



Special Commission for the Las Vegas Centennial Minutes

1. Call to Order and Roll Call

Minutes:

CHAIR GOODMAN called the meeting to order at 2:02 p.m. and called for the Roll after Item 2.

PRESENT: CHAIR GOODMAN and COMMISSIONERS BRYAN, STOLDAL, ARNOLD, BROWN (via teleconference and excused at 3:43 p.m.), COFFIN (via teleconference and excused until 2:24 p.m. and at 3:43 p.m.), HELTON (excused until 2:31 p.m.), SINNOCK, MOWBRAY, CREAM, MILLS, PRATO and DIAZ

EXCUSED: COMMISSIONERS TRUESDELL and BRANDENBURG

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

Before the Roll was taken, COMMISSIONER CREAM announced the Centennial Celebration of the Historic Westside School along with the parade and events that would be held as part of the celebration. A PowerPoint presentation was shown, but a copy was not submitted for the record. CHAIR GOODMAN added that the parade and touring are free, but not the food.

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:

The following people spoke in support of Item 7 to contract with KME Architects, as they feel there is a need for the design and architectural standards in the area:

SUSAN NWOGBE, representing Collins Forward Move, Incorporated, said the guidelines will marry the old with the new and guide development most effectively and efficiently.

MELVIN GREEN, KME Architects; and OLIVIA WHITE, Historic Preservation Consultant, said they have done work in West Las Vegas and they have assembled an excellent, experienced team for the job.

DANTE SCOTT, West Las Vegas business owner, commended the initiative to draft the design guidelines, which he regards as a blueprint for the future while taking into consideration the history of West Las Vegas. He passionately requested approval.

DEDRA EDMOND-DREW showed photos, which were not submitted for the record, of her grandparents in front of a smoke shop that was on Jackson Street. She said that as a legacy kid of West Las Vegas, she is in favor of progress coming to the community.

4. For possible action to approve the Final Minutes by reference of the Regular Meeting of July 24, 2023

Minutes:

CHAIR GOODMAN called for a motion.

Motion made by Robert Stoldal to Approve

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

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

5. Report by City of Las Vegas Finance Department staff regarding the Commission for the Las Vegas Centennial budget for Fiscal Year 2023

Minutes:

KATHY NGHE, Financial Analyst II, distributed the Statement of Activities and an Active Vehicle and Motorcycle Special Plates Abstract to the Commissioners, copies of which were submitted for the record. She provided the budget report as of August 31, 2023, indicating total revenues of \$28,000, program expenditures of \$64,000, administrative expenses of \$5,000 and total expenditures of \$68,000, thus resulting in a period decrease in net assets of \$41,000, leaving total net assets of \$6.6 million.

COMMISSIONER STOLDAL requested a report showing projections of revenues for the next three quarters, as confirmed by MS. NGHE.

6. **23-0355-CLC1 - ABEYANCE ITEM** - Discussion for possible action regarding approval of funding in the amount of \$100,000 to KME Architects to create the Historic Westside Design Guidelines for commercial and residential properties located in the Historic Westside, an area roughly bounded by Owens Avenue, Interstate 15 and Martin Luther King, Jr., Boulevard - Ward 5 (Crear)

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, requested that this matter be stricken from the agenda.

Motion made by Robert Stoldal to Strike

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

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

7. **23-0470-CLC1** - Discussion for possible action regarding approval of funding in the amount of \$209,255 to KME Architects to create the Historic Westside Design Guidebook for commercial and residential properties located in the Historic Westside, an area roughly bounded by Owens Avenue, Interstate 15 and Martin Luther King Boulevard - Ward 5 (Crear)

Minutes:

JAMIE GIELLIS said that as a consultant to the City of Las Vegas (City), she has the honor of working with the City and COUNCILMAN CEDRIC CREAR on the HUNDRED (Historic Urban Neighborhood Design Redevelopment) Plan in Action, as well as with staff members from all City departments to see its implementation in the Historic Westside.

After the presentation was made to the Commission on the Historic Westside Design Guidebook (Guidebook) in July 2023, MS. GIELLIS listened, reviewed the information and obtained a clearer directive on the desired

achievable. She clarified that this project is not a one-off. The Guidebook is a recommendation that was born from the original HUNDRED Plan and the HUNDRED Plan in Action, which encompasses the implementation strategy, noting there is a tremendous amount of investment occurring in the Historic Westside.

Referring to a map, which was not submitted, MS. GIELLIS said there are millions in investment being made in all the areas represented in various colors from the private and public sectors in housing development, security, food insecurity, health care centers, roadway improvement projects, and much more is coming. More than \$77 million was committed since 2019, when the HUNDRED Plan in Action was finalized, and it does not include private sector investment that is forthcoming, much of which is focused on the redevelopment of Jackson Avenue and on significant housing projects occurring on the Westside.

Using the PowerPoint presentation, a copy of which was submitted for the record, MS. GIELLIS reviewed the elements of the project. The SHARE Westside Mixed-Use Housing project is the first enormous private/public partnership project that is bringing in 104 workforce housing units in addition to a market hall and food hall incubator. This project is planned adjacent to the Westside School, which will also see an infusion of investment in the form of development of the adjacent construction of the College of Southern Nevada (CSN) Westside Education and Training Center. Other projects include a small business support center, a re-imagined James Gay Park, a co-op market, a holistic wellness center, Mario's Market expansion, an African-American Museum and a Cultural Arts Center Master Plan. This is all in addition to significant investment currently in the planning stages.

In reference to a discussion at the meeting in July about significant ownership of properties by churches, the City, the Southern Nevada Regional Housing Authority or some other government entity, MS. GIELLIS said the remaining properties are privately owned, and all the properties are color-coded on the map (Slide 4). With the significant forthcoming investment, there is a need for some level of direction to ensure harmony between the past and the future of the Westside.

The project proposal includes a funding request to contract with KME and Chattel, Inc., the proposed consultant, to create the Guidebook. The higher funding request since the meeting in July is due to the requirement for significant research, engagement and assurance that all proposals are harmonious and come online simultaneously. It may seem like a lot of money, but there is a significant amount of work necessary to ensure it is done right to help pave the way for all developers to invest together.

The five-part approach includes a timeline start date in January, with completion expected within one year, and periodic reports will be made to the Commission.

KME is the consultant of choice because they know the community from experience and they worked on the Beverly Green and John S. Park Neighborhood District Design Guidelines updates. The Guidebook will build on work that is underway, including an inventory of historic buildings in the Westside, the African-American Museum Master Plan, public engagement and the Jackson Avenue Development Grant.

MS. GIELLIS stressed that the community requested this direction as part of the HUNDRED Plan and the HUNDRED Plan in Action, and is a topic that resurfaces as property owners express their voices and their desire to work with the City to redevelop the area.

She reminded the Commission that the Guidebook will not serve as a requirement for development, but rather as a catalog of ideas and options to support respectful development. The final Guidebook will be adopted by the Planning Commission and the City Council, but it will be a voluntary guide.

Nevertheless, two primary groups will benefit from it, the community because they will see respectful development that takes into consideration the history and existing scale of the community and existing property owners, most of whom are legacy property owners and may need guidance.

The Guidebook will not serve as a tool to enable developers. On the contrary, it will require that larger, institutional developers conform to the needs of the existing community. It will help local, small property owners develop their properties and gain wealth over the years.

One of the intents is to create nuanced approaches for residential versus commercial versus mixed-use, including the exploration of sub-areas in the larger Historic Westside that may be defined by certain characteristics.

To demonstrate a visual of joining the old with the new, MS. GIELLIS referred to the future site of the Historic Westside Health and Wellness Center at 400 Jackson Avenue. Slide 16 includes a photo of the former Carver House and Slide 17 depicts the current design, which is intentionally reflective of the building that once stood on the site but is somewhat modern and a good fit.

MS. GIELLIS said she has been involved in the creation of design guidebooks in historic places and in practically new areas throughout the country, and the guidebooks can be very informative in the creation of a cohesive vibe, look and feel for a community.

CHAIR GOODMAN said she is looking forward to such an exciting project.

Going by the design of the building at the former Carver House site, COMMISSIONER STOLDAL observed that there will be a great level of artistic license. He questioned why one of the boundaries goes as far east as Main Street, when the focus should be on the Historic Westside community, as well as the construction schedule. MS. GIELLIS advised him that the first update report to the Commission should occur between August and October 2024, assuming the work starts in January 2024.

COMMISSIONER STOLDAL emphasized that to truly reflect the history of the Westside, it is important to have a solid foundation and not ignore the period between 1905 and 1920. He then verified that the guidelines will not be mandatory, will cover residential and mixed-use development and will have a focus on the history of Jackson Avenue. COMMISSIONER BROWN interjected that when her family moved to Las Vegas in 1945, the Westside encompassed a 1.5-mile square, with the boundaries being Bonanza Road to F Street and A Street to H Street.

COMMISSIONER BRYAN was pleased about the redevelopment of the Historic Westside, which he feels is long overdue. However, he questioned the validity of the commitments. MS. GIELLIS said that nothing happens overnight, and they needed to look at how to catalyze investment and encourage community-led investment. Thus, many of the initial investments are City-driven because it owns several assets in the area and has entered into partnerships with other entities, such as CSN to build a workforce training center. The private sector investments include the SHARE project, for which the City provided the land and partial funding, but the developer is primarily financing it, and it will break ground in 2024. Some City-owned lots for infill housing will be developed through the Request for Proposal (RFP) process. The City may have to provide some incentives, but they will be primarily financed by private developers. COMMISSIONER BRYAN stressed that he wants to see signed agreements for projects that come to fruition. MS. GIELLIS said that SAM CHERRY will be breaking ground on the SHARE project in February 2024. The other lots will be released in three phases.

CHAIR GOODMAN questioned the property proposed for religious sites, and MS. GIELLIS replied that some sites are being researched for ownership. MICHAEL HOWE, Planning Project Manager, noted that some of the parcel information indicated religious tax coding; however, they are vacant properties, so staff is researching. The Chair said that some of those properties are very nice for development. MR. HOWE indicated that some of the churches want to build commercial and affordable housing on those parcels, which is permissible.

COMMISSIONER CREAR expressed his support of this matter and added that tremendous strides have been made in the Westside, and he provided some funding details on some of the upcoming projects, noting there is a lot of movement and progress. CHAIR GOODMAN said COMMISSIONER CREAR is doing a great job for the community.

COMMISSIONER STOLDAL asked if any discussions have been held with North Las Vegas because the Westside extends beyond Owens Avenue. MS. GIELLIS said that this initiative will not be defined by a singular area or geographic boundary, but rather by what the community values in order to reflect that. The Commissioner asked that the North Las Vegas community be included in meetings. CHAIR GOODMAN said the intent has always been to be inclusive and to celebrate the Historic Westside.

See Item 3 for related discussion.

Motion made by John Mowbray to Approve

Passed For: 12; Against: 0; Abstain: 0; Did Not Vote: 1; Excused: 2

For-Richard Bryan, Ryan Arnold, Robert Stoldal, Hannah Brown, Carolyn Goodman, Louise Helton, Hugh Sinnock, John Mowbray, Cedric Crear, Kevin Mills, Thomas Prato, Olivia Diaz; Did Not Vote-Bob Coffin; Excused-Ric Truesdell, Mark Brandenburg;

8. **23-0471-CLC1** - Update by staff from the National Atomic Testing Museum, located at 755 East Flamingo Road, regarding the status of the museum

Minutes:

CHAIR GOODMAN said she was hoping to hear the subject museum was being relocated to the city.

BRIAN McANALLEN and ROB McCOY, Chief Executive Officer, National Atomic Testing Museum, were present. MR. McANALLEN noted that the museum was being newly branded as The Atomic Museum.

MR. McCOY commented that the museum had an awesome summer because of the Oppenheimer movie. He explained that the rebranding is similar to what was done for The Mob Museum, and it is better to brand it as The Atomic Museum for marketing purposes. The museum is doing well and had record visitation in July and August. They are re-imagining the future of the museum and are working on new exhibits, or the Reimagine Campaign, for the summer of 2024. They intend to make the new museum 90 percent portable from the new location in, hopefully, Downtown Las Vegas, so they will just be able to pick up and move.

They have considered several sites in Downtown Las Vegas, but they turned out not to be exactly what they needed. Consequently, they are still searching for an ideal location, and MR. McCOY welcomed any recommendations for consideration, adding that they would prefer it to be pedestrian-friendly, visible and affordable. He regards The Mob Museum, The Neon Museum and The Atomic Museum as the three "amigos," and he believes they should be in proximity.

CHAIR GOODMAN reiterated her desire to have the museum in Downtown Las Vegas, and she asked SETH FLOYD, Community Development Director, and MIKE HOWE, Planning Project Manager, to keep their eyes open for a potential location.

COMMISSIONER STOLDAL appreciated the concept of being 90 percent mobile. CHAIR GOODMAN encouraged continued contact with CONGRESSWOMAN DINA TITUS and other delegates for needed federal funding. MR. McCOY said CONGRESSWOMAN TITUS has been a great partner and helped them secure a \$2 million grant from the Department of Education for the summer exhibition called Fusion, Fission and Radiation.

CHAIR GOODMAN mentioned that the movie Casino helped The Mob Museum and the movie Oppenheimer should trigger more interest in The Atomic Museum.

MR. McANALLEN thanked the Commission for its support and the grant that helped fund The Trinity Exhibit, which helps explain the need for testing in Nevada. He was also thankful for contributions made through the efforts of CONGRESSWOMAN TITUS and the entire Nevada delegation.

MR. McCOY discussed with COMMISSIONER ARNOLD that the ideal location should have approximately 30,000 square feet, where they would also like to dedicate some space for STEM (Science, Technology, Engineering and Math).

9. **23-0472-CLC1** - Final report by staff from the City of Las Vegas Parks, Recreation and Cultural Affairs Department regarding the completion of the 2023 Helldorado Days Parade, funded by the Commission for the Las Vegas Centennial

Minutes:

MARJA BIGAS, Special Events Coordinator and Parade Organizer, and MELISSA FREDRIKSEN, Management Analyst I, were present and alternated in reporting. MS. BIGAS had a video shown of the 2023 Helldorado Days

Parade that was embedded in the PowerPoint slide, but there was no link provided. A copy of the PowerPoint presentation was submitted for Items 9 and 10.

At the conclusion of the video, MS. BIGAS reported that this year the City was given the rights to the name Helldorado Days. Channel 13 broadcasted the parade live and replayed it in the evening. They received 110 entries, including 24 school entries, a total of 30 more entries this year, probably due to the use of the name Helldorado. The Special Events Division intends to reach out to more business owners to join in this tradition.

MS. FREDRIKSEN took over the presentation and said that a positive component of this event was the support offered to the schools. This year, \$30,000 was contributed to schools, with 17 school clubs and groups participating, including award-winning high school bands. The money is used to help with travel expenses for competitions, equipment and other club activities. Groups such as marching bands, ROTC (Reserve Officers' Training Corps), cheerleaders, choirs, sports and broadcasting participated.

The target audience for this parade included family-friendly and diverse populations in Las Vegas, inviting residents of all demographics. A marketing plan was executed to target adults 35 and over, inclusive of the Black and Hispanic communities with a slight skew to women and families. Performers at key areas of the route were added to interact with the crowd and to add that extra Vegas flair.

COMMISSIONER STOLDAL said that although the parade was wonderful, it missed a great part of the local history. Therefore, he encouraged trying to include floats that had to do with the construction of Hoover Dam and the railroad, both of which were important to the start of Las Vegas.

CHAIR GOODMAN thanked COMMISSIONER BRYAN for his involvement in getting the name Helldorado back, which makes a big difference with respect to entries.

See Item 10 for related discussion.

10. **23-0415-CLC1** - Discussion for possible action regarding approval of a grant request for \$392,000 by the City of Las Vegas, acting by and through its Department of Parks, Recreation and Cultural Affairs, for the production of the 2024 and 2025 Helldorado Days Parade, and authorizing the President to execute the Grant Agreement as approved by the City Attorney

Minutes:

CHAIR GOODMAN said that COMMISSIONER CREAR suggested the extended grant to allow time for better planning.

MELISSA FREDRIKSEN, Management Analyst I, explained that the request for funding the Helldorado Days Parade in the amount of \$196,000 for 2024 and \$196,000 for 2025 is to help them plan in advance. The money will go toward school entries, local artists and entertainment. Schools that enter and participate will receive \$1,500 and local artists will receive \$1,000.

MARJA BIGAS, Special Events Coordinator and Parade Organizer, said the request to fund two years will help plan ahead, including with the schools.

See Item 9 for related discussion and backup.

Motion made by Robert Stoldal to Approve

Passed For: 12; Against: 0; Abstain: 0; Did Not Vote: 1; Excused: 2

For-Richard Bryan, Ryan Arnold, Robert Stoldal, Hannah Brown, Carolyn Goodman, Bob Coffin, Louise Helton, Hugh Sinnock, John Mowbray, Kevin Mills, Thomas Prato, Olivia Diaz; Did Not Vote-Cedric Crear; Excused-Ric Truesdell, Mark Brandenburg;

11. **23-0473-CLC1** - Discussion for possible action regarding approval of Grant Modification Number 1, concerning Commission for the Las Vegas Centennial Grant Number 22-0506-CLC1 to As We Knew It, LLC, for the costs associated with transferring and digitizing 324 video tapes containing recorded oral histories from their original Betacam SP masters to uncompressed .MOV files, and providing hard drives with digital files and transcripts to

the Nevada State Museum Las Vegas, UNLV (University of Nevada, Las Vegas) Special Collections and the Clark County Museum, and authorizing the President to execute the Grant Agreement as approved by the City Attorney

Minutes:

LYNN ZOOK and JONATHAN STROMP, with As We Knew It, were present. MR. STROMP said all the files were digitized. However, Iron Mountain took two months longer than originally expected, but they did excellent work. Nevertheless, Iron Mountain used a box structure to store the information, which has to be expanded and organized into folders by name for the 135 interviewees. He reviewed a PowerPoint presentation, a copy of which was submitted for the record, to explain the format, including the interview transcript and release forms. The 135 interviews resulted in 324 videotapes and transcripts, which will be proofread to ensure accuracy. The information will then be transferred to the museums.

MS. ZOOK added that they anticipate completing the project in time to provide a final report to this body in March.

CHAIR GOODMAN asked if the contract modification includes a request for more funding, to which DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, replied that this is the first modification request, and it is for an extension of time to March 2024 only. There is no additional funding involved.

COMMISSIONER STOLDAL was excited about this project and discussed with MS. ZOOK that she is in discussions with the University of Nevada, Las Vegas Special Collections and the Nevada State Museum about making the information available to the public, but she has not received a final answer. She hopes they can come to an agreement to make it available to everyone. MR. STROMP interjected his concern about getting the information in the right format before making it available. The Commissioner said it would be wonderful to make the interviews searchable by name.

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, Hugh Sinnock, John Mowbray, Cedric Crear, Kevin Mills, Thomas Prato, Olivia Diaz; Excused-Ric Truesdell, Mark Brandenburg;

12. **23-0450-CLC1** - Discussion for possible action regarding approval of a grant request for \$450,000 by the Plaza Hotel & Casino for the production of the 2024, 2025 and 2026 Las Vegas Days Rodeo, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - All Wards

Minutes:

JONATHAN JOSSEL, Chief Executive Officer; MICHELE EVANS, Vice President of Sales, Catering and CORE Arena; NATASHIA WHITE, Marketing Director; and SARAH ABE, Marketing Manager, Plaza Hotel and Casino (Plaza) were present.

MR. JOSSEL said they decided to take the advice of COMMISSIONER CREAR to ask for multi-year funding (three years) to continue to make plans and have the necessary funding to validate the rodeo and gain interest in their investment. He referred to the budget and noted that they intend to reduce their funding request to \$100,000 by 2026, as they secure more investment, and gradually become independent of the Commission's funding.

COMMISSIONER CREAR said he recommended asking for multi-year funding because he feels the Plaza is doing a fantastic job with the rodeo, which is important for the community. Having a marketing background, the Commissioner understands the importance of knowing the available funding to promote a venue and build investment. The rodeo also helps the businesses in the Downtown Corridor.

COMMISSIONER MOWBRAY asked how the funding will be dispensed. DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, explained that receipts will be required for any expenditures in order for the Plaza to receive reimbursement. The money will be earmarked for three years

and reimbursements will be made up to the allotted amount for each year. A grant agreement is binding for the approved amount, which cannot be exceeded. MR. JOSSEL clearly understood the terms.

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, Hugh Sinnock, John Mowbray, Cedric Crear, Kevin Mills, Thomas Prato, Olivia Diaz; Excused-Ric Truesdell, Mark Brandenburg;

13. **23-0474-CLC1** - Final report by staff from Nevada Preservation Foundation regarding the 2023 Home + History Event, funded by the Commission for the Las Vegas Centennial

Minutes:

AMY RAYMER, Board Member, and SUZEY VAN NESS, Program Director, Nevada Preservation Foundation (NPF), shared in presenting a PowerPoint presentation, a copy of which was submitted for the record.

MS. RAYMER started by showing an embedded video, which was not submitted, of the 2023 Home + History event, which was held in April. She said 2023 marked the eighth year of putting on the Home + History event, and it was exciting to be able to expand the programming and cultivate partnerships. Some of the tours included Bricks Behind The Murals, Of Scotsmen and Mayors, Motel Madness: The MidCentury Motor Court, Hoover Dam By Day, Block 16 By Night: Life in Depression-Era Las Vegas, Exploring The Iconic Huntridge Theater and Neighborhood, The Las Vegas Influence on Absolutely Everything, Mid-Mod Madness and STQRY Self-Driving Tours for Anytime: Chapels of Love + Uncommon Vegas. They also included a session with realtors at their office in the Historic Westside School to speak about vintage home buying.

MS. VAN NESS reviewed the numbers. The number of tickets sold were 1,200 for 2023 Home + History, which was held for three days and offered 48 events. Visitors from 12 different states attended, with 95 percent of attendees being very satisfied with the website and 96 percent likely to attend such an event again.

MS. RAYMER said that information was shared wherever possible about how the sale of the Commemorative Plate helps fund projects such as Home + History, and it was also included in marketing materials. She added that Home + History entered a float in this year's Helldorado Parade, which helped inspire some ideas. She thanked the Commission for the funding they received, noting it was the largest amount requested. Most of it was used for programming within the city.

14. **23-0455-CLC1** - Discussion for possible action regarding approval of a grant request for \$168,225 by Nevada Preservation Foundation for the planning and running of the 2024 Home + History Event, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - All Wards

Minutes:

AMY RAYMER, Board Member, and SUZEY VAN NESS, Program Director, Nevada Preservation Foundation (NPF), were present.

COMMISSIONER HELTON asked how many people attended last year's event, which was the inaugural event. MS. RAYMER explained from the PowerPoint presentation (Slide 3), a copy of which was submitted for the record, that there was significant growth because the Home + History event was not offered in 2021. At the last minute, it was programmed in 2022, but only about 500 people bought tickets. For 2023, ticket sales more than doubled that amount, and they had a big push for building the content. In preparation for 2024, they will be focusing on advertising and marketing to make sure it is highly promoted. MS. VAN NESS interjected that their strategy is to reinstate the marketing plan from 2019, which was very successful, for 2024 and plan better. This is the reason they decided it would be better to request funding earlier.

COMMISSIONER HELTON observed that based on the 1,200 people who attended and the funding granted, a fee of \$140/person was charged. She noticed the NPF's goal to reduce the fee in subsequent years, so she hoped they would be more ambitious than the goal of charging a \$45 fee by 2027.

COMMISSIONER STOLDAL believed the event could attract twice the number of attendees through more out-of-state and community advertising because it is a great event. He suggested speaking with DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, about seeking a multi-year grant request to help plan a specific budget for advertising.

Subsequent to the vote, MS. RAYMER discussed with COMMISSIONER BRYAN that the NPF intends to collaborate with the Springs Preserve to add the railroad cottages to the tour. They also held an event at the Clark County Museum.

Motion made by Hugh Sinnock to Approve

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

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

15. **23-0475-CLC1** - Discussion for possible action regarding approval of Grant Modification Number 1, concerning Commission for the Las Vegas Centennial Grant Number 22-0499-CLC1 to 300 Stewart Avenue Corporation, dba The Mob Museum, for the costs associated with the production of a documentary film highlighting the history of the building as a U.S. Post Office and Courthouse and museum, located at 300 Stewart Avenue, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - Ward 5 (Crear)

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, said the applicant requested this matter be stricken.

See Item 19 for related discussion.

Motion made by Robert Stoldal to Strike

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

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

16. **23-0476-CLC1** - Final report by staff from the Community Development Department regarding 2022 grant funding by the Commission for the Las Vegas Centennial to the City of Las Vegas Historic Preservation Commission for various projects

Minutes:

On behalf of the Historic Preservation Commission (HPC), DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, said the HPC traditionally receives grant funding from this Commission to support different projects and programming, which she reviewed using a PowerPoint presentation, a copy of which was submitted for the record. Projects include neighborhood outreach, historic resource surveys, educational training for the Commissioners and staff, plaque and award procurement, respectively, for designated historic properties and Historic Preservation Month. She noted that the Historic Preservation Month Awards ceremony now includes a small luncheon.

COMMISSIONER STOLDAL disclosed that although he is a member of the HPC, he would vote on Item 17, adding that the educational conferences are available online. He recommended viewing them because they are very informative and many of them deal with current issues.

17. **23-0447-CLC1** - Discussion for possible action regarding approval of a grant request for \$75,000 by the City of Las Vegas, acting by and through its Historic Preservation Commission, for the costs associated with supporting a variety of historic preservation initiatives, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - All Wards

Minutes:

See Item 16 for related discussion.

Motion made by Robert Stoldal to Approve

NOTE: Commissioner Stoldal disclosed under Item 16 that although he is a member of the Historic Preservation Commission, he would vote.

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

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

18. Report by the Executive Director of the Commission for the Las Vegas Centennial regarding completed projects and announcements relative to the Commission for the Las Vegas Centennial

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 all of the projects are in progress, and they include KCEP Radio Grant, Classic Las Vegas Digital History Project, The City of Las Vegas: The 1960s (Part VI) documentary film, Westside documentary, Duck Duck Shed 2023, Las Vegas Days Rodeo 2023 (pre-production), Helldorado documentary, La Concha Lobby, Old Time Reunion and the Westside School Centennial Parade and Event. The Junior League Educational Mini-Grants project was pulled.

MS. SIEBRANDT urged the Commissioners to attend the Historic Westside School Centennial Celebration and Parade. She mentioned some of the events associated with the celebration and provided the details and route for the parade. There will also be performances by several groups and a Land Acknowledgment. Her office will also have a booth, among others, to hand out literature about historic preservation and eligibility for listing a property as historical.

19. **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:

Since Item 15 was stricken, CHAIR GOODMAN asked about the documentary film project COMMISSIONER MOWBRAY suggested for The Mob Museum site. DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, explained that the film project was not stricken. The modification for Item 15 was for more money, which is no longer necessary. The documentary is still in progress and in production.

COMMISSIONER ARNOLD said it is not the first time the topic has been brought up of the need for a comprehensive website to easily make available all the projects this body has invested in, as well as links to historical documents and archival projects. He emphasized that it is time to find a better home for this body's investments.

COMMISSIONER STOLDAL shared the sentiments of COMMISSIONER ARNOLD and noted his desire to have the Historic Preservation Commission's projects funded by this Commission on one site for accessibility, along with a chronological history. He stressed that there is plenty of funding available to contract an experienced company.

COMMISSIONER CREAR agreed that this body has the resources to contract someone, and he suggested going through the Request for Proposal (RFP) process for a service to design a website, gather content, map it, scale it and put a budget together. The website can really be a resource or library. An agenda item should be crafted to allow the Commission to achieve this long-time goal.

COMMISSIONER HELTON said they have been successful in finding companies to lead their vision on other projects, and they need to do the same with the website in order to create the desired product.

COMMISSIONER STOLDAL mentioned they would probably need to form a committee to guide the vision, contract with someone to create the website and with someone to keep it updated.

CHAIR GOODMAN felt the direction was clear and that staff had enough, clear information to move forward within the parameters.

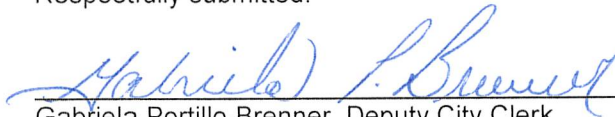
20. **Citizens Participation:** Public comment during this portion of the agenda must be limited to matters within the jurisdiction of the Commission. No subject may be acted upon by the Commission unless that subject is on the agenda and is scheduled for action. If you wish to be heard, come forward 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.

21. **Adjournment**

Minutes:
The meeting was adjourned at 4:06 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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