City Hall, 495 S. Main St.
City Clerk's 2nd Floor
Conference Room

July 15, 2019
2:00 PM

# Commission for the Las Vegas Centennial Minutes

1. **Call to Order**

Minutes:
CHAIR GOODMAN called the meeting to order at 2:02 p.m.

PRESENT: CHAIR GOODMAN and COMMISSIONERS ARNOLD, BROWN, BRYAN (excused until 2:03 p.m.), STOLDAL, COFFIN (excused at 4:30 p.m.), HELTON (excused until 2:59 p.m.), SINNOCK, DARNOLD and BRANDENBURG

EXCUSED: COMMISSIONERS FELDMAN, MOWBRAY and TRUESDELL

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

2. **Announcement Regarding: Compliance with Open Meeting Law**

Minutes:
ANNOUNCEMENT MADE: This meeting has been properly noticed and posted at the following locations: City Hall, 495 South Main Street, 1st Floor; Clark County Government Center, 500 South Grand Central Parkway; Grant Sawyer Building, 555 East Washington Avenue; City of Las Vegas Development Services Center, 333 North Rancho Drive.

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 May 20, 2019

Motion made by Richard Bryan to Approve

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

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

5. CLC-76917 - Discussion for possible action regarding an extension to the Blue Angel Sign Renovation Memorandum of Understanding (MOU) with the City of Las Vegas

Minutes:
ROBERT SUMMERFIELD, Executive Director of the Commission for the Las Vegas Centennial, stated that as previously reported by JERRY WALKER, Director of Operations and Maintenance, in order to restore the Blue Angel sign at the intended site, an extension of time is needed. He advised that everything is in order with this item, and he recommended approval.

COMMISSIONER STOLDAL verified with MR. SUMMERFIELD that the extension would be for two years in order to complete the site work to get the sign erected, a big component of which is the restoration timeline. He indicated that the restoration should start soon. COMMISSIONER BRYAN said he hopes it does not take a full two years, and MR. SUMMERFIELD was not sure how soon it could be completed given that the work was put out to bid and will not be handled internally. COMMISSIONER COFFIN thought MR. WALKER'S promise was to get the restoration completed by the end of 2019. COMMISSIONER ARNOLD suggested this matter be held in abeyance to obtain more information, noting that he would like the exact restoration date because the cost could change significantly if it is delayed two full years.

COMMISSIONER STOLDAL recalled that MR. WALKER reported that the sign would be restored by January 2020, so he wondered if the two years would start from January 2020 or from this meeting date and whether the sign would have to remain outdoors in the interim. MR. SUMMERFIELD assured the Commissioners that the sign was secure in the West Yard, from where it will be transported to the restoration shop as soon as the contract is awarded and will be maintained in a storage facility until ready to be erected. He noted, however, that the Blue Angel is an outdoor sign and was outdoors for many years. COMMISSIONER STOLDAL conceded that it is an outdoor sign but insisted that it should be protected as best possible. He agreed with COMMISSIONER ARNOLD'S suggestion to hold this matter to obtain more information, and COMMISSIONER BRANDENBURG supported it as well.

MR. SUMMERFIELD said that he could provide an updated timeline at the September meeting, by which time the repair contract should be awarded.

COMMISSIONER BRANDENBURG withdrew his initial motion for approval.

CHAIR GOODMAN observed that the Memorandum of Understanding does not say anything about mounting or placement, and MR. SUMMERFIELD indicated that the funds allocated are for the restoration project. The completion date will be available based on the request.

Motion made by Robert Stoldal to Hold in Abeyance to 9/23/2019

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

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

6. CLC-76918 - Discussion for possible action regarding a grant request by Julie Gilday-Shaffer, The JGS Group, in the amount of $5,000 for the 2019 Old Time Reunion

Minutes:
KEVIN BUCKLEY, Chairman of the Old-Timers Reunion, mentioned a few of the members of The JGS Group and gave thanks to THALIA DONDERO, for asking him to chair the Old-Time Reunion, which has been very successful and at a low cost that was locked in years ago.

MR. BUCKLEY explained that the reason for the requested grant is to help cover the additional costs of organizing the event and social media advertising, which helps grow the base. He pointed out that the City of Las Vegas is listed as a sponsor and recognized, and he indicated to CHAIR GOODMAN, who requested the same for this Commission, that he would be happy to amend it to the City of Las Vegas Centennial Commission. He disseminated Save-the-Date invitations to the 24th Annual Old-Time Reunion on 10/6/2019. A copy of the invitation was submitted for the record.

COMMISSIONER COFFIN stated that he saw the invitation on line, and he commended the group for doing a good job. COMMISSIONER COFFIN asked if they were getting donated time from the graphics company and others, and MR. BUCKLEY replied in the affirmative, adding that most of the money is used to pay for production of the event, such as for the band. He noted that they always run at a deficit, and before learning about grants by this Commission, he would just write a check to pay for unbudgeted expenditures.

COMMISSIONER BRYAN agreed that the Reunion is an outstanding event; however, he requested a breakdown of how the money will be spent. ROBERT SUMMERFIELD, Executive Director of the Commission for the Las Vegas Centennial, indicated that the backup documentation includes a very detailed budget of how the monies will be spent.

Motion made by Bob Coffin to Approve with direction to update their information to include the City of Las Vegas Centennial Commission

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

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

7. CLC-76919 - Discussion for possible action regarding a grant request by Aimee D'Errico, Fremont Street Experience, in the amount of $300,000 for Fremont Street Experience visual improvements

Minutes:
PATRICK HUGHES, President and Chief Executive Officer of the Fremont Street Experience (FSE), stated that the Zipline was built a few years ago, and due to budget issues that occurred, the project was not completed and the wall facing the Plaza was never finished, making it an eyesore. Nevertheless, holding off has allowed them to reinvest back into the street and make other improvements, such as mall and canopy renovations. These projects were made possible through funding from the FSE, the Las Vegas Convention and Visitors Authority and the City of Las Vegas. As part of that funding, the FSE was mandated and required to improve the wall, and it is happy to do so.

MR. HUGHES gave a PowerPoint presentation, a copy of which was submitted for the record, and went through a couple of iterations of the initial concepts: 1) a mural; 2) the renovated Vegas Vickie sign with beautiful, vibrant colors, for which funding had already been budgeted. However, it is going to be placed in a focal point surrounded by a bar area, so it is no longer an option.

Consequently, FSE engaged with Steelman Architects, who has a great reputation throughout the world; on a project; however, it is quite expensive, which is the reason for the grant request. The idea is to use a split-flap sign, like what the railroads used to use to show the destination of the trains. Ultimately, this would pay homage to the Plaza, because it used to be where the railway station was located. The images that would be put on the sign would be of views of different periods on Fremont Street from the last 100 years, which ties into one of this Commission's mandates.

He showed the images on the sign, likening it to a Rolodex, adding that the sign will allow for 18 different images. He emphasized that this is not advertising in any way, and assured the Commissioners that the sign will only show the different images.

Regarding the terms, MR. HUGHES commented the FSE will manage, operate and service the sign at its expense, with the Commission having discretion to approve the images. The FSE will come back for approval of the images and of any image changes in the future. He provided some details on the dimensions and location, noting that he worked with Plaza representatives on the dimensions, which will not exceed the current structure. On the other side of the pole, they will erect a "Welcome to Fabulous Las Vegas" sign as well.

The cost of the Steelman sign is $725,000, towards which he has budgeted $300,000 in this year's budget. If the grant request of $300,000 is approved, he will request the remaining balance of $125,000 from the FSE Board to cover the total cost.

JONATHAN JOSSEL, Chief Executive Officer of the Plaza Hotel Casino, supported the proposed sign and felt that it is a great idea for the Plaza and downtown. He indicated that MR. HUGHES met with him to show him the concept. MR. HUGHES interjected that if the FSE Board grants approval, the sign should be erected by December.

COMMISSIONER STOLDAL observed that the budget submitted was for a total of $780,000, which is different from what was represented by MR. HUGHES. MR. HUGHES indicated that he believes he can realize some savings by working with the trade builders, who are working on two major projects downtown.
Even though he really liked the proposed sign, COMMISSIONER STOLDAL expressed concern with not seeing in the budget any funding for research, titling and dating the images. He wondered how that would be handled in order for spectators to know what they are looking at and from what period. MR. HUGHES replied that the details had not been finalized, but he anticipates that the UNLV archives will be a great source, as well as the internal graphics team, who can make any necessary adjustments. He did not anticipate any additional expenses in procuring images. MR. JOSSEL said that the idea was to show Fremont Street through the years, which is what a lot of visitors most frequently ask about. COMMISSIONER STOLDAL agreed; however, he would like visitors to get some history out of it by providing dates.

Additionally, COMMISSIONER STOLDAL asked if the images will reflect the view of all of Fremont Street or only from Main Street to Las Vegas Boulevard. MR. HUGHES said the intent is to show a view as it used to be from the Plaza. The Commissioner explained that he asked because of all the historical sites along Fremont Street, and he would hope that there is an opportunity to make the visitors aware of all these other historic locations toward East Fremont Street; particularly, after all the funding this Commission has granted for projects on East Fremont Street. MR. HUGHES stated that the initial thought was to provide a view as if there was no canopy that could be seen from the Plaza, but he offered to work with the Commissioners on other concepts.

COMMISSIONER STOLDAL verified with MR. HUGHES that there will be no advertising and no futuristic images; they will be historic in nature, no matter what was erroneously indicated in the backup documentation.

COMMISSIONER COFFIN discussed with MR. HUGHES that the images will be visible in daylight but there was no certainty as to whether they could be seen from an angle from vehicles passing by, given that the sign has not been made. MR. HUGHES added that the sign will have 18 images and no LED lighting. COMMISSIONER COFFIN asked what would happen if the owner of the Circa and the Golden Gate would want to join his properties, to which MR. HUGHES replied that he was not concerned with that possibility.

CHAIR GOODMAN posed the following questions: 1) Could ribbon be added to the top showing citations of the images?; 2) Is there any possibility for wrap along the stage on Main Street so that drivers can see more than just the side of the stage?; 3) Is there the expectation that more funding might be needed from this body for any changes? MR. HUGHES did not expect to have to ask for more funding for any changes, even though he was not certain of the cost, because FSE is already responsible for changes to the canopy. Nevertheless, he offered the ability for this Commission to have the final say on the images to ensure they retain the historic aspect and preclude any advertising. The Chair felt legal documentation would be necessary and suggested inquiring about the wraps and the ribbon.

MR. HUGHES assured the Commission that the budget covers the sign as proposed, and that could change if it is extended further. However, he committed for the FSE to cover the cost of improvements to the sides. Steelman Architects came up with design proposals but they are pending. CHAIR GOODMAN insisted on the side improvements, for the sake of better aesthetics, and at the expense of FSE.

COMMISSIONER SINNOCK said he wishes it were bigger to cover all angles, but he liked the sign and wondered if anything similar exists and if it would need protection. MR. HUGHES answered that the sign is a Chinese-made product, and there are no similar installations in the United States. Steelman Architects representatives have visited the factory in Macao, China, to ensure quality, but he was not sure a protective shield would be necessary. The panels selected are 18 inches by 18 inches. The plan is to have FSE staff change the panels, which will reduce costs.

COMMISSIONER BRYAN supported the Chair’s suggestion to have the details included in a legal document, such as a memorandum of understanding (MOU), to make sure everybody is clear on the responsibilities of the parties involved. He also asked for a review of the final concept, with which MR. HUGHES agreed, adding that the plan is to place the order as soon as possible, but he was not certain how long it would take to receive the sign. He assured the Commission, however, that he would have no problem with an MOU or a final review.

ROBERT SUMMERFIELD, Executive Director of the Commission for the Las Vegas Centennial, pointed out that all approved grants require an agreement. COMMISSIONER BRYAN felt this was an entirely different case because it requires ongoing commitments and responsibilities on behalf of the applicant. MR. SUMMERFIELD commented that often there are ongoing commitments, such as for upkeep of the signs, which is the case with Project Enchilada. As a part of that agreement, there is a requirement for sign maintenance going forward. Also, because of the dollar amount, this grant, if approved, will have to be ratified by the City Council, and DEPUTY CITY ATTORNEY SETH FLOYD will start drafting the agreement to include all standard and added conditions. MR. SUMMERFIELD indicated to CHAIR GOODMAN that the earliest the ratification could be placed on a City Council agenda would be 8/21/2019. COMMISSIONER BRYAN insisted on a detailed agreement, leaving no room for questions.

COMMISSIONER STOLDAL asked that the elements committed to and the specifics be included in an MOU. MR. SUMMERFIELD clarified that it will be included as part of the item to be presented and ratified by the City Council and that it will not have to come back to this body. CHAIR GOODMAN said that was her understanding, to present the legal document clarifying what has been expressed to the City Council as part of the item.

NOTE: COMMISSIONER ARNOLD disclosed that he is employed by the FSE, so he would have to abstain. COMMISSIONER BRANDENBURG also abstained because he sits on the FSE Board.

Motion made by Robert Stoldal to Approve with direction to finalize specifics in an MOU

Passed For: 7; Against: 0; Abstain: 2; Did Not Vote: 0; Excused: 4

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

8. CLC-76920 - Discussion for possible action regarding a grant request by Marja Bigas, City of Las Vegas, in the amount of $150,000 for production of the 2020 Helldorado Days Parade

Minutes:
After some initial discussion on Item 8, Items 9 and 10 were also read so that the three items could be heard together.

MARJA BIGAS, Management Analyst and Helldorado Parade producer, requested approval of the grant in the amount of $150,000, the majority of which will be used for marketing, police presence and high schools. CHAIR GOODMAN commended MS. BIGAS for doing a fine job in taking over production of the Helldorado Parade, and then verified with her that the Commission awarded the same amount last year.

As a new member, COMMISSIONER BRANDENBURG said he would like to understand how priorities are made in conjunction with the mission to preserve history and available funding, especially given the discussion at the last meeting regarding diminishing revenues. Although he believes this is a worthy project, he would like to know what types of projects may be coming forward that may have a longer lasting effect. He commented that he marched in a Helldorado Parade as an elementary school student at Twin Lakes Elementary School. COMMISSIONER COFFIN advised him that a presentation would be made during the meeting on the budget and available funding. CHAIR GOODMAN said that project prioritization would probably be handled by the new historic preservation officer. However, she felt it is important for JOE WILLIAMS, Senior Financial Analyst, to provide the financial report first. ROBERT SUMMERFIELD, Executive Director of the Commission for the Las Vegas Centennial, apologized for not placing that item on the agenda first for the Commission to get an idea of available funding to award. He will certainly do so in the future. However, he noted that because this is a grant body, staff has no idea what funding will be requested in the future.

COMMISSIONER STOLDAL remarked that this matter is related to the rodeo item, and he recalled that in 2005, this Commission approved funding with commitments that the Helldorado Parade and Rodeo would ultimately pay for themselves, yet the Commission is still being requested to provide substantial funding for both. He commented that if there were a choice, he would be more in support of providing $150,000 in funding to the Clark County School District for history education rather than funding Helldorado again. This Commission brought it back to life when it had disappeared for almost a decade. After verifying with MS. BIGAS how much of the money goes towards marketing, COMMISSIONER STOLDAL emphasized that $60,000, which is almost half of the requested funding, is too much for marketing. CHAIR GOODMAN stated that marketing is expensive.

COMMISSIONER BRYAN agreed with COMMISSIONER STOLDAL'S comments and stated that the Commission should always receive a budget status at the beginning of the meeting before making any funding decisions. CHAIR GOODMAN said that the Commission's Working Committee reviewed a lot of the parameters of this body and put together procedures, and she felt it would be a good idea to provide those to the Commissioners or put them online for easy accessibility.

COMMISSIONER DARNOLD recalled that a few meetings ago, the Commission discussed having criteria, structure and a historical compilation of projects the Commission has funded. Also, she suggested having two periods during the year to accept grant applications and determine what type of grants to consider during those periods. MR. SUMMERFIELD regarded that process as being very different from what is in place. Regarding any changes to the grant application process, an item would have to be placed on the agenda to discuss that. Currently, the Commission considers applications every two months. DEPUTY CITY ATTORNEY SETH FLOYD interjected that if it was the desire of the Commission to discuss changing the process, they needed to request an item on a future agenda.

In looking at the budget submitted, COMMISSIONER STOLDAL observed that $76,000 was budgeted for marketing and $37,000 for shirts, which MS. BIGAS corrected, stating that the latter amount is for the high schools.

After making sure with MR. FLOYD that he could participate in discussion on the parade, COMMISSIONER ARNOLD said he has struggled with funding both the Helldorado Parade and rodeo for a number of years. But with JONATHAN JOSSEL, Chief Executive Officer of the Plaza Hotel Casino, taking over the rodeo and having it downtown, which is critical, it makes sense to have the Helldorado Parade, which serves to advertise the rodeo, making it successful. He would at like to give this operator a chance.

MR. JOSSEL appreciated COMMISSIONER ARNOLD'S optimism and stated that he was surprised to see how little the two events crossed over when they first took over the rodeo last year. He would like to discuss how to bring them together in the future perhaps into one event and using the parade features within the arena. COMMISSIONER ARNOLD agreed that there was a division when different people had control, and this may be the opportunity to bring them together.

COMMISSIONER STOLDAL explained that the history has evaporated. Helldorado Days was not created in 1935 to celebrate the City of Las Vegas' birthday. Although it was a great event for many years, consideration needs to be given to whether or not the rodeo and the parade are financially important for downtown, and that is something for the City's Economic and Urban Development Department to look into. In his opinion, funding from this body should go toward education and preservation of history. He noted that the rodeo is not even called the Helldorado Rodeo anymore, so the history has faded. CHAIR GOODMAN stated that the Commission started giving each school a stipend to develop a float for the Helldorado Parade, which she regards as a way of helping to promote history in the schools and to keep the new generation tied to this historical event. She reminded the Commissioners that it was very difficult to bring the Helldorado Parade back. She wondered how much was spent on the 4th of July Summerlin Parade, to which MS. BIGAS replied that each participant pays $3,200 to enter that parade; whereas, the Helldorado Parade is free of charge.

COMMISSIONER STOLDAL suggested changing the name of the Helldorado Days Parade to Las Vegas Days Parade, tying it more to the rodeo.

MR. JOSSEL was happy to report that the 2019 Las Vegas Days Rodeo was a great success despite having only two months to put it together. He was very proud of it, and he felt it would be reasonable to show the Commissioners what they accomplished before giving any consideration to next year's rodeo. He thanked the Commission and introduced NATASHIA WHITE, Marketing Director, and LINNEA MITCHELL, Rodeo Director, to give an overview on the rodeo.

MS. MITCHELL used a PowerPoint presentation, a copy of which was submitted for the record for Item 9, to report on the Las Vegas Days Rodeo. The presentation depicted the Las Vegas Days Rodeo Nevada Queen and a local singing the National Anthem to open the ceremonies.

As part of the Outreach slide, MS. MITCHELL read a letter, a copy of which was not submitted, describing how various organizations of the community came together to produce and celebrate the rodeo. With two months to prepare and execute, she was very grateful for all the support and assistance. Many hotel properties were eager to participate and allowed flyers and posters to be posted on their properties. The D Hotel and Boyd Properties did not hesitate to offer assistance. Because of the grant, they were able to accommodate a charity barrel event in memory of Buttons Wore Bonnett, with the proceeds going toward a Western Heritage and Education, Inc. They raised money to provide for high school and junior college scholarships, Miss Rodeo Nevada and emergency funds and assistance to those in need in the Las Vegas, Nevada, rodeo community.

MS. MITCHELL resumed with the PowerPoint presentation and went over the images shown for the rodeo history, letters of appreciation received, copies of which were submitted, and a video promoting the rodeo. A copy of the video was not submitted for the record.

MS. WHITE took over the presentation and detailed the Marketing Recap, which included public relations, media and on-site exposure. A total of 13 million people were reached through online and media coverage. Flyers were posted on various properties, programs were given away and social media reached over 68,000 people. The Plaza created a website for the rodeo and received many visitors.

MR. JOSSEL recapped the marketing efforts, noting that they had 2,000 people a day in the stands. Although the rodeo was free, he felt they produced a quality event, and he felt that they could charge a fee in the future and put on a bigger rodeo for less money, but still with the support of the Commission. However, should the Commission decide not to support another rodeo, they did not need any further discussion.

COMMISSIONER BRYAN asked for the total cost of producing the rodeo, and MR. JOSSEL explained that just over $235,000 was spent. The Commission granted $220,000 and the Plaza came up with $15,000; however, the Plaza covered the arena costs, which was just over $800,000. COMMISSIONER BRYAN said the downtown businesses and the Las Vegas Convention and Visitors Authority (LVCVA) should support this event, noting that he increasingly is having difficulty in identifying the Commission's role and coming up with more than 90 percent of the cost. MR. JOSSEL indicated that when they stepped in, they did it because it was represented to them that the Commission wanted it. As a member of the LVCVA, CHAIR GOODMAN said that they would never contribute to a project not backed by data. But after one year of the Plaza producing the rodeo, they had data to present in order to seek funding from other entities.

COMMISSIONER BRYAN insisted that it is not historical and regarded it as a community event for all Las Vegans that should be funded by other means. MR. JOSSEL commented that it was represented to him six months ago that it was the intent of the Commission to keep the rodeo in Las Vegas for the historical value. The Commissioner explained that they were all hoping it would eventually become a self-sufficient enterprise by the Elks.

COMMISSIONER ARNOLD emphasized that the Commissioners have discussed this many times and stated that one of the challenges was that they could never be guaranteed a location downtown. However, now that there is an opportunity with a willing applicant to promote Las Vegas history, it may work out.

COMMISSIONER STOLDAL interjected that the Chair charged him with researching rodeos held in Las Vegas, and he had a hard time finding anything preceding 1936, which was put on by the Las Vegas Horsemen. He indicated that Las Vegas was a railroad town, not a cowboy rodeo town. He agreed that this is a great event for downtown Las Vegas, but it is still not a historic event. At least the parade qualifies because they provide funding to the high schools for a float.

COMMISSIONER BROWN discussed with MR. JOSSEL that there was no entry fee for the rodeo. The only value they shared in from the event was from having 2,000 people in the downtown area and concession sales of perhaps $10,000 daily. However, MR. JOSSEL said he believes the rodeo can be expanded and the brand built to a point where they could charge a fee in order to make a profit. COMMISSIONER BROWN suggested charging a fee, and MR. JOSSEL said he would like make it a first-class rodeo and make it a three-day event that they could charge maybe $60 for, but they would prefer to grow into charging a fee. They were planning on asking for donations this year, perhaps for the t-shirts with the logo, which were given out free and were very popular. CHAIR GOODMAN said that the object is to bring people downtown. They decided to revive the Helldorado Parade, and the funding for the schools helps promote history.

COMMISSIONER HELTON recalled that in the early days of planning the first centennial celebration, the Commission wanted to revive Helldorado Days to hopefully bring back the month-long celebrations it brought to the community. People wore western wear for a month and there were so many venues associated with it, and that is what they wanted to bring back. However, they cannot seem to get a critical mass behind it, so she did not think they could keep funding it.

COMMISSIONER SINNOCK said that the Las Vegas people related to the National Finals Rodeo (NFR) and celebrating the entire month it is held, and he did not think they could translate that downtown. The NFR is really valuable to the community, and he was leaning more towards ceasing funding, although he appreciated the Plaza stepping up last year.

COMMISSIONER ARNOLD wondered if Items 8 and 9 could be held in abeyance to allow the applicants to work together on finding the important historical element and try to salvage both events. MS. BIGAS had no problem with abeyance to the next meeting. COMMISSIONER STOLDAL preferred to take action on the Helldorado Days Parade grant (Item 8), so he made a motion, with the request to change the name to Las Vegas Days Parade. COMMISSIONER COFFIN pointed out that based on what the Commission approved last year for the rodeo, the Plaza went ahead and invested $800,000, so he would prefer to make it clear if this is a one-year commitment or not, because people make investments based on the actions of the Commission. COMMISSIONER STOLDAL recalled that the Plaza represented it was going to produce the rodeo whether the Commission supported it or not. COMMISSIONER COFFIN said they could just change the name in that case.

MR. SUMMERFIELD indicated that his staff would have to conduct some research and make certain the Las Vegas Days Parade name is available. CHAIR GOODMAN said that if it is not available, they could come up with another name. COMMISSIONER COFFIN asked how they could hold on to the Helldorado portion. He wondered if they could lose the use of the name. MR. FLOYD advised that they never had an official agreement with the Elks, despite multiple attempts. All they were able to get was a verbal commitment on the record at a meeting of the Commission. But there is no agreement to use the name Helldorado.

MR. JOSSEL said he would like the Commission to consider combining the name to Las Vegas Days Rodeo and Parade. COMMISSIONER STOLDAL said he would like to move forward with funding the parade without delay.

For Item 10, COMMISSIONER ARNOLD asked if there was a desire to work with the City on the parade, and MR. JOSSEL replied affirmatively, adding that he thought the budgets could be combined and have shared expenses. The arena and Main Street could become the home of the parade instead of 4th Street. MS. BIGAS interjected that she held discussion with MS. MITCHELL a few weeks ago about combining the events. CHAIR GOODMAN said that combining the events would save money and help make them bigger. She asked that the data be collected and kept. MS. MITCHELL remarked that merging the two would definitely save a lot on the same costs and on time spent to collect sponsorships. It would definitely be beneficial to all parties, and if they were able to accomplish what they did in two months, having an entire year will help make it more successful. To the Chair, MR. JOSSEL said they did not collect data on the heads and beds, but there were a lot of locals who mainly attended the event.

COMMISSIONER BROWN liked the idea of combining the two. COMMISSIONER STOLDAL asked if the funding to promote the parade would now be used toward the promotion of the rodeo as well, which to him would mean that the rodeo would be getting additional funding. COMMISSIONER ARNOLD said that is why he wanted to hold this item to see if there is an opportunity to work together and see if the funding request could be reduced and the historical elements retained to the point of warranting the Commission's support. COMMISSIONER STOLDAL said his biggest concern is making sure funding the rodeo would qualify due to its historical value, which is the charge of the Commission under the statute.

MR. JOSSEL said he would not want to take more than is needed and intends to combine the budgets and achieve efficiencies by the merger of the two events. He would be nervous in any attempt to convince the Commission of the history of a rodeo in Las Vegas.

See Item 10 for related discussion.

NOTE: COMMISSIONER ARNOLD disclosed that although he did not believe the Fremont Street Experience (FSE), which employs him, would benefit from the Helldorado Parade; however, there is a perception that FSE could benefit from the rodeo. He requested advice as the parade and rodeo were being considered together. MR. FLOYD advised him that for purposes of discussion, they could be tied together. Regarding disclosure, they would be different, noting that he did not believe COMMISSIONER ARNOLD had a conflict with the parade because the City is putting it on.

Motion made by Robert Stoldal to Approve with parade name change to Las Vegas Days Parade

Passed For: 10; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 3

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

9. CLC-76921 - Report by Linnea Mitchell, Plaza Hotel and Casino, on the 2019 Las Vegas Days Rodeo

Minutes:
See Items 8 and 10 for related discussion.

10. CLC-76922 - Discussion for possible action regarding a grant request by Linnea Mitchell, Plaza Hotel and Casino, in the amount of $220,000 for production of the 2020 Las Vegas Days Rodeo

Minutes:
See Item 8 for related discussion.

NOTE: For Item 10, MR. FLOYD advised that COMMISSIONER ARNOLD has a business relationship with the FSE, who is not the applicant and the Plaza is not the Commissioner's client since they are not a part of the FSE, Therefore, if the FSE had no position on the rodeo and the Commissioner did not feel his decision would be compromised, he could vote. COMMISSIONER ARNOLD said he was not aware of the FSE having taken a position. COMMISSIONER BRANDENBURG said he too was not aware of any position taken by the FSE, so he too would disclose and vote.

Motion made by Ryan Arnold to Hold in Abeyance to 9/23/2019

Passed For: 10; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 3

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

11. CLC-76923 - Discussion for possible action regarding approval of the next city documentary installment covering the period of 1920-1930

Minutes:
Items 11 and 12 were heard together after ROBERT SUMMERFIELD, Executive Director of the Commission for the Las Vegas Centennial, indicated they could be heard together.

COMMISSIONER BRYAN said nothing should preclude them from hearing items together if they were related. He appears before the Clark County Commission, and they hear related items together in order to be able to discuss all related aspects.

MR. SUMMERFIELD explained that Item 11 involved assessing the need for the next installment of the documentary, and there was a general indication that it would be done but not necessarily by Boyd Productions. There was discussion at the last meeting about possibly going out for another Request for Proposal (RFP) and setting a total budget of $200,000. CHAIR GOODMAN felt the budget should be set for the same amount as the first installment. MR. SUMMERFIELD said the Commission would set the dollar amount and scope and the responsive bidder would work toward doing the project for no more than the allotted amount.

COMMISSIONER BRYAN felt they should continue with Boyd Productions and authorize staff to negotiate a contract, to be brought back to the Commission for approval. MR. SUMMERFIELD said the Commission needs to set a not-to-exceed amount. Staff will definitely negotiate the best project for the best price, but it needs a dollar amount.

COMMISSIONER ARNOLD asked if Boyd Productions indicated for the first installment that for the amount approved they could only do so much, and COMMISSIONER STOLDAL replied that Boyd Productions said it was a tight budget and everything was squeezed in.

Although Boyd Productions is a very professional group, COMMISSIONER STOLDAL wondered if they should contract with them for the second installment, noting that the biggest challenge was having to teach them about Las Vegas' history. Should they decide on this group, he would like to see the development of the city in a more chronological order rather than in silos, for better understanding by the public. He would also like the City to have more say in the direction of it. CHAIR GOODMAN said COMMISSIONER STOLDAL is a perfectionist, but she did think Boyd Productions did a phenomenal job, and she would like it if they could do the next installment for the same amount of money. MR. SUMMERFIELD recommended setting a maximum amount, and then staff will come back with the final proposal for the Commission to consider.

CHAIR GOODMAN said she would like the same Commission members overseeing the next project.

Motion made by Carolyn Goodman to Approve

Passed For: 10; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 3

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

12. CLC-76924 - Discussion for possible action regarding retaining Boyd Productions for the next city documentary installment or publishing a Request for Proposal (RFP) and to establish budgeting parameters

Minutes:
See Item 11 for related discussion.

Motion made by Carolyn Goodman to Approve to negotiate with Boyd Productions for an amount not to exceed $200,000 and with the same assigned Commission members overseeing the project

Passed For: 10; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 3

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

13. CLC-76925 - Report by Joe Williams, Senior Financial Analyst, City of Las Vegas Finance Department, regarding the Commission for the Las Vegas Centennial budget for Fiscal Year 2018-2019

Minutes:
JOSEPH WILLIAMS, Senior Financial Analyst, went over the budget, which started with a beginning fund balance of $3,034,000, received $2,036,000 in license plates revenues, expended $1,493,773, which left excess revenues over expenditures of $542,939. With the received amount, the ending fund balance is at $3,570,011. CHAIR GOODMAN observed that they sold more plates than in the prior year, and MR. WILLIAMS said that they sold about $1,000 more in plates.

MR. WILLIAMS said there are outstanding payments to UNLV totaling $59,517 for three grants, to Nevada Preservation Foundation totaling $93,483 for four grants, to the City of Las Vegas Historic Preservation Commission totaling $100,000, for the Blue Angel Motel Sign totaling $132,500, to Las Vegas High School Renovation totaling $90,000, to Project Enchilada for signs maintenance agreement totaling $100,000, to Boyd Productions totaling balance of $92, to the City of Las Vegas for historic preservation officer totaling $322,332 and for the parade totaling $5,000 – for a grand total of about $900,000. With the addition of today's allocations, the remaining uncommitted fund balance is about $2 million for the next fiscal year.

MR. WILLIAMS said he submits a report yearly to Carson City, and he has never received an error notice.

COMMISSIONER COFFIN pointed out that the sale of the Centennial plates could suffer from the sale of football and hockey plates. COMMISSIONER STOLDAL said there is a license plate for electric vehicle owners as well.

COMMISSIONER BRYAN said it was very helpful to let the Commissioners know how much money is available.

CHAIR GOODMAN asked if any data collection was being gathered for the cost of the sewer bill inserts, and ROBERT SUMMERFIELD, Executive Director of the Commission for the Las Vegas Centennial, indicated the inserts went out. MR. WILLIAMS stated that Administrative Expenses totaled $9,046, of which about $6,500 was spent on the license plate inserts. CHAIR GOODMAN said she would like to continue that.

COMMISSIONER ARNOLD asked to fund the cost of providing water to the Commissioners. MR. SUMMERFIELD said he would work with the City Clerk's Office.

14. CLC-76926 - Report by Seth Floyd, Deputy City Attorney, regarding Nevada Ethics in Government Law and membership on non-profit boards

Minutes:
This item was heard after Item 15.

DEPUTY CITY ATTORNEY SETH FLOYD commented that at the last meeting, there was a grant request from the Mob Museum and five or six Commissioners disclosed that they sit on the Board of the Mob Museum. The advice in the past had been to disclose and they could vote; however, his advice was different from that and the Commissioners asked why.

After some research, MR. FLOYD said that the Ethics Rules consist of a two-part process, disclosing a conflict of interest and whether that conflict rises to the level of abstention. In the case of the Commission, disclosure would be necessary if any Commissioner accepted a gift or loan from the applicant, if there were any significant pecuniary interest in the business of the applicant, if there is a private commitment (meaning a spouse, child or family member to the third degree of consanguinity) with the applicant, if there is an employer or employee of an organization any Commissioner has affiliation with and if there is a business relationship.

For the Mob Museum, there is no question that any of the members who sit on the Board of the Mob Museum need to disclose. The abstention aspect is trickier because any obligation to a board is similar to a fiduciary obligation because any member of a board has an interest in furthering the board's mission. So if it is a matter of funding, any Commissioner on a board should abstain, and he cited an example that occurred in Northern Nevada.

The one exception is the Mayor because she sits on the Mob Museum Board by virtue of her public capacity with the City of Las Vegas. Everyone else would have to disclose and abstain.

However, if any Commissioner thinks they may have a conflict, he would prefer they consult with him in advance so he can do some research. He tries to consult with ROBERT SUMMERFIELD, Executive Director of the Commission for the Las Vegas Centennial, prior to the meetings to see if there are any relationships he should be aware of so that he can be prepared.

CHAIR GOODMAN said she may have to abstain because of her husband. She wondered how the Mob Museum could receive funding from this body going forward for its building additions, for which they would surely seek support from this Commission. MR. FLOYD indicated that the Commission will have more members with COUNCILMAN CREAR soon to be appointed, so they should be at full capacity and as long as there is a quorum, they could get enough votes.

CHAIR GOODMAN asked her staff member, LORA KALKMAN, who was in the audience, to look into whether she would have to abstain for the Mob Museum, because she does not want the Mob Museum to be at a disadvantage now that it is gaining national recognition.

COMMISSIONER BRYAN asked if there is a doctrine of necessity, and MR. FLOYD replied affirmatively; however, he did not believe it would apply unless there was the unusual situation where almost everyone had to abstain. COMMISSIONER BRYAN said that it might be necessary for one of the members on the Mob Museum Board to vote in order to be able to take action on an application pertaining to the Mob Museum. MR. FLOYD said typically doctrines of necessity are used in emergencies, and he would have to further research it. He did not believe there would be a problem if all the eligible members were present.

15. CLC-76927 - Report by Robert Summerfield, Acting Executive Director of the Commission for the Las Vegas Centennial, regarding completed and current projects and announcements relative to the Commission for the Las Vegas Centennial

Minutes:
This item was heard after Item 13.

ROBERT SUMMERFIELD, Executive Director of the Commission for the Las Vegas Centennial, reported that filling the historic preservation officer (HPO) position has been more of a struggle than anticipated. There have been some very good candidates, but they were hired by other entities. Based on some efforts, he was able to allocate additional funding from the General Fund in order to increase the salary range and do another recruitment. The new recruitment netted seven new candidates that did not apply previously. He believes there are three really qualified candidates among the seven, and he would be setting up interviews. Human Resources has been asked to keep the position open until filled in order to continuously try to recruit so that no time is wasted in hiring a qualified person. The position was widely advertised, even on a national level. He indicated that COMMISSIONER STOLDAL is still a member of the interview panel. Some of the candidates are from out of town, so if hired, it will take more time to bring them on board. He hopes the new HPO will be hired by November.

16. **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 ARNOLD reiterated his suggestion to fund water for the Commissioners during meetings.

COMMISSIONER HELTON asked for an item to discuss an archive of how the Commission has funded different projects, similar to what has been done with special collections. CHAIR GOODMAN thought it would be a good first order of business for the new historic preservation officer. ROBERT SUMMERFIELD, Executive Director of the Commission for the Las Vegas Centennial, said that fits with COMMISSIONER BRANDENBURG'S concern regarding how to decide what projects are fundable and long-term goals. COMMISSIONER HELTON added that it is necessary to be proactive instead of reactive, like they have been for so many years.

COMMISSIONER ARNOLD asked if there should be an update on the school project COMMISSIONER HELTON was involved in scheduled at the next meeting. COMMISSIONER HELTON suggested distributing the Commission's old strategic plan, because it included some decisions on how to handle money for productions, for example. COMMISSIONER SINNOCK recalled seeing something on the West Side School. MR. SUMMERFIELD commented that a strategic plan update would definitely be an agenda item.

MR. SUMMERFIELD said COMMISSIONER DARNOLD mentioned restructuring how grants are accepted, and he asked if it would be appropriate to include that as part of the strategic plan exercise. COMMISSIONER ARNOLD said she would also like the archival document, and MR. SUMMERFIELD said that would have to be as part of a report.

MR. SUMMERFIELD asked if the Commissioners had a timeframe for a strategic plan update. COMMISSIONER STOLDAL asked if they could get a copy of the plan.

COMMISSIONER HELTON said she would like the current plan sent to everyone to see where they stand. MR. SUMMERFIELD indicated he would have to reach out to the former Executive Director of the Commission for the Las Vegas Centennial to try to obtain a copy of it. COMMISSIONER HELTON said she may have a copy of it. CHAIR GOODMAN emphasized that she would like the new person on board before scheduling it, and MR. SUMMERFIELD said that is why he would suggest a meeting in November.

17. **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:
COMMISSIONER STOLDAL showed a 15-year-old map, a copy of which he handed to everyone, He also handed out a refrigerator magnet. These were not submitted for the record.

COMMISSIONER HELTON said she would try to find her notes from the strategic plan and submit to staff, and MR. SUMMERFIELD said he would like them submitted to SYDNEY NOYCE.

18. **Adjournment:**

Minutes:
The meeting was adjourned at 4:50 p.m.

Respectfully submitted:

________________________________________
Gabriela Portillo-Brenner, Deputy City Clerk

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

THIS MEETING WAS PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:
City Hall, 495 South Main Street, 1st Floor
Clark County Government Center, 500 South Grand Central Parkway
Grant Sawyer Building, 555 East Washington Avenue
City of Las Vegas Development Services Center, 333 North Rancho Drive