLDAL recommended using a resolution of at least 400 for photos, maybe higher if necessary.

CHAIR GOODMAN asked if all pieces will be stored digitally and made accessible through the City Clerk's Office, if the City Clerk will need more manpower and if documents will also be included in the project. MS. CABRERA confirmed that this project is only to digitize photos, and the City Clerk's Office will be responsible for making them available. CITY CLERK LUANN D. HOLMES came forward and accepted the challenge and responsibility, noting that her office has always maintained the goal of making information accessible to the public. Bills and ordinances have already been digitized and stored on the cloud so that people can go to the City of Las Vegas website to find information. The intent with the photos is to have them available and easily accessible by everyone, from grade school to college students. Due to concern over the current quality of the photos, MS. HOLMES expressed an urgency in getting them digitized for preservation.

COMMISSIONER STOLDAL asked if Opportunity Village could deal with different types of negatives and who will be responsible for identifying the individuals in the photos. MS. STEPHENS explained that Opportunity Village will be utilizing the indexing information on the photos, and they will create a manifest based on the information received. MS. CABRERA acknowledged that some of the people in the photos have not been identified, and she hopes that once they get out into the public, people will be able to provide information.

CHAIR GOODMAN asked if the ARC is the only location with the photos and whether any consideration was given to contacting the Las Vegas News Bureau about other items that may be needed. MS. CABRERA replied that she made contact with a staff member. COMMISSIONER STOLDAL added that the Las Vegas News Bureau already digitized a decade's worth of photos; the issue is acquiring ahold of them.

CHAIR GOODMAN asked who would be responsible for the coordination to ensure a comprehensive outcome without wasting energy. COMMISSIONER STOLDAL said that it may not be easy, as recently experienced in trying to figure out how many people were married in Las Vegas between 1905 and when Clark County was created. They found out there is a void in the records of the Las Vegas community when Las Vegas was in Lincoln County. CHAIR GOODMAN said they need to consider all the other information that needs to be digitized, and MS. CABRERA assured her she would keep that in mind.

In response to COMMISSIONER BRYAN'S question as to who would decide what should be digitized, MS. CABRERA referenced the Project Limitations slide and noted that there is a lot of duplication of photos. Consequently, her staff will work with Opportunity Village to select the best copies and resolution needed. MS. HOLMES interjected and said that this project involves only the photos and negatives that her office inherited and believes have historical value. Without having historian experience, she determined digitizing the photos a priority in order to preserve what is in storage and to prevent further deterioration. However, she believes a historian is necessary to determine historical significance.

MS. HOLMES explained that in the case of documents, she used the retention laws as a guide. She encouraged the Commissioners to take a tour to get an idea of the volume at the ARC. COMMISSIONER BRYAN asked for an estimate on the adequate staffing needed to digitize the records stored in Lincoln County. MS. HOLMES said that it should certainly be a coordinated effort with the Las Vegas News Bureau.

COMMISSIONER COFFIN applauded COMMISSIONER STOLDAL'S suggestion, and added that the University of Nevada, Las Vegas Library digitizes and has a lot of information digitized that is readily available in Special Collections. He recommended looking into their cost, which may be cheaper. He asked what would happen to the original photos after the project is finished, because they may be very valuable.

COMMISSIONER STOLDAL suggested that he would work with some other entities and draft some ideas on collections that would cover the City of Las Vegas to use as a guide. CHAIR GOODMAN said that it would be necessary to take a comprehensive approach in putting together possibly a 50-year plan.

COMMISSIONER CREAR said that visiting the ARC is what sparked his idea for a Las Vegas museum. He considers this project an initial step to making information available. Therefore, he was in full support of this project, as well as in favor of a conversation leading to a comprehensive strategy for handling old records, perhaps even leading to a digital museum. He felt they may have to look at an additional RFI to find an outside agency to help with a strategy and how to move forward. CHAIR GOODMAN agreed and felt that what seems challenging is the preservation component. She emphasized that looking at a comprehensive effort to avoid duplication would be ideal.

Motion made by Cedric Crear to Approve

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

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

8. **21-0286-CLC1** - Final report by Josh Hagar, Assistant Principal at the Las Vegas Academy of the Arts, regarding the Commission for the Las Vegas Centennial funded Entryway Renovation Project at the Las Vegas Academy of the Arts (the old Las Vegas High School), 315 South 7th Street - Ward 3 (Diaz)

Minutes:

JOSH HAGAR, Assistant Principal at the Las Vegas Academy of the Arts, reviewed a PowerPoint presentation, a copy of which was submitted for the record. He prefaced his presentation by stating that the Las Vegas Academy is the original Las Vegas High School. The two main buildings were constructed in 1930, and people are amazed to find that they are still functional. The original Performing Arts Center, or original auditorium, was dilapidated and had a major sewer line issue. In the process of repair, the landscaping died, and the lack of lighting attracted many homeless individuals.

Consequently, they pursued funding for improvements, and he thanked the Commission for the Las Vegas Centennial for the \$90,000 in funding awarded toward the project. Core Construction was selected to make the improvements, including new paint, replacement of the ADA (Americans with Disabilities Act) ramp and the landscaping. The project lasted several months. Metal plaques were installed to commemorate the history and architecture of the area starting in 1920 and up to the beginning of the Las Vegas Academy. He pointed out two of the plaques (slide 7), one of which mentions the architect and the two remaining art-deco buildings left in Las Vegas. The other plaque provides history of the Las Vegas Academy, including the social life of the students starting in the 1940's. A walkway with commemorative bricks (slide 8) was installed, and alumni can purchase the bricks and have their names engraved. He believes the improvements honor the history of the Las Vegas High School, while making it a 21st Century theater and production space.

CHAIR GOODMAN said the project was impressive.

COMMISSIONER STOLDAL said he took some photos, and he did not like the plaques, which look like they are decaying and are illegible.

COMMISSIONER BRYAN asked how the determination about the information on the plaques would be made, and MR. HAGAR replied that the information on the plaques was decided by the time he became responsible for the installation. He was not informed about the decision-maker, but he offered to find out. COMMISSIONER STOLDAL thought the Commission would be allowed input before the plaques were manufactured and installed. DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, indicated that the grant was approved in 2018, which was prior to her coming on board, but she thought Nevada Preservation Foundation was responsible for designing the plaques. MR. HAGAR offered to look into it and come back with the information. COMMISSIONER BRYAN shared the sentiments of COMMISSIONER STOLDAL about the plaques, and he would like to know the criteria for the plaques. He noted that he also thought the Commission was going to be able to review the plaques prior to installation.

COMMISSIONER COFFIN said he, like COMMISSIONER BRYAN, has a real interest in this project, and the buildings would not exist if they had not proposed a bill to force the Clark County School District (CCSD) to keep the campus. He was concerned about CCSD representatives not being present to provide input on maintenance. MR. HAGAR commented that the style of the plaques was intentional, and he proudly said that he has a very capable custodial staff who will be responsible for their upkeep. He apologized for not having all the answers and added that the Las Vegas Academy has proposed a legacy project to restore, maintain and highlight the historic buildings on the campus. To his understanding, the original home of the CCSD was at the corner of 9th Street and Lewis Avenue. Bills have been introduced at the legislature to provide funding for that.

COMMISSIONER COFFIN said it is important to have enough funding for maintenance. CHAIR GOODMAN said that asking for funding for maintenance would be appropriate. Recalling conversations from prior meetings, she also thought there was a request made by the Commission to allow input, review and to have an opportunity to see the plaques that were to be installed prior to installation, given the historical value of the site, which is located in the City of Las Vegas. She asked MR. HAGAR to inquire on the requested information and inform MS. SIEBRANDT so she can relay the information to the Commissioners. COMMISSIONER STOLDAL said they asked for consultation prior to installation.

9. **21-0287-CLC1** - Discussion for possible action regarding approval of a grant extension until December 31, 2021 for the Commission for the Las Vegas Centennial Grant Number: CLC-78512, awarded to the Ward 5 Chamber of Commerce for restoration and rehabilitation work on the Harrison Boarding House, 1001 F Street - Ward 5 (Crear)

Minutes:

KATHERINE DUNCAN and IVY THOMAS were present. MS. DUNCAN appreciated the consideration of the extension of this grant award to assist with the restoration of the Harrison Boarding House, which is very important because it is where famous entertainers stayed before 1960 while performing in Las Vegas. The house was listed in the Negro Motorists Travel Guide, or the Green Book. While Harrison House played a big part in local history, it also plays a big part in the present and future. The House is a place where youth and visitors are educated about how it came to be and the racist system, but also uses the United Nations

Sustainable Goals to talk about sustainability, justice, forgiveness, inclusion, diversity, equity and accessibility in a non-threatening environment.

This body awarded \$25,000 for exterior improvements; however, the additional funds raised had to be used toward helping the community in the midst of the COVID-19 pandemic to provide internet service. Fortunately, they refinanced the House and sought funding to make the improvements, which should be finished by the end of 2021.

MS. DUNCAN stated it is important to allow the younger generation to step in, and she was pleased that MS. THOMAS created an activity map for families to enjoy the Pioneer Trail, where the Harrison House is located.

MS. THOMAS submitted Pioneer Trail and Pioneer Trail Treasure Hung brochures for the record. She explained that the QR (Quick Response) code brings up the website for the app, starting with the Harrison House and through the Pioneer Trail.

MS. DUNCAN said that t-shirts were given to each Commissioner. She added that the next step is to have the Harrison House, which is eighth along the Pioneer Trail, designated as a historic landmark, in addition to getting a historic district designation for the Westside. She believes the Regional Transportation Commission will provide funding of \$800,000 to lay the wayfinders along the Pioneer Trail. She indicated she would seek input from this body on the placement of the wayfinders and noted that City of North Las Vegas COUNCILWOMAN GOYNES would be reaching out to Clark County COMMISSIONER McCURDY and COMMISSIONER CREAR to lead the revitalization of the Pioneer Trail. CHAIR GOODMAN was impressed with the concept.

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, clarified that this matter was on the agenda for extension of the grant to the end of December of 2021, and MS. DUNCAN explained that they were waiting for the loan to come through for the improvements.

Motion made by Robert Stoldal to Approve

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

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

10. **21-0288-CLC1** - Report by Brad Jerbic regarding an update on Project Enchilada in Downtown Las Vegas

Minutes:

BRAD JERBIC appreciated the opportunity to give a presentation and provide an update. As a matter of background, he explained that the Commission for the Las Vegas Centennial approved a grant award of approximately \$726,000 to refurbish seven neon signs downtown (Project Enchilada). The company initially selected decided to stop doing business in Las Vegas and left. Consequently, they had to find another company, and finally contracted with Vision Sign Inc. Vision has done a wonderful job of refurbishing the signs and rebuilding some of them. The Commission's grant funded the hard costs, including removal, transport, neon improvements and reinstallation of the signs. Project Enchilada funding paid for two consultants, GEORGE THOMAS, a cultural historian, and SUSAN SNYDER, an expert in mid-century modern architecture, throughout the process, to examine every photograph possibly found for historical accuracy, including on the color. He mentioned that for every sign, the original dimensions, colors and neon were maintained.

Unfortunately, the COVID-19 pandemic caused the homeless situation to worsen, and some of the signs were vandalized after reinstallation, but they were repaired and increased security was implemented. He noted that all of the signs are on properties owned by Downtown Projects, which is headed by MICHAEL DOWNS, and he and his assistant and building manager, DAVE DUGGAN, are very involved in the project. Fortunately, MR. DUGGAN maintains a good relationship with TONY HSIEH'S parents, who gave the green light to finish the project, which will be completed with the refurbishment of the Valley Motel sign.

MR. JERBIC pointed out that not only are the signs being refurbished, but also the motel properties are being beautified by painting and fixing up the motels and installing landscaping. He then reviewed the photos and explained the refurbishment process for each of the following neon signs, located on Fremont Street, between 11th Street and 14th Street: Travelers Motel, Lucky Motel, Las Vegas Motel, Fremont Motel, Star View Motel, Las Gables Court and Valley Motel. He noted that for all signs and buildings, they took samples of the paint and searched for original photos to get exact colors for repainting and replicating the original state of the signs and structures. A copy of the photos were submitted for the record.

MR. JERBIC commented that he was impressed by the process of creating neon and by people asking the workers while on various motel sites if they could rent the rooms. He mentioned that in the process of lighting up the neon, some of the words did not illuminate, which inadvertently created phrases: For example, the Western Hotel lit up "We Hot" so they left "Western Hotel We Hot." They felt these were catchy themes so they developed themes for other hotels, and for the Lucky Motel, they lit up "Lucky Me."

He noted that the Fremont Motel was once the Ari-Vada Motel, and they decided to go with the name Fremont Motel. Additionally, the Star View Motel sign had to be rebuilt because the original sign was falling apart. The original Las Gables Court property will be restored as much as possible to its original state, and the sign was not salvageable, so they built a new one. The original sign was placed in storage for possible placement at another site. The Valley Motel sign was put on hold after MR. HSIEH'S death, but they started working on it immediately after being informed the project could go forward.

Referring to the photo of the cover of Las Vegas Weekly Magazine, he explained that the Magazine did the story, "Renewing Downtown," about the investment made into the motel signs and Project Enchilada. The New York Times also did the story, "Not Your Pre-Pandemic Las Vegas." It covered Downtown Las Vegas, the Arts District and East Fremont Street, and he read portions of the article.

MR. JERBIC said he would provide a budget breakdown when he received the numbers. Nevertheless, the signs are up and lit, and he hopes their renovation will help the new Downtown Las Vegas. He thanked COMMISSIONER STOLDAL for all his assistance in his capacity with the State Historic Preservation Commission to allow the City's Historic Preservation Officer to oversee the renovation of the Huntridge Theater under J DAPPER, who was also renovating other surrounding historic properties.

With MR. HSIEH deceased, COMMISSIONER STOLDAL questioned how the City's investment in the signs would be protected should a new owner come in, and MR. JERBIC replied that a 10-year maintenance agreement was recorded with each property for the signs, but he truly believes that Downtown Project will remain committed. Nevertheless, his goal would be for the City of Las Vegas to acquire the signs in return for allowing any potential new owner who wants to demolish the motel(s) out of the operations and maintenance agreement(s). He hopes to work something out to preserve the motels in addition to the signs and build high-rise residential behind the motels, turn the motels into boutique motels to draw in people and take out the parking lots. Accomplishing this will turn the area into a beautiful mid-century modern street. He is not certain how far he can go, but the relationship with MR. HSIEH'S family has been positive.

CHAIR GOODMAN asked if the City owns the signs and if they could be moved to the Neon Boneyard if necessary. MR. JERBIC replied that the City owns most of the signs; only one or two signs have questionable ownership. He believes any new owners interested in demolishing the motels will ask the City to take the signs, such as in the case with the Fun City sign.

CHAIR GOODMAN asked if MR. HSIEH'S parents have made contact about moving along with purchase of certain properties, and MR. JERBIC indicated that he has had no contact with the family. He deals with MICHAEL DOWNS, noting that it must be very difficult for the family to deal with a vast estate without a will. The Chair said that making the motels habitable would cost millions, and MR. JERBIC agreed but felt that it is possible.

COMMISSIONER BRYAN asked if the court approved and issued the letters of administration to MR. HSIEH'S heirs. MR. JERBIC responded affirmatively and stated that his heirs are managing the portfolio without any challenges to legitimacy. The Commissioner appreciated the report.

CHAIR GOODMAN said the ongoing improvements to Fremont East and the Huntridge neighborhood are very exciting.

11. **21-0289-CLC1** - Final report by the Office of Communications and the Department of Planning regarding the airing of Part III of the Documentary Film Series, "The City of Las Vegas: The Thirties"

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, reviewed a PowerPoint presentation, a copy of which was made a part of the record, and reported that the premiere event of the documentary on May 15, 2021 at the Art Houz Theaters was successful and CHAIR GOODMAN and COMMISSIONER PRATO attended. The waitresses wore uniforms designed in a 1930's style and Poor Man's Cake, made with a 1930's recipe, was served. The film was also released on television, YouTube and on social media.

MS. SIEBRANDT deferred to DAVID RIGGLEMAN, Office of Communications Director, to report on viewership. MR. RIGGLEMAN indicated JENNIFER DAVIES, Digital Content Supervisor, was also in the audience to answer questions. He said the documentary films have been extremely successful. The premiere film was released on KCLV Channel 2, Facebook, Twitter and YouTube at the same time it was premiering at the theater, and within ten days, it had almost 24,000, which is outpacing the views of the first two documentary films within the same timeframe. On Facebook there were 3,300 views and 1,400 on Twitter of the third film. Part I has 3.7 million views and Part II two has almost 600,000.

COMMISSIONER ARNOLD asked if Part III was advertised in other different modes, and MR. RIGGLEMAN said that they advertised aggressively as far as the platforms, including on Facebook and Twitter in addition to YouTube and Channel 2. He explained that once the algorithm likes something, it keeps suggesting videos. If people search for history, the algorithm suggests videos people may like. MS. SIEBRANDT noted that she had flyers made to distribute to the Las Vegas Days Parade attendees to inform the people of the release and about the theater showing Parts I and II. She thought word of mouth helped as well. MR. RIGGLEMAN remarked that good media coverage also helped.

COMMISSIONER STOLDAL said that the challenge in being successful is the commercials that pop up during viewership, although he conceded that the commercials generate revenue. He wondered if there could be a limit placed on the number of commercials popping up. MR. RIGGLEMAN said that one of the challenges is rights to music played during the films. He deferred to MS. DAVIES to address the limit on commercials. MS. DAVIES stated the ads could be scaled back, and she would be happy to look into it. She added that people have expressed interest in DVD purchases of the documentaries, which is a possibility for generating revenue.

COMMISSIONER STOLDAL said a lot of work went into the documentaries, and they contain strong, accurate content. He did feel the 1940's documentary film would be more challenging.

12. **21-0290-CLC1** - Discussion for possible action regarding funding in the amount of \$500,000 for Boyd Productions to produce Part IV and Part V of the documentary film series "The City of Las Vegas" that will cover the years 1940-1949 and 1950-1959

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, referenced the application in the backup material from Boyd Productions requesting funding for funding of Parts IV and V of the documentary film series in order to secure staffing levels to produce the series. The documentary films are very popular.

After a short recess was taken due to technical difficulties, CHAIR GOODMAN reconvened the meeting and MS. SIEBRANDT resumed discussion. She indicated that approving funding for both films would help streamline the process for her, and work on the films would start in September of 2021 due to having to enter into contract negotiations and bringing back the final contracts for the Commission's approval. She restated that the funding request is \$500,000 for both parts.

After clarifying with MS. SIEBRANDT that the request in essence was for authorization to approve funding to negotiate a two-year contract, COMMISSIONER BRYAN motioned for approval.

COMMISSIONER STOLDAL was concerned about losing four months, and MS. SIEBRANDT said it would take longer to approve two contracts separately. She explained that due to internal deadlines and processes, it would take time to get the negotiated contract on the agenda for approval, noting that the Commission meets every other month. COMMISSIONER BRYAN suggested meeting sooner, and CHAIR GOODMAN asked legal staff to expedite the contracts for consideration by the City Council on June 16, 2021. CHIEF DEPUTY CITY ATTORNEY VAL STEED said that obtaining ratification by the City Council of a contract pending approval serves no purpose. COMMISSIONER STOLDAL recommended having a one-item special meeting of the Commission to approve the contract.

COMMISSIONER CREAR asked if the Commission could approve the contract subject to final approval by CHAIR GOODMAN, and MR. STEED pointed out that is not part of this agenda item. The Commissioner insisted that the Commission's approval would authorize MS. SIEBRANDT to move forward. MR. STEED said he could look into it further, but observed that the item is for approval of funding. COMMISSIONER BRYAN interjected that the Commission could agree to grant authorization to go forward and negotiate the contract. Once negotiated, the contract could be brought back to the Commission. MR. STEED explained that the normal process would be to bring back the negotiated contract for approval by the Commission, and then to the City Council for ratification. He said he would have to research the articles of incorporation but assumed that the Commission would have to take action first on such a large contract.

COMMISSIONER BRYAN verified with MR. STEED that the Commission could legally call for a special meeting once the negotiated contract is ready. MS. SIEBRANDT said that the internal process deadlines could cause a delay. MICHAEL HOWE, Planning Section Manager, interjected that staff would work closely with legal staff to make sure the order does make a difference and have the contract ratified by the City Council contingent upon approval of the contract by the Commission.

COMMISSIONER ARNOLD discussed with MS. SIEBRANDT that these contracts would be very similar to those for the other documentaries, and then pointed out that the only difference is the amount. He asked how the contract could be expedited, since the Commission was already in support, and authorize the Chair to sign the final contracts.

Having served on many boards, COMMISSIONER CREAR was certain the Commission could approve funding subject to drawing up a contract and giving authority to the Chair to sign off on the final contract. CHAIR GOODMAN asked COMMISSIONER BRYAN if he would be willing to amend his motion as such, and COMMISSIONER BRYAN agreed.

MS. SIEBRANDT said the contract specialist needs proof of approval by the Commission to be able to include the minutes with action taken on the contract for the City Council's ratification. Without that, she was not certain how they could move forward as recommended. COMMISSIONER BROWN asked if something could be done electronically.

MR. HOWE remarked that staff would work with SETH FLOYD, Community Development Director, and MR. STEED, and they may find that there are no issues. CHAIR GOODMAN commented that the Commission wanted to expedite the contract, get it on a City Council agenda for approval and bring it back to the Commission if possible.

After the vote, COMMISSIONER STOLDAL added that Page 17 of the report states "conceptual outline and potential interviews," and he noted that this is just in concept.

Motion made by Richard Bryan to Approve the funding to negotiate a contract, authorizing Chair Goodman to sign the final contract if necessary, with direction for the Executive Director and the City Attorney's Office to work together on the details of expediting the contract through the approval process, including by the City Council or bringing an item back to the Commission under a special meeting

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

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

13. **21-0291-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, prefaced her presentation by stating that many of the projects have been delayed due to the COVID-19 pandemic. She reviewed a PowerPoint presentation, a copy of which was submitted for the record.

She praised the University of Nevada, Las Vegas Oral History Project for its interviews in observation of Asian American Pacific Islander Month and for giving credit to the Commission for funding their project.

As part of the Commission's grant to the Historic Preservation Commission (HPC), the small grant by the HPC for the nomination of the Las Vegas High School to the National Register of Historic Places is close to completion and should be on for presentation at the HPC meeting in July of 2021. Additionally, the small grant for the survey catalog report is due at the HPC meeting in June of 2021.

She reminded the Commission that the special meeting of June 10, 2021 was scheduled to discuss the possibility of a City of Las Vegas museum. After brief discussion among the Commissioners, MS. SIEBRANDT indicated she would look into adding an item to the special meeting agenda regarding the documentary films contract. COMMISSIONER STOLDAL stressed that MS. SIEBRANDT carries a big workload from this body and the HPC.

14. **21-0292-CLC1 - Discussion regarding topics for future agenda items.** Comments made during this portion of the agenda by individual members shall refer solely to proposals for future agenda items and any discussion shall be limited to whether or not such proposed items are within the purview of the Commission and/or whether such proposed items shall be placed on a future agenda. No discussion regarding the substance of any such proposed topic shall occur and no action shall be taken.

Minutes:

CHAIR GOODMAN asked the Commissioners if they had any topics they would like to discuss on a future agenda.

COMMISSIONER STOLDAL said he would like an item providing guidance on a comprehensive strategy for digitizing Las Vegas records from 1905 to 1909, along with seeing what records the Las Vegas Valley Water District has. He wondered how they could hire a consultant for that. DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, asked if he wished to hire someone to gather the records. COMMISSIONER STOLDAL said his idea is to develop a comprehensive strategy. COMMISSIONER COFFIN commented that the University of Nevada, Las Vegas has all of the Las Vegas Land and Water Company records and discussions regarding Cityhood and Countyhood, which the railroad company at the time fought at the legislature.

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

Minutes:

JEFF ALPERT, North Las Vegas resident, said he attended a Commission meeting about four years ago, when they were discussing the motel signs and a Boyd Productions contract, which are also on this agenda. Around that time, he also started working on the history of Kiel Ranch and published a book on it. The City of North Las Vegas allowed him to make a five-minute report about it. In reviewing history, he understands the importance of

digitizing collections and agrees that it is important to do as much as possible to preserve history. During the COVID-19 shutdown, he turned his attention to research on the earliest pioneers, doctor, judge, merchants and lawyer. He found that CAPTAIN JAMES LADD, the last surviving Civil War veteran in Las Vegas, developed Fremont Street from 11th Street to 14th Street, which is the area where the motel signs are being renovated and installed and in the presentation BRAD JERBIC made (Item 10). MR. LADD subdivided his land and sold lots for \$50. He noted that stretch of Fremont Street is very important to Las Vegas history.

He commented that it would be worth having a Clark County museum covering the early history and including the history of other jurisdictions, and he encouraged the City of North Las Vegas to get involved in that effort as well. He indicated the University of Nevada, Las Vegas has two important ledgers that pre-date the land auction, and they also have CAPTAIN LADD'S hotel ledger with entries dating back to 1914. The ledger has names of early pioneers. He noted the documents should be studied and preserved. COMMISSIONER STOLDAL said the books authored by MR. ALPERT are saturated with footnotes, so they are factual and amazing, and he felt including North Las Vegas would be worthwhile, because nothing has been written about it.

16. **Adjournment**

Minutes:

The meeting was recessed 4:01 p.m. to 4:09 p.m. and adjourned at 4:45 p.m.

Respectfully submitted:

Gabriela Portillo-Brenner, Deputy City Clerk

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

THIS MEETING WAS PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS
IN ACCORDANCE WITH THE 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