



Commission for the Las Vegas Centennial Minutes

1. Call to Order and Roll Call

Minutes:

SETH FLOYD, Vice President of the Commission for the Las Vegas Centennial, called the meeting to order at 2:00 p.m. and asked for the roll call after Item 2.

PRESENT: CHAIR BERKLEY (seated after Item 5) and COMMISSIONERS BRYAN, BROWN, STOLDAL, COFFIN, HELTON, SINNOCK, MOWBRAY (via teleconference), TRUESDELL (excused until 2:27 p.m.), CREAR, MILLS, PRATO and DIAZ (excused until 2:06 p.m.)

EXCUSED: COMMISSIONERS ARNOLD and BRANDENBURG

ALSO PRESENT: DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial; JEFF DOROCAK, 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 25, 2024

Minutes:

SETH FLOYD, Vice President of the Commission for the Las Vegas Centennial, called for a motion.

COMMISSIONER STOLDAL announced a correction on Page 2, top paragraph to say, the balance was \$6,488,000.

Motion made by Robert Stoldal to Approve as corrected

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

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

5. **25-0023-CLC1** - Discussion for possible action regarding the election of a new President for the Commission for the Las Vegas Centennial

Minutes:

COMMISSIONER BRYAN nominated COMMISSIONER BERKLEY as President.

Motion made by Richard Bryan to Approve the nomination of Mayor Shelley Berkley as President

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

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

6. Report by City of Las Vegas Finance Department staff regarding the Commission for the Las Vegas Centennial budget for Fiscal Year 2025

Minutes:

PAUL BRESNAHAN, Senior Financial Analyst, distributed to the Commissioners the Statement of Activities and the report of the License Plate Count as of December 2024, copies of which were submitted for the record. He reported that quarterly license plate revenue was \$445,576 as of December 31, 2024, noting the second quarterly payment due January 2025 was pending. Interest earned totaled approximately \$126,000 for the first six months, averaging an estimated \$21,000 monthly, and YouTube revenue was approximately \$9,500 through December 2024. He stressed that interest revenue remains in the Commission's budget. Fiscal Year 2025 started with approximately \$3.6 million remaining on projects, estimated payouts of \$712,332, leaving an outstanding balance of approximately \$2.86 million. After other expenses and net assets, the cash balance as of December 2024, was \$6.2 million, and the aforementioned pending revenue check through the end of December 2024.

COMMISSIONER STOLDAL questioned the investment types for the Commission's money, to which MR. BRESNAHAN replied that the City has government policies on investment types. The Commissioner said that according to the Commission's bylaws, the Commission has authority on investment types, adding that he also wanted to know the return on investments. MR. BRESNAHAN explained that the Budget and Treasury Division handles investments, but investment income is about \$21,000 monthly. The revenue received from documentaries was \$9,464 for the past six months.

COMMISSIONER STOLDAL noted that he would like the license plate report to include revenue received since sales started. MR. BRESNAHAN said he could retrieve the information. SETH FLOYD, Community Development Director, interjected to say that staff was working on an item for the next meeting that would encompass the information he wanted.

COMMISSIONER HELTON said information on revenue received from YouTube is helpful.

MR. BRESNAHAN referenced the License Plate Count report, which he finally was able to obtain from the Nevada Department of Motor Vehicles (DMV) and reflected Las Vegas Commemorative plate sales of 84,100 and 1,701 for the Las Vegas Commemorative Motorcycle plate. COMMISSIONER STOLDAL said it would be helpful to see graph reports as well. COMMISSIONER BRYAN asked for numbers on new plates and renewal plates. To obtain that information, MR. BRESNAHAN believed it would be helpful to provide a copy of a past report with that information to his contact person at the DMV. COMMISSIONER STOLDAL indicated he would look for it.

7. **24-0599-CLC1 - ABEYANCE ITEM** - Discussion for possible action regarding approval of increasing the reimbursement amount from \$180,000 to \$300,000 annually from the Commission for the Las Vegas Centennial to the City of Las Vegas for staff-provided administrative and management services, and authorizing the President to execute the First Amendment to the First Amended and Restated Operating Agreement as approved by the City Attorney

Minutes:

SETH FLOYD, Community Development Director, requested holding this matter in abeyance to the next meeting or possibly a rescheduled meeting, given staff's work on an upcoming item to report on the structure of this body.

Motion made by Robert Stoldal to Hold in Abeyance to 3/24/2025

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

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

8. **25-0025-CLC1** - Discussion for possible action regarding funding in the amount of \$689,150 to Boyd Productions to produce two documentary films on the early history of Las Vegas, 1911: A New City in the Desert and It Happened on Fremont Street

Minutes:

JENNIFER BOYD, Boyd Productions owner, mentioned the subject documentaries she submitted proposals for, acknowledging that it is no surprise the local community is interested in more focused documentaries. However, there is a larger audience for these documentaries, such as on YouTube alone, where there have been more than 13 million views. The first documentary had 6.6 million views to date.

MS. BOYD emphasized that producing the subject documentaries will allow the opportunity to focus on June 1, 1911, and its backstory, including the state, county, an in-depth look at why citizens moved to Las Vegas, local life and stories of some of the founding residents. It will explore the significance of the massive storm that shut down Las Vegas in 1909/1910, which caused drama and a population reduction, as well as the story of the fire at the Overland Hotel that highlighted the need for public services. The Fremont Street story is just as compelling, and MS. BOYD said the focus would be on the first 45 years of its history, which is less known to the public. She anticipates completion of the two documentaries, respectively in 2025 and 2027.

COMMISSIONER STOLDAL was excited about these documentary projects, noting that they will reveal that the foundation of this community was settled between 1905 and 1911, and a lot of interesting information, including that the railroad had approximately 300 well-paid workers who provided a solid foundation for Las Vegas. He expressed his full support and wondered if the project could be done posthaste. Depending on the contract sign-off, MS. BOYD anticipated completion of both documentaries within two years.

COMMISSIONER STOLDAL requested staff's strong commitment to the 1911 documentary. DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, said staff would need about six weeks to draft the contract and submit it through the process, with subsequent approval by the Commission. The Commissioner verified that the first documentary could be completed within one year of contract approval.

To get an idea of the cost, COMMISSIONER CREAR questioned the cost of previous documentaries produced by Boyd Productions, noting that a budget with line items was not submitted for the subject documentaries, as is traditionally required by the Commission. MS. BOYD assured him that the proposal is in line with previous projects and offered to provide a complete breakdown. The Commissioner did not doubt Boyd Productions' reputation but found it unusual that budgets were not included with the proposal. COMMISSIONER STOLDAL asked if the budget information could be submitted with the contract when it is considered for approval. MS. SIEBRANDT and BOYD replied affirmatively. COMMISSIONER BRYAN asked if the proper motion would be for approval subject to the provisions discussed. CITY ATTORNEY JEFF DOROCAK said approval would suffice, as the detailed contract would be brought back for the Commission's review and consideration.

Motion made by Richard Bryan to Approve

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

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

9. **24-0662-CLC1** - Discussion for possible action regarding approval of a grant request for \$6,120 by the Board of Regents, Nevada System of Higher Education, on behalf of the College of Southern Nevada, located at 3200 East Cheyenne Avenue, for the costs associated with the composition and concert event that commemorates the history of Duke Ellington's musical connections to the history of Las Vegas, and authorizing the President to execute the Grant Agreement as approved by the City Attorney

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, said the applicant requested withdrawal of this matter because an alternate funding source was found. SETH FLOYD, Community Development Director, recommended striking the item.

Motion made by Robert Stoldal to Strike

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

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

10. **24-0663-CLC1** - Discussion for possible action regarding approval of a grant request for \$55,150 by 300 Stewart Avenue Corporation, dba The Mob Museum, located at 300 Stewart Avenue, for the costs associated with creating and developing a digital archive to organize The Mob Museum's collection of historic materials, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - Ward 5 (Summers-Armstrong)

Minutes:

The following individuals from The Mob Museum (Museum) shared in reviewing a PowerPoint presentation, a copy of which was submitted for the record: JONATHAN ULLMAN, President and CEO (Chief Executive Officer); GEOFF SCHUMACHER, Vice President of Exhibits and Programs; JACKIE APOYAN, Senior Director of Digital Marketing; and CLAIRE WHITE, Director of Education.

MR. ULLMAN said this project would solve a challenge for the Museum and make it more accessible to the public. From Slide 3, he briefly reviewed some of the Museum's past projects that were funded through grants from the Commission for the Las Vegas Centennial (Centennial Commission), including the Multilingual Audio Tour in 2014, the Educational Outreach Program in 2015, the Educational Outreach Vehicle in 2020 and the Building Documentary in 2022. All of these projects are self-sustaining and successful, and the Educational Outreach Program has been successful overseas as well. The Building Documentary would start airing on Vegas PBS that evening, as well as on YouTube and KCLV Channel 2.

The subject proposal includes an archival system for all the materials the Museum has acquired throughout the years, including photos and documents focusing on the history of mob crime and Las Vegas to expand public access and re-purpose them for other projects and uses. UNLV (University of Nevada, Las Vegas) will be assisting with the transition and curating the online exhibits, as they want people to be able to see other items available at the Museum. Through digital archiving, they will offer five different searching avenues, without having to rely on the institutional knowledge of the Museum's team. They will also be able to identify items licensed for use in the Museum only. The public will be able to search their library on the portal rather than having to deal with a staff member. One of the goals is to curate exhibits for online viewing and make selected images accessible through social media.

MR. SCHUMACHER took over the presentation and stated that the Museum started collecting materials in 2009, which was three years before the Museum opened, and acquired thousands of images, documents and video recordings over the past 15 years that they wanted to organize for public viewing. He described some of the sample images on Slides 7-15 to be archived. They intend to work on putting together online exhibits about the Federal Building at the Museum site and the Battle for Las Vegas.

MS. APOYAN continued with the presentation and explained the plan for building a digital archive, for which the Museum would like to lease a digital asset management system to centrally store, categorize, organize and distribute audio, video, image and document files. For this, they considered seven potential software vendors, as indicated on Slide 16, received demonstrations from five vendors and narrowed the options to Netx, Piction and Phrasenet. From these finalists, they will select a cost-effective system that best fits their needs and allows them to maintain control locally to reduce the risk of data loss and security, backup data regularly and assist in growing the database. Their daily posts on social media receive viewership and like and sharing actions, which speak to the appetite for Las Vegas stories. This project will make stored collections easily available to internal staff for the creation of a digital system for historians, media, educators and students to license images from the Museum's collection.

MS. WHITE reported that they already secured a partnership with UNLV to supply interns to work on the project, tasking them with inputting data and digitizing photos. Upon approval, they are prepared to start in February with the first phase, which will include leasing the software platform, designing the archive, identifying materials for the first digitization batch and recruiting and hiring interns from the UNLV History Department. From March to May, students will scan and process photos and assist in metadata creation and development of online exhibits. Completion of the first phase will be in November. Slide 23 outlined the proposed budget, with the requested grant amount partially covering personnel and project supplies and materials. MS. WHITE noted that a cost adjustment might be necessary once they decide on the best company to contract with and emphasized that the project will be sustainable with the startup costs. Marketing will entail the implementation of a comprehensive marketing and public relations strategy to publicize the online exhibits and the accessible elements of the digital archive. They will hold an event for the Museum and a teacher workshop to provide education on how to use the available resources.

MR. ULLMAN resumed the presentation and underscored that the funding will help them get started, but the Museum's commitment to the project is in perpetuity, as their collection grows and they find new ways to make it accessible to the public.

COMMISSIONER COFFIN asked if all content imaged, even that in storage, becomes a part of a rotating collection. MR. ULLMAN indicated that they have a fireproof storage area and explained that the goal is not to acquire new images but rather to digitize and make available materials that are already in the Museum or in secure storage. Consequently, some of the documents in storage will be converted and digitized for manageability. The Commissioner expressed concern about securing materials made available online to the public. COMMISSIONER STOLDAL commented that UNLV has an honorary system with tremendous files of historic photographs. Users must commit to asking for authorization before using available materials, so he would hope the Museum would at least use a watermark. COMMISSIONER STOLDAL hoped visuals would be added to the existing blogs and asked if all the work would be backed up. MR. ULLMAN acknowledged the possibility of people downloading images or taking screenshots of images, but he explained that the ability to download will not be available immediately. He added that some online models allow the purchase of photographs, but they are watermarked or altered.

COMMISSIONER CREAR did not think the requested amount was enough, to which MR. ULLMAN responded that the budget submitted represented the amount needed to start the project, obtain a license, secure storage and complete the initial online exhibit. He commented that this system will help the Museum work easier and more efficiently, and it will help create a full inventory of what they have available. MS. WHITE added that a lot of the work is included in the jobs of staff members. MR. ULLMAN stressed that the Museum is prepared to pay the costs going forward, and they hoped to generate revenue in the future through the sale of licenses to use photos and the content.

COMMISSIONER TRUESDELL clarified that this a one-time grant, to which MR. ULLMAN added that they were looking for support to get the project started.

COMMISSIONER MILLS asked if the online materials would be available to the public gratis. MR. ULLMAN said the online exhibits would be free, but they had not determined how to handle licensing fees for images or videos for use in a book, per se.

COMMISSIONER HELTON appreciated the presentation, noting that the Commission had funded many organizations for similar projects, so she felt this was a good investment for the Commission. MR. ULLMAN

underscored that they will make certain the Commission receives credit. COMMISSIONER STOLDAL said that one problem is that museums and universities require credit for the use of their photographs, but he felt the photographer should receive credit as well.

Motion made by Robert Stoldal to Approve

NOTE: Commissioner Stoldal said that under the advisement of the City Attorney, he was disclosing that he is a non-paid member of The Mob Museum Board of Directors, and Commissioner Bryan disclosed that he is also a member. Commissioner Mowbray disclosed that he is a founding member of the 300 Stewart Avenue Corporation.

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

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

11. 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:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, provided updates for the projects listed on the PowerPoint slide, a copy of which was submitted for the record.

COMMISSIONER STOLDAL asked if she had an itinerary for the Duck Duck Shed event, and MS. SIEBRANDT said she did not.

COMMISSIONER COFFIN questioned the status of The Neon Museum's project, and MS. SIEBRANDT indicated that the project was held to the meeting in May, so there was no update because it was not funded yet. COMMISSIONER STOLDAL thought the City Manager was going to provide updates on funding committed from other agencies. MS. SIEBRANDT said meetings with the agencies were pending. SETH FLOYD, Community Development Director, indicated the item on November's agenda was not approved and was held in abeyance to obtain additional information, but a full report would be provided in May. COMMISSIONER BRYAN said the onus should be on the applicant to get the information and not take City resources. Understanding his concern, MR. FLOYD said staff was fulfilling its responsibility to gather information for the item.

MR. FLOYD then provided an update on the recent survey of the Commissioners to gather input on how to improve the services staff provides to this body. In answer to the questions, MR. FLOYD indicated that staff would be providing an overview on how the Commission is structured and what their and staff's role entails. Staff is working to provide the backup documentation sooner than when the agenda is posted for the Commissioners to review the information. None of the Commissioners wanted regular pre-briefings for the meetings, except when the agenda included complicated topics. There was no interest in having workshops, but there was some interest in developing a strategic plan, and staff has done some research to amass information.

COMMISSIONER HELTON said she would like links to the backup documentation within the agenda e-mail.

COMMISSIONER COFFIN said he felt uncomfortable getting the survey because he felt he was being asked to rate staff, which should be done directly with the supervisors. He wondered if his survey was received because he had issues with his e-mail. MR. FLOYD said he would be happy to discuss any personnel issues with him, but the survey was not meant to evaluate staff, noting that positive feedback was received.

COMMISSIONER STOLDAL wondered if a filter could be established to make sure non-qualifying grant applications do not get scheduled for the Commissioners to review. MR. FLOYD replied affirmatively and added that guidelines could be added on how to filter such requests.

COMMISSIONER BRYAN thanked MR. FLOYD for spending time with him regarding his concerns.

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

Minutes:

CHAIR BERKLEY asked if anyone had any topics for future agenda items.

With some of the motels within the Project Enchilada boundaries burning down, COMMISSIONER STOLDAL requested an update on the project given the investment in it.

13. **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:

ZACHARY FRIED said that as a big fan of Las Vegas, he spoke with DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, about funding for projects and started getting involved with the historic Harrison House and the Westside. He asked if the Commissioners could advise him on the types of projects they were looking to fund, since MS. SIEBRANDT indicated to him that the Commissioners already had some projects in mind. COMMISSIONER STOLDAL suggested focusing on topics within the 100-year history of the city of Las Vegas and looking on the website for the application guidelines. CHAIR BERKLEY asked staff to meet with MR. FRIED to explain the process.

14. **Adjournment**

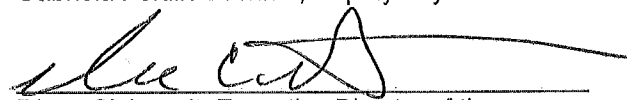
Minutes:

The meeting was adjourned at 3:35 p.m.

Respectfully submitted:



Gabriela Portillo-Brenner, Deputy City Clerk



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

THIS MEETING WAS PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS
IN ACCORDANCE WITH THE NOTICING STANDARDS AS OUTLINED IN NRS 241.020:

The City of Las Vegas website – www.lasvegasnevada.gov

The Nevada Public Notice website – notice.nv.gov

City Hall, 495 South Main Street, 1st Floor