



Commission for the Las Vegas Centennial Minutes

1. Call to Order and Roll Call

Minutes:

Prior to calling the meeting to order, CHAIR GOODMAN welcomed COMMISSIONER DIAZ to the Commission. She also acknowledged ASSISTANT CITY ATTORNEY JEFF DOROCAK. MR. DOROCAK stated that he would be taking over as legal counsel for the Commission for the rest of the year, as CHIEF DEPUTY CITY ATTORNEY VAL STEED was working on legislative matters. At the request of the Chair, he shared that he is from Cleveland, Ohio, and moved to Las Vegas in 2012. He has worked for the federal and state governments and the City of Las Vegas since 2014. He completed his undergraduate studies at the University of Notre Dame and completed law school at Ohio State University.

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

PRESENT: CHAIR GOODMAN and COMMISSIONERS BRYAN, STOLDAL, BROWN, COFFIN, HELTON (excused until 2:39 p.m.), SINNOCK, MOWBRAY, TRUESDELL, CREAR, MILLS (excused until 2:19 p.m.), PRATO and DIAZ

EXCUSED: COMMISSIONERS ARNOLD and BRANDENBURG

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

2. Announcement Regarding: Compliance with Open Meeting Law

Minutes:

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

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

Minutes:

None.

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

Motion made by Robert Stoldal to Approve

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

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

5. **22-0629-CLC1 - ABEYANCE ITEM** - 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:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, said the applicant was not able to make this meeting; therefore, she recommended holding this item in abeyance to the meeting of March 27, 2023.

Motion made by Robert Stoldal to Hold in Abeyance to 3/27/2023

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

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

6. **22-0631-CLC1 - ABEYANCE ITEM** - 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:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, requested to strike this item, as the applicant submitted a new application, which is Item 7.

See Item 7 for related discussion.

Motion made by Hannah Brown to Strike

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

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

7. **22-0734-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:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, said the applicant was at the November meeting and presented on the documentary she would produce; however, the Commission asked for a different viewpoint. The applicant conducted more research and submitted a new application that is more in line with what the Commission requested.

HEATHER CAPUTO was present with DANIEL JACOBS, Mr. Camera, Inc., and said that Helldorado Days represented Las Vegas at its best and brought people together for many years. Through the use of a PowerPoint presentation, a copy of which was submitted for the record, she discussed her proposal for an hour-long documentary that would explore the history of Helldorado Days from its start in 1935 to the Centennial Celebration in 2005. She would produce the documentary with MR. JACOBS.

MR. JACOBS said that he is a native of Las Vegas, and it was an honor to partake in this project. MS. CAPUTO shared a short video, a copy of which was not submitted, to serve as an example of the format and the look of the documentary that would be produced.

After the video was shown, MS. CAPUTO stated that she intends to gather information from interviews to bulk up the narrative and story as a whole. The program would contemplate what was happening in Las Vegas in 1935 and Helldorado Days was a good fit at the time. They would also explore the role of the Chamber of Commerce, the Elks Lodge #1468, powerful city leaders, and Las Vegas residents. The program would also explain the origins of the event's name and examine how successful it was in attracting tourists. Additionally, they would explore the rodeo and its success and why Helldorado was allowed to continue during World War II when other celebrations were cancelled. The documentary would also explore the problems that arose in the 1950s and 1960s and how they effected the event. The documentary would question the successfulness of the return of Helldorado Days for the Centennial Celebration and what it meant to citizens. One segment will play within the documentary a number of times, and MS. CAPUTO plans to interview longtime residents for their take on Helldorado Days. MR. JACOBS commented that MS. CAPUTO does the writing, and he ensures the video looks and sounds good. He informed the Chair that he attended Green Valley High School in 1999 and studied broadcast journalism at UNLV (University of Nevada, Las Vegas).

CHAIR GOODMAN asked for the timeline, should the grant be approved. MS. CAPUTO hoped to start in February and planned to finish by November.

COMMISSIONER STOLDAL said the credentials of both individuals are impeccable, and their work speaks to that. The challenge for him is to tell the story of Helldorado as it was. He noted the event was not created for tourists but was created initially to fundraise for the Elks to build a lodge. Helldorado became very important to the community, but it was also important to the Elks. During World War II, it served as a form of patriotism. He noted that Helldorado was created to recreate a mythical time from the 1850s, and it did not focus on the history of Las Vegas until the Centennial Commission funded it. The Commissioner was glad that the project was moved from a docudrama to a real documentary.

COMMISSIONER CREAR wondered about the difference between Items 6 and 7, to which MS. SIEBRANDT explained that Item 6 was an abeyance; however, the project changed drastically, so a new application was submitted and Item 6 was stricken.

After the vote, COMMISSIONER BRYAN asked if MS. CAPUTO would confer with the Commissioners regarding the script, and MS. CAPUTO said she would be happy to do so.

See Items 6 and 9 for related discussion.

Motion made by Richard Bryan to Approve

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

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

8. **22-0731-CLC1** - Discussion for possible action regarding approval of a grant request for \$200,000 by The Neon Museum for the costs associated with the planning and running of the Duck Duck Shed: Celebrating Las Vegas Architecture, Design, and Culture 2023 four-day event to be held in the fall of 2023, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - All Wards

Minutes:

AARON BERGER, Executive Director, and BRUCE SPOTLESON, Deputy Director, of The Neon Museum, were present. MR. BERGER reviewed a PowerPoint presentation, a copy of which was submitted for the record. The Neon Museum was thrilled that there was a total of 3,200 attendees over four days for the 2022 Duck Duck Shed event. Those attendees came from four countries and 27 states, and 50 percent were from Southern Nevada. Thirty-one original and individual programs were presented, and 57 percent of those sold out. National media attention was received, acknowledging Las Vegas as a destination for architecture and design. Lastly, he noted that 97 percent of those who attended asked for the event to be an annual offering.

This year, they are looking at over 30 programs and are currently in the planning stages. The event will be four days with the possibility of a fifth day, and the event will begin mid-week. Last year, the event was held Thursday through Sunday over Halloween weekend in order to include Nevada Day; however, this year, they would like to

begin at the beginning of October, starting on Wednesday through Saturday or Sunday. Prices will range from free to high-dollar, and there will be a continued emphasis on local and visitor attendance with the desire to expand the Las Vegas story through the lens of architecture, design, and culture. A photo was shown of ALAN HESS, a world-renowned author and architectural historian, who has written 24 books on stories of architecture and spoke at the Legacy Club, which was very well received. This year, admission will be free, and there will be a three-month exhibition in conjunction with Cultural Affairs in the Grand Gallery, encouraging more visitation to City Hall. They are also in negotiations with industry experts for panel discussions, as well as people locally who have built or are in the process of building properties. They are also putting an emphasis on the voices of women and people of color in the panel lineup. MR. BERGER said they would like to expand their offerings to include the visual and culinary arts by offering an art crawl and buying out a restaurant in the Arts District.

Lastly, he reviewed event partners which include the AIA (American Institute of Architects), the LVCVA (Las Vegas Convention and Visitors Authority), and UNLV (University of Nevada, Las Vegas) College of Fine Arts and Lee Business School. An advisory panel has been established and includes CHERIE BUSTAMANTE, CRAIG GALATI, ROBIN GREENSPUN, BARBARA MOLASKY, ERIC STRAIN, and GILLIAN WYNN.

MR. BERGER reviewed statistics regarding the anticipated audience for the 2023 event, noting in 2022, they had a goal of 1,500 attendees and had 3,200 attendees. In 2023, they hope to reach 3,500 attendees and remain with 50 percent local and 50 percent tourist base. This year, they will also focus marketing on architectural schools, and he listed those from the PowerPoint slide and pointed out the target markets highlighted in yellow.

He reviewed the budget, stating that they will expand the website and will have a separate ticketing system, making it easier for visitors to sign up. They have also begun marketing efforts earlier than they did last year in order to attract the audience they are looking for. The total budget is \$304,000. Post-event e-mail surveys will be conducted, as well as written surveys after each session, and staff will conduct short interviews with attendees. Additionally, they consider the number of tickets sold for each session. He asked the Commissioners to join the event, as it is a great celebration of history.

COMMISSIONER STOLDAL said he looks to the Commission's responsibilities, which are to commemorate, educate and preserve the history of Las Vegas. He asked how Duck Duck Shed will serve in preserving history and wondered if the sessions will be available on the website. MR. BERGER said that is something they are exploring for this year, noting they did not make any of the panel discussions available online last year because there is a fee attached to them; however, they are archived and are being used as oral histories. The Commissioner asked if anything would be available on the website for those who are unable to attend in person, to which MR. BERGER replied affirmatively.

COMMISSIONER STOLDAL wondered if there was anything MR. BERGER learned from the first event that was not successful. MR. BERGER said they were pleased to offer the concept of aerial, coach, and walking tours, but people wanted walking tours and to visit properties. Lastly, he informed the Commissioner that their attendance goal for this year is 3,500, which he believed they could achieve, if not exceed.

MR. BERGER told CHAIR GOODMAN that they are currently finalizing dates but will rely on the LVCVA to help pick dates to fill a gap. The assumed dates are October, 4-7, 2023. The Chair also asked where he thought they can seat the largest number for a panel discussion. MR. BERGER considered the Fifth Street School and said the largest session had 150 people. CHAIR GOODMAN mentioned The Expo at World Market Center, Circa Resort and Casino (Circa) has 35,000 feet of convention space, and the Plaza Hotel and Casino (Plaza) has an entire second floor. MR. BERGER informed the Chair that they created room blocks and partnered with the Plaza, Circa and the Golden Gate Hotel and Casino; however, a lot of people did not take advantage of that. The Chair added that there is the Downtown Loop to get around.

COMMISSIONER CREAR congratulated MR. BERGER on getting his old friend, MS. WYNN, engaged. He said he understands what Duck Duck Shed does but also noted the Nevada Preservation Foundation hosts the Home + History Las Vegas, which celebrates architecture as well. He asked about the differentiation between the two. MR. BERGER said Home + History Las Vegas focuses on mid-century modern and specific periods of residential architecture. Duck Duck Shed is focused on the architecture of Las Vegas and how it has changed the face of the city. They also focus on culinary arts, mixology, and how history can be brought into contemporary life.

Subsequent to the vote, MR. BERGER said the Commissioners would be sent invitations, and he hoped they would attend.

See Item 9 for related discussion.

Motion made by Robert Stoldal to Approve

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

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

9. **23-0003-CLC1** - Final report by Michele Evans, Director of Sales, Catering & CORE Arena with the Plaza Hotel and Casino, regarding the completion of the 2022 Las Vegas Days Rodeo event, funded by the Commission for the Las Vegas Centennial and held at the Core Arena, located at 324 South Main Street - Ward 5 (Crear)

Minutes:

JONATHAN JOCELYN, CEO (Chief Executive Officer) of the Plaza Hotel and Casino (Plaza), introduced NATASHA WHITE, Director of Marketing, and MICHELE EVANS, Director of Sales, Catering, Rodeo and Arena. He thanked his team for what they did for the Las Vegas Days Rodeo and said it was a pleasure to see those present for Items 7 and 8, as the Plaza is proud to be a part of those events. MR. JOCELYN stated that a video, a copy of which was not submitted, would be shown to provide a recap, noting that funding for two years would be appreciated to be able to plan in advance. MS. EVANS added that the video would recap the 2022 event, which she thought was spectacular, noting they would review their kept promises.

MS. WHITE thanked HEATHER CAPUTO for providing the video. She then reported that last year's turnout was great, and they used the same ticketing system for RSVPs, and although they were free, there was a high demand for these tickets to the point where the headcount had to be capped.

MS. EVANS said the rodeo is a two-day performance; however, there are two days of slack because of the number of contestants. Contestants come from as far as Canada and Brazil, noting they work closely with the PRCA (Professional Rodeo Cowboys Association) and the WPRA (Women's Professional Rodeo Association) because the event is sanctioned. Rodeo Queens, Miss Reno Rodeo and Miss Rodeo Nevada, were in attendance.

MS. WHITE stated that CHRISTEN SMITH, a student at UNLV (University of Nevada, Las Vegas) was the recipient of the Helen Jane Stewart Buckle Award. She was selected by the Hospitality Dean at UNLV because of her many accolades. MS. EVANS mentioned that the Las Vegas Days Rodeo won the 2022 Nevada Small Rodeo of the Year at the Wilderness Circuit Finals Rodeo.

MS. WHITE stated that the coloring contest was brought back in partnership with the Clark County School District, the Las Vegas-Clark County Library District, and charter schools. Categories included grades K (kindergarten) through 6th, and each child that won also won for their teacher. A photo of a train station was used, which included historical facts.

MS. EVANS said there was an unsanctioned event of mutton busting, and winners were awarded with belt buckles. Martin-Harris Construction was the sponsor. Also held was the Whiskerino Contest, which partnered with Makeshift Union Cutting and Grooming Company, and LAWRENCE REHA, owner and specialist in grooming, who was the judge.

MS. WHITE discussed the Then and Now Pavilion, which featured photos from the past and present and were borrowed from the UNLV Libraries Special Collections & Archives and the Nevada State Museum of Las Vegas. The tent used was sponsored by RSVP Rental, and they also worked with TOM PRATO, Artistic Iron Works, who provided iron greenery. The City of Las Vegas: The Thirties was documented in the Plaza showroom, which was chosen because it is a historical location. The documentary was shown each day for four hours prior to the rodeo starting. They also partnered with CLINTON and ELIZABETH COMBS, who provided a chuck wagon and came dressed in time-period attire.

MS. WHITE stated that they worked with The Cowboy Channel, which aired the rodeo, and it was streamed in over 42 million homes. Lastly, she noted they sent out over 200,000 e-mails and social media visits reached over 35,000. Arena boards and flyers were also printed, and they partnered with The Warren Group on media outreach to secure in-studio interviews, as well as interviews at the rodeo. They also worked with 97.1 The Point radio station to get the word out about the rodeo.

MS. EVANS stated that at the end of the rodeo, the production group let the horses run wild, and she noted that 100 percent of attendees asked for the event to be hosted again.

CHAIR GOODMAN thanked MR. PRATO for providing the iron cacti.

COMMISSIONER STOLDAL acknowledged that the group was trying to tie the history of Las Vegas into different types of events. He pointed out that the train part of the coloring contest artwork was called the City of Las Vegas and suggested the name could be added to the artwork. He asked how The Mob Museum was part of the event, to which MS. WHITE said they provided prizes for teachers. The Commissioner wondered about the criteria for the Helen Jane Stewart Buckle Award, and MS. EVANS replied that the recipient must be a female that is attending the hospitality program at UNLV. There is a list of qualifications that must be met, and the Dean meets with the teachers, who vote on the recipient. COMMISSIONER STOLDAL pointed out that the steel frame of the buckle says Montana and asked if there is a Nevada manufacturer. MS. EVANS was happy to research for one. MR. JOCELYN thanked the Commissioner for his feedback, as well as MS. EVANS and MS. WHITE, who listened to his guidance at the last meeting.

CHAIR GOODMAN said getting through traffic was difficult, but she was impressed with the cleanup after the event.

COMMISSIONER TRUESDELL complimented the group's success and felt they delivered what as promised. He commented that the Commission should not be the sole funder of these events and that groups must broaden their funding requests throughout the community. CHAIR GOODMAN said she has encouraged MR. JOCELYN, who has also inquired with the Las Vegas Convention and Visitors Authority and Las Vegas Events on how to obtain additional funding. MR. JOCELYN added that the Plaza also incurs a bulk of the expense and said that MS. WHITE believed with more time, they could get sponsors.

ASSISTANT CITY ATTORNEY JEFF DOROCAK reminded the Commissioners that this item is a report of last year's event. COUNCILMAN CREAR concurred with legal counsel and offered to include his question with Item 10.

COMMISSIONER STOLDAL asked how much money is generated by the license plate, to which DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, replied approximately \$400,000 per quarter. The Commissioner pointed out that roughly 20 percent of what is raised each year goes toward this project.

MS. WHITE informed COMMISSIONER HELTON that 3,500 people attended each day, which was approximately 8,000 total. This amount was reflected through the ticketing system; however, there could have been more people in attendance. COMMISSIONER HELTON verified that the tickets were given away free of charge. She wondered if the group asked attendees how much they would be willing to pay, to which MS. EVANS replied no..

See Item 10 for related discussion.

10. **22-0732-CLC1** - Discussion for possible action regarding approval of a grant request for \$200,000 by the Plaza Hotel & Casino for the costs associated with the planning and running of the 2023 Las Vegas Days Rodeo at CORE Arena, located at 324 South Main Street, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - Ward 5 (Crear)

Minutes:

COMMISSIONER CREAR commended the group on a great event. At the last LVCVA (Las Vegas Convention and Visitors Authority) meeting, TIM KEENER, Las Vegas Events (LVE), presented on small rodeo events that they support as an extension of the professional rodeo that takes place in Las Vegas. The Commissioner said

he asked them if they support the Las Vegas Days Rodeo and was told no. He asked for clarification regarding the group being authorized by the PRCA (Professional Rodeo Cowboys Association). JONATHAN JOCELYN, CEO (Chief Executive Officer) of the Plaza Hotel and Casino (Plaza), said it could be possible that at the time COMMISSIONER CREAR spoke with MR. KEENER, the PRCA had not signed off on the sanction yet, as the LVCVA and LVE had to give permission, which was received three to four weeks before this meeting. COMMISSIONER CREAR said the group should approach them about supporting the Las Vegas Days Rodeo. CHAIR GOODMAN said they already know and believed they would provide support in the future. COMMISSIONER COFFIN pointed out that LVE and the LVCVA must ensure that a number of dollars are spent in the city limits and believed there could be untapped resources.

COMMISSIONER CREAR also said he has been encouraging the group to seek a multi-year funding commitment. This would not preclude the group from giving a yearly report, but he thought it was important for the Commission to make a commitment so the group can plan for the future. He believed they have been a very responsive and responsible partner, and one that the Commission wants to be engaged with. He asked ASSISTANT CITY ATTORNEY JEFF DOROCAK if a separate item would be needed for this, to which MR. DOROCAK answered that another agenda item would be needed, as this one was just for a grant for 2023. They could possibly work with DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, on an agreement for 2024 and 2025. CHAIR GOODMAN said such a request could be made under Item 16.

COMMISSIONER BROWN asked the group if they have considered charging a small fee for attendees. MICHELE EVANS, Director of Sales, Catering, Rodeo and Arena, said it has come up in discussions but they have not made a final decision yet. MR. JOCELYN added that they are considering asking for a donation and want to plan first before deciding. COMMISSIONER BROWN thought that some downtown businesses might be interested in contributing as well.

COMMISSIONER STOLDAL encouraged looking for other funding opportunities for future years.

COMMISSIONER HELTON said if 8,000 people paid \$10 each, it would raise \$80,000, and at the moment the Commission is paying \$25 per person to attend. She commented that it would be better for the group to approach the Commission with a lesser amount. MR. JOCELYN agreed but said they did not do that in order to build the brand price, noting the downside to charging might be that large families will be priced out of attending.

CHAIR GOODMAN confirmed that downtown businesses have benefited and thought that the group could obtain additional data from them. She announced that Item 9 was a report only and accepted a motion for this item.

See Items 9 and 16 for related discussion.

Motion made by Cedric Crear to Approve

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

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

11. **23-0004-CLC1** - Final report by Kevin Buckley, Chairman from Old Time Reunion, regarding the completion of the 2022 Old Time Reunion event, funded by the Commission for the Las Vegas Centennial

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, noticed the grantee was not present. The Commissioners discussed making a motion for the approval of an additional \$5,000; however, ASSISTANT CITY ATTORNEY JEFF DOROCAK said this item was a final report, and \$5,000 was already awarded. He advised that the item be held in abeyance to the meeting of March 27, 2023 to allow the presenter to give his report.

Motion made by Robert Stoldal to Hold in Abeyance to 3/27/2023

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

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

12. **22-0730-CLC1** - Discussion for possible action regarding approval of a grant request for \$277,640 by Slicktion Culture Productions for the costs associated with the production of a documentary film highlighting the history of Black Las Vegas and the Historic Westside and the impact of local and national events on the community, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - All Wards

Minutes:

EMMETT GATES identified himself as a lifelong Las Vegas resident and graduate from the original Las Vegas High School in 1992. MR. GATES said this project is one that he has been obsessed with for a few months and will be for the next year. Through a PowerPoint presentation, a copy of which was submitted and attached as backup, he displayed a rendering of a film poster, illustrating two different neighborhoods divided by train tracks. The graphics were done by JOSEPH WATSON, a local artist. MR. GATES said his company, Slicktion Culture Productions, was founded during the pandemic. It has always been his dream to create films, and as a child, he could not afford a camera, so he told sequential stories in comic-book form. He wished to challenge the architecture of documentary filmmaking, and his company is committed to creating content that not only educates audiences, but also entertains by use of unique storytelling devices, compelling visual content, and superior sound design. They only work with artists, and he noted that the Director, ROBERT PEREZ, was present. MR. PEREZ is an award-winning Las Vegas Latino film director with 23 years of experience as a graphic designer and handbag artisan. He won the Conscious Arts Award at the East Los Angeles Film Festival for his short film This Doesn't Happen.

The proposed 90-minute documentary will provide an overall history of West Las Vegas and how Black people in West Las Vegas interacted with and responded to national concerns over the course of their history in the area. The film will explore how Black Las Vegas was affected by events such as the Great Depression, how many Black families in the area had dads, sons or bothers deployed to Vietnam or World War II, how movements for women's rights and civil rights were executed in Las Vegas, and how Black Las Vegas responded to the assassinations of JOHN F. KENNEDY, MARTIN LUTHER KING, JR., and MALCOLM X.

The Moulin Rouge Hotel (Moulin Rouge) will play a central role in the film, which will also focus on prominent locations on Jackson Avenue including The Cove Hotel, The Carver House Hotel, and The Cotton Club. The film's main focus will be on the people who lived in West Las and telling the story of the day-to-day lives of the people who grew up in the area. MR. GATES intends to give viewers an intimate portrait of Las Vegas' most misunderstood neighborhood and will offer 3D (three-dimensional) maps to illustrate events and places.

They will work with CLAYTEE WHITE, MIKE GREEN, Ph.D., and BRIAN PACO ALVAREZ to ensure historical accuracy. This film will strive to be visually stunning enough to keep the attention of an elementary student, as well as be respected by a college student. When photos are unattainable, in-film animations and graphics by MR. WATSON will be added. He noted MR. WATSON is an amazing painter, illustrator, and graduate of the ArtCenter College of Design in Pasadena, California, and his work captures the essence of the Black American experience.

The soundtrack for this film will take the viewer through time, and MR. GATES indicated they would pay for the sync licenses to play certain music. The music supervisor and composer will be JOSH STEVENS, who has worked as a producer, songwriter, singer, engineer and executive with JENNIFER LOPEZ, SNOOP DOGG, JOHN MAYER, LIZZO, MADONNA, and NE-YO. MR. STEVENS will work with students from UNLV (University of Nevada, Las Vegas) to compose an original score with a concept of Mozart meets Motown. Additionally, full color CGI (computer-generated imagery) replicas of past landmarks, such as the Moulin Rouge and Jackson Avenue in its heyday, will be brought to life with the help of UNLV students in the departments of architecture and graphic design. UNLV instructors BILL BERNATIS, Graduate Coordinator and Acting Director of the School of Music, and MICHAEL FONG, Assistant Professor of Graphic Design and Sculpture Programs at the UNLV Department of Art, will assist with the project.

MR. GATES spoke of the project's deliverables, which will be to keep the Commission fully informed of the group's progress throughout the duration of production, and Commission members are welcome to attend any production meetings and are always invited to attend interviews or production shoots. Progress updates will

include budget activity, past interviewee information, film snippets, upcoming interviews and prompt responses to questions or concerns. The Commission will be recognized by name and logo in both beginning and ending credits of the film and will appear in all promotional materials for the film including the final film poster art.

He believed interest in the film will far exceed the Las Vegas valley, and he hoped to release it in February 2024, which will be in time for Black History Month and the Super Bowl. A promotion of the film will begin within two months after production begins, and the first press release will be sent to both local and national press outlets. The first teaser trailer will be released and promoted online using Meta (Facebook) Pixel technology, which he briefly explained as targeting advertisement. The application includes an entire timeline of the promotion of the film. Regarding distribution, they plan to contact Vegas PBS and other local stations aligned with the Commission already. Pre-production has already started, and they have started filming in a format that is accepted by Netflix, Amazon Prime and Hulu. They will target other streaming sites that have Black American interests, as well as national and international film festivals. He had faith that the film will be of interest far beyond Las Vegas.

Once the film is completed, they will donate the completed, uncut interviews to the UNLV Department of History so that others have access to the interviews in their entirety. Lastly, MR. GATES shared a photo of himself with the GOODMANS at the Arts Factory, where he was the curator.

COMMISSIONER STOLDAL commented that the Commission has been approached various times regarding Las Vegas documentaries and noted the challenge is that reality becomes distorted when the story is condensed. He stated that the Commission decided it was going to tackle decades, which would help the audience focus on one time period. He thought MR. GATES' film would focus on the 1960s, as well as some other areas, and thought the history of West Las Vegas was deserving of several documentaries. The Commissioner supported this project but thought a series of documentaries were needed. MR. GATES said his partner suggested similarly, and COMMISSIONER STOLDAL encouraged MR. GATES to look at the documentaries the Commission has already helped fund. CHAIR GOODMAN concurred with the Commissioner and suggested MR. GATES first begin obtaining interviews of those who have knowledge of that era. She felt there is a lot of rich information that should be included that will not be covered appropriately in 90 minutes.

COMMISSIONER COFFIN commented that he was lucky enough to acquire the Union Pacific Railroad collection and, within that, correspondence between the railroad and J.T. McWILLIAMS. He encouraged MR. GATES to include this story within his film, as the subject neighborhood is one that has changed the most.

COMMISSIONER BROWN was happy to hear the mention of Jackson Avenue because when people talk about Black Las Vegas, they start with the Moulin Rouge. She spoke about the importance of Jackson Avenue and looked forward to talking to MR. GATES, encouraging him to hurry on the interviews.

COMMISSIONER CREAR was happy to have MR. GATES present, who met with him and his team, and wished to chronologize the work that is being done in the Historic Westside. The Commissioner agreed that there are many ways the film can be developed and thought it could provide a great summary. He believed the Historic Westside, outside of Downtown Las Vegas, has played a tremendous role in the growth and success of Las Vegas as a whole. He looked forward to the final product and asked MR. GATES to do a great job because it is a big responsibility to tell the story.

COMMISSIONER STOLDAL said the Commission has discussed the history of West Las Vegas for several years but did not think it has done its job in funding and preserving the history of the community. He acknowledged that the Moulin Rouge was open for five months and then reopened, but prohibited African-Americans from staying there as a hotel/motel and the NAACP (National Association for the Advancement of Colored People) protested. He believed the story of the Moulin Rouge needs to be told. The Commissioner supported COMMISSIONER CREAR'S endorsement but wished to consider creating a process like what was done for the City of Las Vegas documentary series.

Subsequent to the motion, COMMISSIONER HELTON acknowledged that the film will have original music composed and wondered if the composer will receive royalties in the future. MR. GATES said his company will own the original score, and the composer will be paid as a work-for-hire. He was aware that the Commission does not fund sync rights. The Commissioner expressed her excitement for this project, noting the Commission was trusting MR. GATES with important history. She mentioned some statistics from YouTube of other documentaries completed by the Commission and wished to know who would receive the residuals. ASSISTANT

CITY ATTORNEY JEFF DOROCAK believed this was worked out in the contract, and it would be MR. GATES' residuals to make.

Motion made by Robert Stoldal to Approve

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

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

13. **22-0733-CLC1** - Discussion for possible action regarding approval of a grant request for \$85,000 by Amuz for the costs associated with creating an iBook and digital app highlighting the history of 30 historic sites in Las Vegas, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - All Wards

Minutes:

JIM ZELLMER, Co-Founder of Amuz, DIERDRE CLEMENTE, University of Nevada, Las Vegas (UNLV), and ANNIE DELGADO, UNLV Ph.D. student, were present and shared in reviewing a PowerPoint presentation, a copy of which was submitted for the record, to explain their proposed project.

MR. ZELLMER started by stating that they would like to create and share Las Vegas history digitally through the Amuz app and an iBook. The app is for explorers worldwide, as more than 90 million people of the one billion people who have iPhones worldwide use iBook monthly. The app provides access to maps on the phone and is great for on-the-ground touring. He regarded it as a mobile docent. The iBook has an organized collection of sites and is ideal for a deeper search into the history of places along Fremont Street. Using the iBook, people can use the wider format to explore the historic media, such as what it was like to sit on the roof and watch the mushroom cloud of an atomic bomb explosion and what the economic, social and cultural issues were for the time. The project fuses beautiful visuals with primary sources, graphics, timelines, video trailers and narratives, all of which will be quickly available through the app where people spend their time presently. MS. CLEMENTE will lead UNLV students in creating and curating stories behind 30 historic Las Vegas locations.

MS. CLEMENTE took over the presentation and said that this project addresses a problem for the Commission, as it will include a fully packed digital history app that is developed for 21st-century learners and people who use their iPhones for everything from ordering coffee to planning a vacation. Each user can dive as deeply as they want into the content they choose. This project is a direct pathway to a demographic needed to help Las Vegas thrive as a tourist destination, and it is the answer to addressing the problem of how to engage the diverse community. The students involved have master's degrees in history from UNLV and some are in the Ph.D. program. This project pushes on the misconception that Las Vegas has no history, considers history through the lenses of race, class, gender and sexuality, and will be rigorously researched, vetted by experts and edited by MS. CLEMENTE.

Through the presentation, MS. DELGADO reviewed the history timeline, which will begin in 1925 with the paving of Fremont Street and end in 1951 with the detonation of the first atomic bomb at the Nevada Test Site. Throughout this period, the changing image of Las Vegas is clear and holds the historic Helldorado Days, Glitter Gulch, re-legalization of gambling, construction of the Hoover Dam, Block 16 and the beginning of atomic bomb tourism. With these sites, they hope to liberate Las Vegas from the myth that its history is unsustainable. They will work with sites, such as The Neon Museum, the Mesquite Club and the Harrison House. The research will be based on primary documents, including photos, oral histories, journal entries and hotel registries. The lived experiences of Las Vegas tourists, locals and workers will be prominent in this project, and they hope to collaborate with community members and institutions that share their goal.

MS. CLEMENTE said they intend to use digital resources from a range of institutions' collections, such as from The Neon Museum, that will be highlighted, and they would like to promote accessing the app via QR (quick reference) code. To develop the content of the app further, they plan to hold a pilot program event on October 26, 2023 and have three groups test the app and interact with them to obtain advice on its functionality. The three levels of students are 4th graders studying Nevada Day, high school students from advanced placement history classes, and the UNLV Lifelong Learning Institute. She stressed the app will be evolving and updated by UNLV history students to amass the knowledge they collect.

COMMISSIONER STOLDAL said UNLV professors and students putting together an app is long overdue, like what Reno has done for 10 years. However, he expressed concern with the offensive way the grant request was written and with erroneous facts he found on Las Vegas sites, such as McCarran International Airport being the home of the largest military and civilian air base in Las Vegas, that Atomic Liquor received the first liquor license and the operation hours of The Neon Museum. With so many travel apps, he finds another one when he encounters one with outdated information. He felt the information should be refined and wondered how the few schools were selected from the more than 160 local schools. He could not support the subject proposal, although he supported the idea of creating an app, which he believed should be done through an RFP (Request for Proposal).

MS. CLEMENTE said she chose the phrase "love it or have it" because of her former experience as a magazine writer. Additionally, in her travels all over the country as a public historian, she encounters people in cities like Chicago and New York who make jokes about the history of Las Vegas and who think Las Vegas is a partying town.

Regarding the schools for the pilot program, they were selected because there are Ph.D. students at those schools, although she offered to take recommendations. COMMISSIONER STOLDAL said that the target audience is too wide as well, because he could not understand how they will provide the same story to a tourist and a 4th grader. MS. CLEMENTE said that the content to be generated would have multiple levels for learning, which is why it will be interesting to interact with students from the various groups.

MR. ZELLMER appreciated COMMISSIONER STOLDAL'S comments about information hierarchy, noting that the design of the app is visual first, and then other information, including deeper research through the iBook. He pointed out that errors occur because some algorithms do not always work and that is why apps ask for input on erroneous information. The solution is to work with the students who care about Las Vegas and the professors who curate and review the work.

COMMISSIONER STOLDAL asked if UNLV approached them about the project, and MR. ZELLMER said that it started through a discussion on a podcast with him, CLAYTEE WHITE and DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, and he recommended looking up Wisconsin on the Amuz app to review it. He added that they started working on the project with the University of Wisconsin and they are starting their third semester. He feels it is important to offer creative opportunities for students, such as they did in Wisconsin, and he hopes to do the same in Las Vegas.

COMMISSIONER STOLDAL said there are exciting things happening at UNLV, and he has some knowledge of the people and their work through his involvement with Preserve Nevada; however, he was not certain this Commission has the knowledge to decide on an app.

CHAIR GOODMAN loved the idea of exposure to Las Vegas through the app and the interactivity, but she wondered how so much historical information could be prioritized.

COMMISSIONER TRUESDELL said there is a potential for this to succeed because people are curious about this community, and although he is technologically challenged, he understands apps are created for different purposes, and using a QR code would be wonderful. However, he emphasized that if this app is monetized, the Commission has to participate in that profit in order to support other projects. MR. ZELLMER said that a study found that in order to reach 86 percent of a market, the digital experience has to be provided in four steps or less. His idea is to have the student's work funded through different sources. He agrees that other possible monetization strategies behind the scenes might work, such as someone wanting more information on the Westside School could sponsor the creation of a deeper look. He wants to make sure the customers in Las Vegas have a positive experience through a free app and that is the reason for the app design as proposed. He offered to discuss sponsorships in the future.

COMMISSIONER COFFIN asked if the iStore has more sales than the Google Play Store, and MR. ZELLMER replied affirmatively. The Commissioner said he reviewed the app and it keeps coming up with the Mesquite Club, and the information he saw leads him to believe the project does not have a significant record. MR. ZELLMER conceded there are issues with the app for Android, but he anticipates making updates to it at the end of 2023, and the IOS app sooner. He assured the Commissioner that it is a valid question because carriers can make changes, making it more difficult for developers.

COMMISSIONER CREAR was not clear on what the app is for and how it will be marketed. He was inclined to have the applicant start over and refine the plan and provide more information because it seems they are starting small and do not see the bigger picture. He could not support it without getting more information and a detailed plan.

COMMISSIONER STOLDAL sensed the Commissioners feel there is a need for this type of app, but he expressed concern about how the app will be updated, noting that there is significant information and various timelines. He made a motion for denial without prejudice, which would allow the applicant to reapply through an RFP so that the Commission can obtain more knowledge and select a more appropriate app. CHAIR GOODMAN said that this proposal does not work for the Commission at this time, so she suggested to the applicant to reapply with more finite information. The Chair said MS. SIEBRANDT could provide more direction on the specifications.

COMMISSIONER HELTON recommended conferring with MS. SIEBRANDT on all the historical projects, which should be assigned QR codes, the Commission has funded and vetted, most of which was done by COMMISSIONER STOLDAL. She commented there is also a textbook on the history of Las Vegas. COMMISSIONER STOLDAL clarified that he vets his information through the Public History Program at UNLV.

See Item 16 for related discussion.

Motion made by Robert Stoldal to Deny without prejudice

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

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

14. **23-0005-CLC1** - Discussion for possible action regarding approval of a request from staff for funding up to \$11,000 to host the premiere of the documentary film, The City of Las Vegas: The 1950s, at the Beverly Theater, located at 515 South 6th Street - Ward 3 (Diaz)

Minutes:

CHAIR GOODMAN said BEVERLY ROGERS and the Beverly Theater were featured in the newspaper. This item is to fund the premiere.

Motion made by Cedric Crear to Approve

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

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

15. **23-0006-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:

CHAIR GOODMAN stated that the financial report item was missing and asked DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, to include it in her report.

MS. SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, apologized for the omission and had KATHY NGHE, Financial Analyst II, distribute the Statement of Activities to the Commissioners, a copy of which was submitted for the record, as well as a copy of the Active Vehicle and Motorcycle Special Plates Abstract.

Referring to a PowerPoint presentation, a copy of which was submitted for the record, MS. SIEBRANDT reported that the following projects were in progress: the KCEP radio grant, Charleston Heights Neighborhood survey, the oral history project with UNLV (University of Nevada, Las Vegas), the Junior League Educational Mini-Grants,

The Fifties documentary film, the Classic Las Vegas Digital History Project, and Home + History 2023. The Biltmore Bungalows and City Clerk's Office will provide a final report in March. She noted the Las Vegas Days 2023 Parade should be updated to be the Helldorado Days Parade. The parade is in pre-production. She is still awaiting the contract for The Sixties documentary film before the project can be finalized.

MS. NGHE reported on the budget as of December 2022, which has revenues of over \$483,000 and grant expenditures of \$620,000 with \$650,000 in total expenditures. There was a decrease in assets of \$166,000. As of end of December, there are net assets of \$6.4 million. COMMISSIONER STOLDAL asked if the Biltmore Bungalows project received payment yet, to which MS. NGHE replied that the remaining balance was listed on the document, and they have not received anything this fiscal year. She explained that the project started with \$16,468, and from July to December 2022, no money has been received. COMMISSIONER STOLDAL wished to be able to see what the initial approved dollar amount was and how much is left to be spent. MS. SIEBRANDT clarified that grantees bill at different intervals and that is why some of the numbers on the document appear different. MS. NGHE confirmed for COMMISSIONER STOLDAL that the document goes by fiscal year and offered to add an additional column to the document for clarity.

16. **23-0008-CLC1 - Discussion regarding topics for future agenda items.** Comments made during this portion of the agenda by individual members shall refer solely to proposals for future agenda items and any discussion shall be limited to whether or not such proposed items are within the purview of the Commission and/or whether such proposed items shall be placed on a future agenda. No discussion regarding the substance of any such proposed topic shall occur and no action shall be taken.

Minutes:

COMMISSIONER CREAR asked for an item to discuss funding the Las Vegas Days Rodeo for a minimum of two years and a maximum of three years. Additionally, referring to a list of documentaries funded by the Commission from 2011 to 2022, a copy of which was submitted for the record, he could not find them on YouTube, so he suggested having a Commission page on the City's website with links to the documentaries. DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, advised that they are available on the City's website under Centennial Commission. She could not find some of the documentaries produced years ago for addition. The Commissioner suggested that documentaries funded by the Commission should be more prevalent on the web page.

With respect to multi-year grant funding, MS. SIEBRANDT said that was already discussed at a previous meeting. CHAIR GOODMAN asked how the Commission should proceed. ASSISTANT CITY ATTORNEY JEFF DOROCAK said that with respect to the Las Vegas Days Rodeo, MS. SIEBRANDT could start a discussion with them on a two-year grant for 2024 and 2025. However, if it is in general, it seems that the matter was discussed at a previous meeting and resolved. COMMISSIONER CREAR said that based on multiple requests, the Commission should determine if the Las Vegas Days Rodeo should be funded for a two-year period.

COMMISSIONER STOLDAL asked if the Commission could amend the grant requests as considered, and COMMISSIONER CREAR and MR. DOROCAK replied that agenda items have to be specific for compliance with the Open Meeting Law.

COMMISSIONER STOLDAL asked how the Commission could request an RFP (Request for Proposal) for selecting an app for IOS and Android. MR. DOROCAK said that an item would be needed on the agenda to flesh out the discussion on an RFP for an app. He noted that the group that proposed an app under Item 13 could work with MS. SIEBRANDT on a viable proposal, making the RFP unnecessary. The Commissioner asked if the Office of Communications could be involved, and MR. DOROCAK replied that would be done for the preliminary discussion to decide on the direction to pursue.

CHAIR GOODMAN added that the Commission should not be in the role of randomly issuing RFPs for projects and felt the matter should be discussed in a global sense. COMMISSIONER HELTON said the Commission decided on an RFP for the documentaries to refine the information needed and allow an interphase with the Office of Communications to get educated so the Commission could make better decisions. COMMISSIONER MOWBRAY recommended collaborating with The Mob Museum, which has very good apps and could educate the Commission about them.

See Item 10 for related discussion.

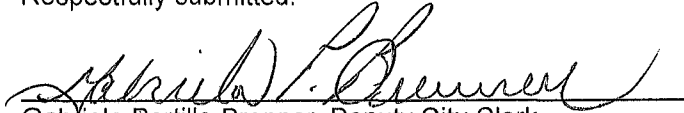
17. **Citizens Participation:** Public comment during this portion of the agenda must be limited to matters within the jurisdiction of the Commission. No subject may be acted upon by the Commission unless that subject is on the agenda and is scheduled for action. If you wish to be heard, come forward 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:
None.

18. **Adjournment**

Minutes:
The meeting was adjourned at 4:59 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:

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The Nevada Public Notice website – notice.nv.gov

City Hall, 495 South Main Street, 1st Floor