



Commission for the Las Vegas Centennial Minutes

1. Call to Order and Roll Call

Minutes:

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

PRESENT: CHAIR GOODMAN and COMMISSIONERS BRYAN, ARNOLD, STOLDAL BROWN (excused at 4:42 p.m.), COFFIN, HELTON, MOWBRAY, TRUESDELL, BRANDENBURG, CREAR, MILLS and PRATO

EXCUSED: COMMISSIONERS FELDMAN and SINNOCK

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

2. Announcement Regarding: Compliance with Open Meeting Law

Minutes:

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

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

Minutes:

None.

4. For possible action to approve the Final Minutes by reference of the Special Meeting of September 29, 2022

Minutes:

CHAIR GOODMAN called for a motion.

Motion made by Robert Stoldal to Approve

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

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

5. **22-0639-CLC1** - Report by Kathy Nghe, Financial Analyst, City of Las Vegas Finance Department, regarding the Commission for the Las Vegas Centennial budget for Fiscal Year 2023

Minutes:

KATHY NGHE, Financial Analyst, City of Las Vegas Finance Department, reported on the budget, which has net assets of over \$6.3 million as of October 31, 2022, and she added that the sale of the Las Vegas Commemorative plate is holding steadily. At the last Commission meeting, it was asked if plates are cancelled due to low sales, and she found out that if they fall below 1,000, the sponsoring organization is notified at the end of the year. MS. NGHE submitted for the record a copy of a Statement of Budget Activities and an Active Vehicle and Motorcycle Special Plates Abstract.

Motion made by Robert Stoldal to Accept the report

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

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

6. **22-0377-CLC1 - ABEYANCE ITEM** - Discussion for possible action regarding approval of a grant request for \$99,000 by Las Vegas Apartments, LLC, for the costs associated with restoring the Safari Motel sign, located at 2001 Fremont Street - Ward 3 (Diaz), and authorizing the President to execute the Grant Agreement as approved by the City Attorney

Minutes:

FELICIA THOMPSON said she was seeking a grant on behalf of Las Vegas Apartments, and she displayed images of the sign in 1954, 1960 and 1970 and property restoration using a PowerPoint Presentation, a copy of which was submitted for the record. There were also images of signs in the surrounding area and a 1972 sign of the Safari Motel depicted in red.

SETH FLOYD, Director of the Community Development Department, said that the Chair had inquired about the status of the property. He explained that the owner received a temporary Certificate of Occupancy for the property, which was renovated, where Clark County wishes to provide a variety of social services with stays from 30 to 60 days. He informed the Chair that the County provided the funding and that the Commission is only being asked to provide funding for the sign repair. MS. THOMPSON countered that the owner provided the funding for the renovations, not the County.

COMMISSIONER ARNOLD asked if the ownership question regarding the sign was clarified since the last meeting. DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, explained that the grant agreement includes language making the owner responsible for maintenance for a 10-year period. Should the sign be taken down, the City would be offered first right to ownership.

COMMISSIONER COFFIN said this project has been ongoing for at least three years, and he asked MS. THOMPSON about the purpose. MS. THOMPSON replied that the property would be taken over by U.S. VETS to provide housing for veterans while they try to get back into society. They have a long-term commitment from U.S. VETS. The Commissioner regarded this as a good purpose.

COMMISSIONER CREAR said the Commission has supported a number of signs on Fremont Street, and he would like an inventory of remaining signs on Fremont Street to be renovated for the Commission to consider putting a plan together to get them up to par as part of the goal to beautify Fremont Street. Maybe they can present the owners with an incentive, possibly monetary. The Chair liked this idea and asked MS. SIEBRANDT if she could schedule a report on an agenda for the Commission to decide how to proceed. COMMISSIONER COFFIN said they should also create a basis for people to help themselves because the Commission cannot help everyone.

Motion made by Bob Coffin to Approve

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

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

7. **22-0628-CLC1** - Discussion for possible action regarding approval of Grant Modification Number 1, concerning Commission for the Las Vegas Centennial Grant Number 22-0150-CLC1 to the Economic Opportunity Board of Clark County for the costs associated with the production of a documentary film about the 50-year history of KCEP Radio Station, located at 330 West Washington Avenue, Suite 101, to extend the grant deadline from September 30, 2022 to March 31, 2023, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - Ward 5 (Crear)

Minutes:

CRAIG KNIGHT, General Manager of KCEP, and SOFIA MONROE, of Daymaker Productions, were present. MS. MONROE said they wanted to explain why the extension of time is needed for the project grant. Using a PowerPoint presentation, a copy of which was submitted for the record, MS. MONROE went over the revised schedule and said the extension from November to March 31, 2023, will allow for additional filming dates for interviews, events, b-roll and archive(s) retrieval, delivery and release of a feature documentary during Black History Month and marketing efforts. Since approval of the grant, they saw an opportunity to produce different story points, make different deliverables across social media, YouTube and in person to share the stories. Unfortunately, some of the elders they wanted to include could not participate due to illness or scheduling conflicts. Providing additional footage of KCEP sponsored events and KCEP teammates in the community making a positive difference, especially around the holidays, can add content production value. She showed images of flyers for past events KCEP has been involved in, and they would like to capture these for the documentary.

Speaking from experience, MS. MONROE said contingency time is needed to deliver the desired product. She added that extending the grant contract time will enable them to extend contract opportunities to multiple contractors, such as students from UNLV (University of Nevada, Las Vegas), Nevada State College and CSN (College of Southern Nevada), as well as some educational formats outside of the local market. MS. MONROE offered to answer any questions.

MR. KNIGHT said that as they do more research, they find more people and information to be included. They have also had difficulty connecting with several individuals residing out-of-state. CHAIR GOODMAN verified that there is no additional cost for the extension.

COMMISSIONER BRYAN confirmed with MS. MONROE that \$100,000 of the grant money has been committed, and the remaining balance is \$124,000.

COMMISSIONER STOLDAL commented that his concern is marketing, and he discussed with MR. KNIGHT their distribution plan, which is to push to air the documentary on KCLV Channel 2, Reno PBS and Vegas PBS, as well as to seek assistance from the Nevada Broadcasters Association, the African-American Public Radio Consortium and general manager friends in several venues. They are also hoping to put it on YouTube. The Commissioner said that when this matter comes back to the Commission, he looks forward to a report on the distribution plans.

COMMISSIONER CREAR attested to MS. MONROE and her team actively working to capture the information and document and engage the community. He believes once the documentary is finished, there will be so many other avenues to document in the West Las Vegas community, with KCEP housing the production of those stories for distribution. He emphasized that KCEP has played an important role in this community and has a rich history to tell.

CHAIR GOODMAN said that KCEP was the voice for the community. COMMISSIONER BROWN added that their work is clarifying some of the distorted history heard for many years about the Westside, and she likes that the documentary will be airing for Black History Month.

COMMISSIONER COFFIN recalled that KCEP had the largest audience, and he thought it used to broadcast on AM and FM radio. MR. KNIGHT said the station has always broadcasted on FM radio.

COMMISSIONER HELTON was very excited about the final product, and she asked for a link to the documentary. MR. KNIGHT added that the West Las Vegas Theater offered to show the documentary, so he

would like to have a premiere there for donors, and he was in discussions with Boulder Station to show it for the public at one of their theaters. COMMISSIONER CREAR said his office would be happy to help in promoting the documentary.

MS. MONROE was very appreciative of the opportunity to continue working on this project.

Motion made by Cedric Crear to Approve

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

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

8. **22-0629-CLC1** - Discussion for possible action regarding approval of a grant request for \$50,000 by Quiet Film for the costs associated with the production of a film highlighting the history of the downtown comedy club entertainment experience in Las Vegas, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - All Wards

Minutes:

CHRIS DeFRANCO, Quiet Film, has been producing content for 20 years locally, has worked with several stations and has created several films. During his travels, he realized the importance of Las Vegas to locals and to the world because of its reach, as well as to comedians because up until the '70s, there were quite a few venues to perform locally. He described comedians as cultural anthropologists because they study their craft, and are true artists. When he spoke with some of them at length, he realized they were historians to Las Vegas comedy because they transitioned between a coffee shop, comedy place and an arena. This is how he got the idea for his film "You're Gonna Laugh" to tell the story of how comedians helped move burlesque shows along.

Using a PowerPoint presentation, a copy of which was submitted for the record, MR. DeFRANCO explained that with this project, he would like to create a full-length feature documentary starting in the early '40s to present day to share the history and future of comedy. Comedians will be brought in to share their stories and what they know about history and tell it in their art form and what culture means to them. He will talk to hotel managers and their representatives. He would like people to understand how important it is to Las Vegas to support all the arts and culture, because too often comedy is excluded. He wants to establish that Las Vegas loves comedy.

MR. DeFRANCO said his involvement will be as a writer, producer and director, along with other people and entities listed on Slide 3, adding that they all have something to offer. He then went through the schedule: one month for pre-production, two weeks of production, two months of post-production and then promotion and distribution. The total budget is \$50,000. He said there is already some interest in showing the film because it relates to Las Vegas, noting that making this film is necessary because comedy has a strong presence in Las Vegas.

CHAIR GOODMAN asked where some of his work could be seen, and MR. DeFRANCO replied that some of his past work includes "Outdoor Nevada," Seasons 4 and 5, the documentary "Celebrating 30 Years of Discovery," his recently finished horror film, "Devil's Door," as well as commercials he has done for many years. His work is also on quietfilm.com. He also worked with ROBIN GREENSPUN on "The Zen Speaker" and a documentary that was recently released called "For Vegas." The Chair confirmed that MR. DeFRANCO has never asked for funding from the State film office.

As a person who has known MR. DeFRANCO for about 20 years, COMMISSIONER STOLDAL said he could attest that his work is superior. Nevertheless, he was concerned because this documentary needs to cover a period prior to 1982 to meet the historic requirement, and he was not aware of any comedy clubs in Downtown Las Vegas during the decades MR. DeFRANCO is including in his film. To his knowledge, the only comedian who came to downtown was JIMMY DURANTE, but that was to visit and not to appear at any venue. The El Cortez Hotel and Casino was the only place that had entertainment. MR. DeFRANCO assured him that Downtown Las Vegas would be the focus, while recognizing where people performed downtown in between other shows. COMMISSIONER STOLDAL persisted that the focus of the Commission is to fund projects relative to the City of Las Vegas history. Big names in comedy never appeared in Downtown Las Vegas. MR.

DeFRANCO alleged that in talking with people, including from the El Cortez, there were comedians who came downtown for specific shows. He assured the Commissioner that there is a deeper story.

COMMISSIONER STOLDAL asked about the distribution plan for this film, and MR. DeFRANCO replied that as soon as he secures funding for a project, he always starts with a social media campaign, including Instagram, Facebook (Meta) and Twitter. After establishing an audience through hashtags, he contacts multiple distributors, who subsequently receive the finished product. He also looks into international distribution opportunities through streaming platforms. The Commissioner understood there are many platforms, and said he just wants a specific list of distribution upon production completion. MR. DeFRANCO assured him that he would be happy to provide details about the film's distribution and marketing.

CHAIR GOODMAN commented that the Strip exploded in the '70s and comedians appeared from the Sahara Hotel and Casino and south of it. There were very few entertainers coming to Downtown Las Vegas, and the issue is that funding is limited to the city limits. COMMISSIONER STOLDAL said that after some research, he found that in the '40s, the El Cortez had entertainment, including comedians and bands. There was also the Carnival Room at the Fremont Hotel and Casino. Thus, he believes there is a story to tell. MR. DeFRANCO said that the El Cortez was a huge inspiration for him. The Chair said that her concern is the need to focus on Downtown Las Vegas to satisfy the grant requirements.

COMMISSIONER CREAR stated there is tremendous history in Las Vegas that needs to be told, but he did not believe \$50,000 would be a big enough budget to tell the full story. He suggested considering a Netflix series to tell the full story. COMMISSIONER STOLDAL felt that a \$50,000 budget would be enough to begin to tell the story, and he did not believe it would have the same quality as other projects they have funded for upwards of \$200,000. MR. DeFRANCO interjected that people come to him because he can make a \$1,000 project look like it cost \$10,000. COMMISSIONER HELTON pointed out that MR. DeFRANCO produced the documentary for the DISCOVERY Children's Museum, so she is aware of his capability, noting this Commission funded that project.

COMMISSIONER BRYAN said that COMMISSIONER STOLDAL could vouch for the quality of work, but he could not recall any comedy clubs in Downtown Las Vegas. MR. DeFRANCO discussed with the Commissioners when certain comedians became popular and marquis-worthy after they performed in rooms only, of which people are not aware. Many comedians started performing at lounges because of whom they knew. COMMISSIONER BRYAN concluded that the film would speak about individual performers who made an appearance in Downtown Las Vegas, and MR. DeFRANCO added that it would also speak to how Las Vegas helped support their art and craft.

COMMISSIONER COFFIN mentioned he has been in Las Vegas since 1951, and he is certain there were no comedy clubs downtown. MR. DeFRANCO agreed, but added that what he is trying to say is that comedians would use the audiences in Downtown Las Vegas to develop their craft. The Commissioner said he could support the project if it were for a study on the history of comedy in Downtown Las Vegas, but not as presented.

COMMISSIONER TRUESDELL agreed that there were no comedy clubs in Downtown Las Vegas, and he did not believe the proposal met the requirements for a grant by this Commission.

CHAIR GOODMAN suggested bringing back a specific list. COMMISSIONER STOLDAL interjected and said that the phrase causing apprehension among the Commissioners is "comedy club"; therefore, he withdrew his previous motion for approval and opted to hold this matter until the next meeting for revisions and a presentation.

Motion made by Robert Stoldal to Hold in Abeyance to 1/23/2023

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

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

9. **22-0506-CLC1** - Discussion for possible action regarding approval of Grant Modification Number 1, concerning a Commission for the Las Vegas Centennial Grant to the Junior League of Las Vegas (CLC-77390) for the costs associated with the Las Vegas History Education Mini-Grants Project, to extend the grant deadline from August 31, 2020 to May 31, 2023, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - All Wards

Minutes:

STEPHANIE LOWREY-WILLSON, President, and TYA MATHIS-COLEMAN, Executive Vice President, Junior League of Las Vegas (JLLV), were present. MS. LOWREY-WILLSON used a PowerPoint presentation, a copy of which was submitted for the record, to provide an update on the grant they received in 2020. As a matter of information, she said JLLV promotes volunteerism, develops women's potential and helps improve the community. They do this through their Education Grants Committee, which annually awards CCSD (Clark County School District) teachers between \$20,000 and \$30,000, including the Commission for the Las Vegas Centennial grant money. In 2018, JLLV started awarding mini-grants to enable educators to promote historical interests and programs among the students. From 2019 to 2020, the program was paused due to the COVID-19 pandemic. Fortunately, COMMISSIONER HELTON advised them to pivot and offer field trips for CCSD students to Springs Preserve Boomtown and the Nevada State Museum. The tickets to these venues are donated, and they use the remaining grant funding to pay for transportation costs.

COMMISSIONER HELTON said the Springs Preserve is amazing, including what they have done with the cottages. The field trips provide a wonderful opportunity to maximize funding and educate the students.

Motion made by Hannah Brown to Approve

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

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

10. **22-0630-CLC1** - Discussion for possible action regarding approval of a grant request for \$185,000 by the Nevada Preservation Foundation for the costs associated with the planning and running of the Home + History 2023 Event, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - All Wards

Minutes:

STEVEN SPANN, Executive Director of the Nevada Preservation Foundation (NPF), introduced the item and said he was excited about the presentation, noting their attempt to expand the Home + History program to bring heritage tourism to Las Vegas because it is a big attraction.

AMY RAYMER, Program Director and Secretary to the NPF Board, and SUZEY VAN NESS, Program Manager for the Home + History event, shared in presenting a PowerPoint presentation, a copy of which was submitted for the record.

MS. RAYMER explained that Home + History is the celebration of Southern Nevada's history by fostering historic and important architecture in Las Vegas, while mixing in education and fun. MS. VAN NESS added that in 2015, NPF started offering the Vintage Vegas Home Tour, which provided an opportunity to promote the message of historic preservation within the City of Las Vegas. Heritage tourism is the fastest growing segment of tourism and generates over \$160 billion annually for the United States of America, and 73 percent of millennials want it in the community. It provides an authentic experience that communicates the importance of sustainability in the community. Heritage tourism is what Las Vegas needs to meet its tourism goals, while creating energy, relevance and conversation around Las Vegas' heritage and preservation needs. Since 2015, NPF and local historians have led the way in heritage tourism by offering tours and experiences that focus on Las Vegas' history, unique architecture and iconic personalities.

From 2015 to 2019, the event grew by 25 percent, and since the end of the COVID-19 shutdown, NPF regrouped and established a goal of expanding the event at least by 35 percent through 2027, which will require

an 80 percent sellout rate for 2023, which they have accomplished over the past five years. With continued support from the Commission, they hope to meet their goal and bring nearly 6,500 people to the City of Las Vegas to celebrate its heritage.

MS. RAYMER said that the majority of their programming features Las Vegas through their tours. The Ride + Talk event offers two bus tours through the Rancho Drive and Alta Drive mid-century homes. Walk + Talk offers six traditional walking tours, and they have added a new undisclosed neighborhood in the downtown area. Bike + Talk has two bike tours that were put together in partnership with the RTC (Regional Transportation Commission). Sip + Talk will soon offer a walking pub-crawl tour on Main Street that will feature stories about adaptive reuse of buildings. It will include a Morelli House tour and a Historic Las Vegas High School neighborhood tour. Sip + View includes a cocktail party. Drive + View will roll out tours offered with the STQRY App during Home + History. The tour Across the Tracks features Rancho Circle and Historic Westside. Their biggest tour of 2023 will be the 8th Annual Vintage Vegas Home Tour, which will provide the opportunity to walk inside the most iconic homes in local neighborhoods. They hope to sell from 300 to 380 tickets for this event and include 10 to 12 homes. They will offer a Q&A session with homeowners after the tours.

MS. VAN NESS indicated NPF's use for the past eight years of the local company Vivitiv Brand Communications for their marketing plan has been a big part of their success. They use social media, digital media, earned media, outdoor in-kind and media partnerships. Through all their tour surveys, they have found that people find out about their tours through digital advertising, which helps in using their marketing dollars more effectively. They target locals, Nevadans and out-of-staters. In 2019, prior to the pandemic, 18 percent of event attendees were not locals, and since they are back on track post-pandemic, they want to grow their events by 25 percent yearly.

In terms of data collection, MS. RAYMER commented on the various modes they use to survey guests in order to identify and address guest issues. For the Home + History Las Vegas 2022 event, they sold out 70 percent of the events a week prior. An exit survey indicated the four main areas of interest are architecture, interior design, historic preservation and history. The home tour was favored by 92 percent of respondents, and 95 percent of the attendees rated the events as excellent and very good.

They are working to restart discussions with Docomomo US, which focuses on modern architecture, to create a Nevada Chapter. In 2019, Docomomo US awarded the NPF for its Uncommon Las Vegas event, which focuses on modern architecture. Having a Nevada Chapter will give them national exposure.

What they have offered so far for the Home + History event has worked well, but they have reached the point of having to develop new content to attract more people. With a grant from the Commission for the 2023 Home + History event, they will cover the costs for a project manager, content development, project supplies and materials, advertising, design services, marketing and content consulting. The costs for each of those areas were broken down on Slide 13. Additionally, they secured the OAG (Outside Agency Grant) from Clark County for \$15,000.

MS. RAYMER emphasized and summarized that NPF's goal is to expand and be the leader in heritage tourism in Southern Nevada. She assured the Commissioners that they make sure the Commemorative Plate is prominent in their advertising to encourage people to purchase it to raise revenue for more projects.

COMMISSIONER ARNOLD asked for the grant amount requested by NPF in past years for this event, and DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, replied that it has been between \$25,000 and \$35,000.

CHAIR GOODMAN discussed with MS. VAN NESS that NPF will pay the Las Vegas Metropolitan Police Department (Metro) to provide off-duty officers for security.

COMMISSIONER MILLS inquired about how much would be raised through ticket sales and whether that amount could be deducted from the total grant request for \$185,000. MS. RAYMER explained that what they are hoping to do is use the money from ticket sales to help fund future events so they do not have to ask for such a large amount of funding. COMMISSIONER STOLDAL affirmed this and observed that ticket sales revenue is projected at \$40,000. MR. SPANN interjected that their goal is to expand the event, similarly to Modernism Week in Palm Springs, which generates a lot of money for them. When they were contemplating

this, they had to decide on keeping the status quo or expanding it and creating something different and special, for which they need more money up front. COMMISSIONER STOLDAL said they were on the right track, noting that he just wanted to clarify projected dollars. He mentioned that through historic surveys, some great properties are being discovered to consider for inclusion. Regarding the Liberace Mansion, he pointed out that it is not within the City limits. MS. RAYMER explained that it was mentioned from past events to demonstrate what they have done. She added that in 2019, they held an event at Binion's, and they hope to replicate it. MR. SPANN asserted that 93 percent of the budget is dedicated to events within the city limits. COMMISSIONER STOLDAL said they were well on the right path until the pandemic.

COMMISSIONER BRANDENBURG asked about the target for 2023, to which MS. VAN NESS replied that 80 percent sell out would be 1,840 tickets and 100 percent would be 2,300. MR. SPANN explained that the funding is representative of project scaling and what they think will be needed to expand the event. They will carry forward what they feel makes the event successful.

CHAIR GOODMAN asked for a security plan.

Motion made by Robert Stoldal to Approve

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

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

11. **22-0631-CLC1** - Discussion for possible action regarding approval of a grant request for \$259,005 by Heather Caputo Productions for the costs associated with the production of a film highlighting the history of Helldorado Days in Las Vegas, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - All Wards

Minutes:

At the request of CHAIR GOODMAN, DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, reported that the City is in the process of trying to obtain the name "Helldorado," and it is being researched by the City Attorney's Office to ensure it can be obtained for future use. It has been offered to the City without any strings, other than the legal documentation needed. The Chair thanked COMMISSIONER BRYAN for his efforts in making it possible to obtain the name.

HEATHER CAPUTO and DAN JACOBS, owner and operator of Mr. Camera, Inc., which was founded by his father in 1981, were present. MS. CAPUTO has lived in Las Vegas for 17 years and worked at Vegas PBS as a producer, director and writer, and she has received many awards and recognitions. The documentary she wishes to produce is "The Road To Helldorado: Las Vegas Days," and it would explore how the western-themed Las Vegas Days event represents the City's efforts to maintain an identity, a history and a sense of community in a place famous for imploding its past.

MR. JACOBS has a list of prominent clientele, and he only uses local talent in his business. Because he was born and raised in Las Vegas and attended Helldorado Days, he is very excited about this project.

MS. CAPUTO said history projects are her passion, and she feels that with MR. JACOBS' experience, the proposed documentary will be a great value for the City. She promises to produce an action-packed documentary about people, Las Vegans, those who helped Helldorado Days and Las Vegas Days become what they have become, as well as live action. The program fits the requirement for the grant. Regarding finances, MS. CAPUTO explained that when she first applied for the grant, her company was not yet funded, but that has since changed.

MS. CAPUTO commented that she and MR. JACOBS filmed the 2022 rodeo, and they intend to keep filming to have the documentary completed in time for the 2023 rodeo to use for its promotion. They used some of the footage from the 2022 rodeo to prepare a promotional video. The video was shown during the meeting, but a link to the video was not provided nor a copy. The audio can be heard by watching the video for this item.

COMMISSIONER BRYAN said Helldorado was much more than a rodeo and second only to Christmas, and Helldorado Village was a big part of the parade. The video only showed promotion of the rodeo, which was not as important as other aspects, such as the Whiskerino contest. Helldorado was a huge event that attracted the involvement of Hollywood.

COMMISSIONER STOLDAL pointed out that the presentation went as far back as 1935, at which time there was no rodeo. The video is wonderful for marketing, but he wondered if it is supposed to be a history of the Elks Helldorado in Las Vegas, noting that Helldorado was created to pretend to go back to 1850 and not to celebrate the history of Las Vegas, which was an effort for the Centennial Celebration. He emphasized that he would prefer the true story of Helldorado, which initially was supposed to be a one-year fundraiser for the Elks to build a lodge, and it continued because it was so successful.

MS. CAPUTO said she loves history and assured the Commissioners the story will be about Helldorado going back to 1935, and added that she is aware of the arguments that lead up to present day. She said the content of the video will be the cherry on top for the project. COMMISSIONER BRYAN did not feel the essence of Helldorado was captured. MS. CAPUTO advised him that she intends to interview people. The video just shows what they collected at the Las Vegas Days Rodeo. CHAIR GOODMAN said it threw people off.

COMMISSIONER STOLDAL referenced and asked what is meant by the comment, "I don't think this documentary should be behold to other individuals or companies. If that's a problem, I will discuss it when necessary." MS. CAPUTO explained it was about the possible need to get additional funders, because she did not want to be behold to funders, which she feels would hinder her vision for the documentary.

COMMISSIONER ARNOLD said Helldorado has always been challenging for this body, so he opted to hold this matter in order to give MS. CAPUTO and MR. JACOBS the opportunity to bring back a more detailed narrative that will gain more support. He noted that COMMISSIONERS BRYAN and STOLDAL are experts in the history of Helldorado, and he recommended they contact the Commissioners for ideas that may ease the Commissioners' concerns and gain more support. COMMISSIONER STOLDAL agreed with the suggestion to hold this matter.

Motion made by Ryan Arnold to Hold in Abeyance to 1/23/2023

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

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

12. **22-0637-CLC1** - Final report by Jennifer Kleven, Senior Development Officer, and Stephen Siwinski, Curator and Exhibitions Designer, from The Neon Museum, located at 770 Las Vegas Boulevard North, regarding the completion of the "Duck Duck Shed" event, funded by the Commission for the Las Vegas Centennial - Ward 5 (Crear)

Minutes:

JENNIFER KLEVEN, Senior Development Officer, MIKE DINI, Director of Communications and Marketing, and STEPHEN SIWINSKI, Curator and Exhibition Designer, introduced themselves and shared in providing a report using a PowerPoint presentation, a copy of which was submitted for the record. MS. KLEVEN said AARON BERGER, Executive Director of The Neon Museum, who could not attend, had a video message; however, due to technical difficulties, only a portion of it displayed. MS. KLEVEN continued with the presentation and started with a video of commentaries from attendees regarding the success of the "Duck Duck Shed" event. Copies of the videos were not submitted for the record, but they can be heard by watching the video for this item. MS. KLEVEN emphasized that they were able to leverage the funds received through the grant for this project with their sponsorships from Allegiant, the Las Vegas Convention and Visitors Authority and PUNCH Architecture,

MR. DINI reviewed the marketing modes on Slides 5-15 that included paid search advertising on the web, through social media pages such as Facebook and Instagram, ad displays in Style Mag, Palm Springs Life, Vegas PBS and Vegas Magazine. Using geofencing marketing, they targeted visitors in the La Concha, where The Neon Museum Visitors' Center is located, and their largest ticket sales were during the week leading up to the event. They also had articles in Forbes and Palm Springs magazines. They found that the logo "Duck Duck

Shed" sparked a lot of curiosity and brought over 3,200 website visitors, which is very good for an unknown name, and they believe it will grow to become a popular annual event. In summary, MR. DINI felt the presentation and marketing were well received.

MS. KLEVEN took over the presentation and recapped the events offered during the course of four days: The exhibition, Denise Scott Brown: Wayward Eye at City Hall Gallery, a kickoff event under a historic sign, four educational panels, four History by Helicopter sessions, four architecture tours of the Neon Boneyard, five walking tours of Fremont Street and seven home tours of Siegfried and Roy's Jungle Palace.

MR. SIWINSKI continued and said panels of photographs by MS. BROWN were displayed in the City Hall Grand Gallery. He explained that she coined the phrase, "duck versus the decorated shed," and a crew was sent to her home in Philadelphia to record oral histories for the collection, which was used for a visual conversation for the photographs, ranging from 1960 to 1972. This exhibition attracted many visitors, all of which expressed 100 percent satisfaction, and two of the main comments were that they hope for a larger exhibition in the future and that the impact of MS. BROWN is helping others see Las Vegas as a paradise of innovation and creativity. MS. KLEVEN said this exhibition was done in partnership with and loan from UNLV (University of Nevada, Las Vegas). MR. SIWINSKI added that they also had items from The Neon Museum's collection, such as ashtrays and postcards of Downtown Las Vegas, for people to see.

MS. KLEVEN commented that their first educational experience was called "A View from Flamingo Road" by ALAN HESS at the Circa Legacy Club, for which some of the comments received were: Las Vegas architecture is all about innovation, experimentation and freedom, as well as that it was very interesting and they liked the listening devices and slides on phones and felt they should be used elsewhere. The Fremont Street Walking Tour provided access to a historic room at the Golden Gate Hotel and Casino. The educational session "Two Perspectives of Paul Revere Williams" was also held at the Circa, and people were surprised to learn about this influential architect in Las Vegas history and that he had done so much residential work in Nevada. "The Gilded Cage: The Psychology of a Casino" session featured four architects in conversation explaining casinos. People felt it was very educational and wanted a longer session.

MR. SIWINSKI reviewed the "Denise Scott Brown: Reflections" session and explained that snippets of the oral history interviews with MS. BROWN were used by architects to speak to the relevance of her book and why it is still taught in almost every school of architecture throughout the world. People felt hearing the stories was special and that she helped shape Las Vegas into what it is.

MS. KLEVEN said the Siegfried and Roy Jungle Palace Home tour was well received and had almost 200 visitors. MR. SIWINSKI said that people who knew them well provided oral histories. MS. KLEVEN went through some of the comments received on Slide 23.

MS. KLEVEN went over attendance. They served more than 2,800 throughout the weekend. There were over 900 ticket sales, with 57 percent of the programs sold out. Fifty percent of the visitors were from Southern Nevada and 21 UNLV students entered free. There were also visitors from across the country, from Canada and from Australia. MS. KLEVEN said they stayed on budget and had ticket revenues in excess of \$36,000. She noted that people are very interested in this program and it received high marks.

COMMISSIONER COFFIN questioned the name "Duck Duck Shed." MR. SIWINSKI explained that MS. BROWN, ROBERT VENTURI and STEVEN IZENOUR studied Las Vegas architecture and wrote a book, which presented architectural structures, as a "duck" building and a "decorated shed," which is where they got the concept, but they decided to have some fun and name it "Duck Duck Shed." COMMISSIONER COFFIN still did not understand the concept, and CHAIR GOODMAN added that she was as perplexed about it when she first heard it. COMMISSIONER BRYAN noted that the only part he understood about it is that it has been successful, and he supported that.

COMMISSIONER STOLDAL asked them to comment on what they learned not to do in the future. MR. DINI replied that the event should definitely be independent of others, because they confused visitors by running it in connection with The Neon Museum's 10-year anniversary. Since it was previously mentioned there was a collaboration with the Nevada Preservation Foundation (NPF) on the Home + History event, the Commission

asked if they are making sure there is no overlap, as he believes the two events are fantastic and should be separate. MS. KLEVEN said they welcome the collaboration. AMY RAYMER of NPF was the moderator for the "Two Perspectives of Paul Revere Williams" session.

CHAIR GOODMAN appreciated the report and said MR. BERGER has done fantastic work since he came to Las Vegas.

13. **22-0640-CLC1** - Discussion for possible action regarding approval of funding in the amount of \$290,598 to Boyd Productions to produce the next installment of the documentary film series, "The City of Las Vegas: The Sixties," covering the years 1960-1969 - All Wards

Minutes:

Using a PowerPoint presentation, a copy of which was submitted for the record, DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, reported that Boyd Productions submitted its proposal for the 1960s documentary, which will cover the years 1960 through 1969 and the events that rocked the country and impacted Las Vegas in various ways, such as the Civil Rights movement and the Vietnam War, as well as pop culture and the modern-style of City Hall. The outline for the scripts will be vetted by a working committee made up of members of the Commission for the Las Vegas Centennial. The plan is to release the documentary film in 2024 for the City's birthday.

COMMISSIONER STOLDAL said the documentary should focus on the City of Las Vegas and its development, community and Fremont Street, not HOWARD HUGHES, who came to Las Vegas in 1968 and had zero impact in the '60s, FRANK SINATRA or JUDY GARLAND as mentioned in the outline. Perhaps they could be included by reference, but not as topics.

Motion made by Robert Stoldal to Approve

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

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

14. **22-0641-CLC1** - Discussion for possible action regarding approval of the 2023 Commission for the Las Vegas Centennial Meeting Schedule

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, referred to the meeting schedule for 2023 in the backup documentation and said that the only meeting that had to be scheduled for a non-regular meeting date is in September due to a conflicting holiday.

Motion made by Robert Stoldal to Approve

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

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

15. **22-0642-CLC1** - Report by the Community Development Department regarding the Commission for the Las Vegas Centennial grant guidelines

Minutes:

CHAIR GOODMAN questioned the name Community Development Department, and SETH FLOYD, Director of the Community Development Department, explained that it was changed because the Planning and Building and Safety departments were merged.

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, reported that this item was suggested by COMMISSIONER CREAR for the Commission to extend grants, which carry a 12-month completion period from date of grant issue. If an extension is necessary, a letter by the applicant must be

submitted explaining the reason and must appear before the Commission to justify the request. The suggested change contemplates a two-year maximum extension period, which requires an amendment to the guidelines. COMMISSIONER CREAR explained that his suggestion was to fund recurring projects for more than one year so that the applicants for those can rely on the funding and not have to keep coming to the Commission annually, unless it is to give a status report. CHAIR GOODMAN said it would save time, but she asked for a legal opinion on how to make the change. DEPUTY CITY ATTORNEY VAL STEED said that unless the Commission approved the guidelines initially, MS. SIEBRANDT could change them.

Based on the conversation, COMMISSIONER ARNOLD asked if MS. SIEBRANDT had represented she did not feel comfortable funding projects beyond two years. COMMISSIONER CREAR felt the Commission has the discretion, as they could always pull the funding should something happen. To COMMISSIONER STOLDAL, MS. SIEBRANDT mentioned that Parts 4 and 5 of the documentary series were funded together through a special grant request, so the Commission has the option to approve funding for more than one year if requested.

COMMISSIONER BRYAN did not feel a policy change was necessary and that the Commission could decide project by project. As a matter of example, COMMISSIONER CREAR wondered if projects could be approved for \$150,000 for up to three years. MS. SIEBRANDT said not as written in the guidelines because the completion timeframe is one year, unless an extension is requested and approved. COMMISSIONER STOLDAL cited the Home + History event, and asked if it could be funded for three 12-month periods, and COMMISSIONER HELTON felt they could specify an amount for each year. COMMISSIONER ARNOLD suggested amending the grant requirements to include a category that gives the option to ask for funding for more than one year and just have the Commission vote on a language tweak. CHAIR GOODMAN said the Commission has the ability to do that.

COMMISSIONER STOLDAL thought the Commission approved the guidelines. He added that in preparing for this meeting, he noticed detailed bullet points about how the Commission handles book publishing and artwork, but no details about documentaries. He said he would be forwarding some proposed comments for documentaries. CHAIR GOODMAN asked that they be forwarded to MS. SIEBRANDT in time for the meeting in February.

16. **22-0643-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, reported that she attended the National Finals Rodeo and it was enjoyable. Referring to a PowerPoint presentation, a copy of which was submitted for the record, she reported that the projects in progress are KCEP, Biltmore Bungalows Survey, Charleston Heights Neighborhood Survey, UNLV (University of Nevada, Las Vegas) Asian American and Pacific Islander Oral History Project, City Clerk's Archives Digitization, Junior League Educational Mini Grants, Las Vegas Days 2023 Parade, Motel Signs Refurbishments and the City of Las Vegas: The Fifties (Part V) Documentary Film.

The Par-A-Dice neon sign was installed on Las Vegas Boulevard just north of Oakey Boulevard. Slide 3 provided a list of signs that are to be installed along Las Vegas Boulevard in upcoming months, in accordance with the list GINA VENGLASS, Assistant City Engineer, presented at previous meetings.

STANLEY ARMSTRONG passed away in October. The Commission funded some of his projects, and he had submitted a grant request, which was pulled, for a Woodlawn Cemetery documentary, which hopefully the producers will take on and proceed with it.

MS. SIEBRANDT wished everyone Happy Holidays.

17. **22-0644-CLC1** - Discussion regarding topics for future agenda items. Comments made during this portion of the agenda by individual members shall refer solely to proposals for future agenda items and any discussion

shall be limited to whether or not such proposed items are within the purview of the Commission and/or whether such proposed items shall be placed on a future agenda. No discussion regarding the substance of any such proposed topic shall occur and no action shall be taken.

Minutes:

CHAIR GOODMAN asked if there were any suggestions.

Given the sensitivity of some projects, such as Helldorado, COMMISSIONER ARNOLD asked if the Commissioners could give advice to the applicants before the meeting. Moreover, COMMISSIONER STOLDAL asked if it would be appropriate to send out a list of questions to applicants to be prepared to answer. He would send the list after the agenda posts. CHIEF DEPUTY CITY ATTORNEY VAL STEED said it would be appropriate as long as they are sent to DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, to share with the applicant. MS. SIEBRANDT said proposal narratives are often revised before the meeting to meet the guidelines. Additionally, she advises applicants before the meetings to be prepared to answer questions, given the expertise of the Commissioners.

18. **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 HELTON said she saw Centennial license plate souvenirs being sold in a gasoline station in California and thought the Commission should consider doing the same.

CHAIR GOODMAN thanked staff and the Commissioners.

19. **Adjournment**

Minutes:

The meeting was adjourned at 4:51 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 NOTICING STANDARDS AS OUTLINED IN NRS 241.020:

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