



## Commission for the Las Vegas Centennial Minutes

### 1. Call to Order and Roll Call

Minutes:

CHAIR BERKLEY called the meeting to order at 2:04 p.m. and asked for the roll call after Item 2.

PRESENT: CHAIR BERKLEY and COMMISSIONERS BRYAN, ARNOLD, BROWN, COFFIN, HELTON, SINNOCK, MOWBRAY, BRANDENBURG (via teleconference), MILLS and PRATO

EXCUSED: COMMISSIONERS STOLDAL, TRUESDELL, CREAR and DIAZ

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

Subsequent to the Roll Call, DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, announced that MICHAEL CUNNINGHAM, Deputy Community Development Director, was in attendance on behalf of SETH FLOYD, Vice President of the Commission for the Las Vegas Centennial and Community Development Director.

### 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](http://www.lasvegasnevada.gov); and the Nevada Public Notice website – [notice.nv.gov](http://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 January 27, 2025

Minutes:

CHAIR BERKLEY called for a motion.

Motion made by Richard Bryan to Approve

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

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

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

Minutes:

Given past queries from the Commissioners regarding investments, PAUL BRESNAHAN, Senior Financial Analyst, distributed to the Commissioners an Invesco Government & Agency Portfolio informational investment document, a copy of which was submitted for the record, along with PowerPoint slides and a Statement of Activities. COMMISSIONER BRYAN was pleasantly surprised to learn that approximately \$40.7 million had been received since the legislation was enacted for the Las Vegas Commemorative plate (Commemorative plate), as MR. BRESNAHAN clarified. This figure included DMV (Department of Motor Vehicles) revenue, interest income and any other contributions, totaling an investment into the community of approximately \$34.5 million since the was made available.

MR. BRESNAHAN referenced the slides and reviewed the Statement of Activities sheet for the year ending June 30, 2025. Through February 2025, the budget balance was \$6.2 million, with two quarterly revenue payments totaling \$856,000, interest income of \$166,300 and \$10,000 in other income, such as YouTube revenue, for a total revenue of \$1.03 million. The total for approved program expenses was approximately \$1.13 million and total expenditures of \$1.28 million. The 2025 budget year started with \$6.4 million and ended in February 2025 with \$6.2 million.

COMMISSIONER MILLS observed from the slides a significant increase in the sale of the Commemorative, Las Vegas Raiders and Vegas Golden Knights plates during the last quarter, and he wondered why. MR. BRESNAHAN could not say, adding that he reached out to the DMV for information on the sale of new plates versus renewal plates, but he was unable to get the information and offered to keep trying. COMMISSIONER COFFIN said the jump in sales for the Las Vegas Raiders plate could be because they were offering free plates. He expressed his preference for the previous format of the list of available plates and sales. MR. BRESNAHAN offered to obtain the full list of plates and send it via e-mail, and COMMISSIONER COFFIN appreciated that. COMMISSIONER BRYAN suggested contacting the DMV director to get the information needed. MR. BRESNAHAN indicated he was given a contact name, but that person was not responsive. COMMISSIONER MOWBRAY asked MR. BRESNAHAN to contact him for a contact person with the DMV.

COMMISSIONER HELTON was relieved that despite the availability of other plates, the Commemorative plate was still selling well.

6. **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:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial; requested holding this matter in abeyance to the May 12, 2025, meeting since SETH FLOYD, Vice President of the Commission for the Las Vegas Centennial and Community Development Director, could not be present to report on this matter.

Motion made by John Mowbray to Hold in Abeyance to 5/12/2025

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

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

7. **25-0117-CLC1** - Final report by Michele Evans, Director of Sales, Catering & CORE Arena with the Plaza Hotel and Casino, regarding the completion of the 2024 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 (Summers-Armstrong)

Minutes:

MICHELE EVANS, Vice President of Sales, Catering and CORE Arena, and NATASHA WHITE, Director of Marketing, both with the Plaza Hotel and Casino, shared in using a PowerPoint presentation, a copy of which was submitted for the record, to report on this matter. MS. EVANS was excited to provide a recap for the 2024 Helldorado Days Rodeo, noting they were already planning the 2025 rodeo for November. A video was shown, but a copy of it was not submitted for the record.

At the conclusion of the video, MS. WHITE took over the presentation and commented that the PRCA (Professional Rodeo Cowboys Association) and WPRA (Women's Professional Rodeo Association) sanctioned the 2024 Helldorado Rodeo, which consisted of eight events with 304 contestants, and the Mutton Bustin Contest with 20 contestants. For tickets, the free RSVPs totaled 10,000 and VIPs totaled 604, each of which cost \$20. The Big Bucks Pro Rodeo Stock Contractor had two horses competing in NFR (National Finals Rodeo) 2024, and the trick riders competed in the National Finals Breakaway Roping contest. Five contestants competed in the 2024 NFR, which speaks to the quality of the Helldorado Rodeo.

Contests from previous years were included. JENNY PARK, a student at the UNLV (University of Nevada, Las Vegas) School of Hospitality, International Business and Real Estate, won the Helen Jane Stewart Buckle Award. Due to early promotions, there was increased participation in the Coloring Contest (K-6) and the Whiskerino Contest. Thanks to the acquisition of the name Helldorado, they were able to incorporate the Helldorado clock to showcase the coloring contest. To promote the history, they included the Chuck Wagon Display and the Then & Now Tent.

MS. EVANS commented that spectators enjoyed the historical displays and learning about them. Thanks to new sponsors, they were able to have a BBQ for contestants and their guests on Friday and Saturday. MS. WHITE added that for the 2024 NFR, they were able to attain new sponsors and were actively looking for more.

MS. EVANS said that new additions included Friday's Specialty Nights with the theme, The Future Is Bright - All About the Youth, for which neon apparel was encouraged. On Saturday, they held Honor The Military night, for which they honored and rolled out a large American Flag for COLONEL JOHN DE-LION from Nellis Air Force Base. Thanks to new sponsors, they also had a Serpentine Flag Grand Entry with 16 cowgirls carrying flags and a new poster for the rodeo, which was signed by all the contestants for duplication, framing and delivery to each sponsor, and they intend to do this every year. Lastly, they won the 2024 Small Rodeo of the Year.

Despite a successful rodeo year, COMMISSIONER BRYAN wondered if anything could be added to improve. MS. EVANS said they were always looking to add events or contests, as they would not want to take anything away from their success. MS. WHITE added that they were looking to include a carnival and a mechanical bull to provide more entertainment and keep people around for an after-party. With funding dropping yearly, they were exploring charging a general admission fee to cover that loss, yet still have a nice event.

COMMISSIONER SINNOCK asked if they had considered having a cowboy Christmas event, to which MS. EVANS replied that the Downtown Christmas Expo was already held in December with 30-74 vendors.

COMMISSIONER HELTON was curious as to how many people who RSVP'd showed up. MS. EVANS said almost all of the 3,000 seats were taken, but it would be difficult to get a count because they did not issue tickets. MS. WHITE offered to get the number of school participants for the Commissioner because although there were more in 2024, she did not have the total. MS. EVANS said getting a count was difficult because they had open gates, but COMMISSIONER HELTON felt it was critical to know how many people attended.

CHAIR BERKLEY asked if the loss of revenue could be absorbed, to which MS. EVANS replied that they have to continue to put on the event every year, and it is time-consuming. The Chair regarded it as a tremendous asset.

8. **25-0119-CLC1** - Final report by Julie Gilday-Shaffer, CEO (Chief Executive Officer) from Old Time Reunion, regarding the completion of the 2024 Old Time Reunion event, funded by the Commission for the Las Vegas Centennial

Minutes:

JULIE GILDAY-SHAFFER, CEO (Chief Executive Officer) of JDS Development Group and co-producer of Old Time Reunion with KEVIN BUCKLEY, who could not be present, said the 2024 Old Time Reunion event was held at the Suncoast Hotel and Casino for the first time. There were 350 people in attendance, which was slightly lower than in previous years, but she heard it was because people found out about the change in location mid-cycle. They would be issuing notification of the event earlier in the future. People had a great experience and the attendees came to network. This year was the 30th anniversary, and they had not finalized the date for the 2025 event. A video was shown, a copy of which was not submitted for the record, but would be provided to the Commission for their use.

CHAIR BERKLEY said she had never missed any event and felt the people who started it left quite a legacy. MS. GILDAY-SHAFFER stated that she started attending and getting involved because of her mother.

9. **25-0121-CLC1** - Report by Jeffrey Carlson, Website Content Development Consultant, regarding updates on the Website Content Development for the Commission for the Las Vegas Centennial project

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial (Centennial Commission), introduced JEFFREY CARLSON, Website Content Development Consultant.

MR. CARLSON explained that this project consisted of two parts: Centennial Commission grant summaries, of which he showed and submitted a PowerPoint presentation for the record, and the Las Vegas Historic Timeline (Timeline). For the grants, he conducted a general inventory by comparing the master list on the City of Las Vegas (City) website with available proposals and agreements and the meeting minutes going back to 2012. He found a few omissions and discrepancies, which he corrected. The summaries on the website were done in a PDF format by the City's Office of Communications (Communications) to fit the pertinent information, historical context and a link to the project where possible, and MR. CARLSON emphasized the need to include information in the common language. Projects on the National, State or local registry were identified as such in the summaries. The descriptions of some related grants, such as the City's documentary films and the series about the preservation of La Concha, were included in a single document. The grants for Helldorado were divided by four grantees: the Elks, the City, the Professional Bull Riders and the Plaza Hotel and Casino. Being that MR. CARLSON was ahead of schedule, he would be submitting everything relating to the grant summaries by the end of the week.

With respect to the Timeline template on the City's website, Communications designed it as well, and MR. CARLSON felt he had the opportunity to make it substantial. He observed from the meeting minutes the need for a guideline or filter of the content that should be included in the Timeline, for which he should have information by his next presentation.

COMMISSIONER HELTON questioned the comment about minutes going back to 2012 since the Commission initiated the grants in 2005. MS. SIEBRANDT explained that the minutes were not archived prior to 2012 because they were not available, as she was not sure how the minutes were kept or where they could be before 2012.

COMMISSIONER ARNOLD offered to check if he has any minutes and suggested asking COMMISSIONER STOLDAL about the older minutes as well and revisiting the subject with all the Commissioners to identify what was missing. He recalled having a celebration in the early years with the world's largest cake. MS. SIEBRANDT said she found photos of that occasion. COMMISSIONER HELTON remembered having a history book. MR. CARLSON said he could not find proposals or agreements for some grants issued prior to 2012, including for the 2005-2009 Helldorado event or the opening of the Atomic Museum.

COMMISSIONER COFFIN was worried about missing minutes, especially given there were elected officials on the Commission. He asked how long the Commission was in existence. MS. SIEBRANDT explained the concept was derived in 2001 and grants started being issued in 2003, 2004. She added that the facilitation of the Commission meetings and location changed several times, so staff would endeavor to find the documentation. She stated this year marked the 20th anniversary of the Commission, as it officially kicked off in 2005 with the largest cake party.

10. 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, reviewed a PowerPoint presentation, a copy of which was submitted for the record, to update the Commissioners on the status of various projects. The Duck Duck Shed Exhibit was on display in the City Hall lobby, with the lectures and other events to take place toward the end of March. The Historic Westside Design Guidebook was still in progress, and she was provided with the first draft to review. A report was made on the 2024 Las Vegas Days Rodeo, and the 2025 Rodeo was scheduled for November 7-8, 2025. With the acquisition of the name Helldorado, the Plaza Hotel and Casino (Plaza) was given permission to use the name Helldorado Days Rodeo. The Old Spanish Trail Exhibit was on display at the Springs Preserve State Museum until the end of May. The documentary on PAUL R. WILLIAMS was in progress, as well as the Mob Museum Archives project. The City of Las Vegas 1970's premiere would be held on May 17, 2025, at the Plaza, for which invitations would be sent. The Helldorado Days Parade would be on May 10, 2025, and Commissioners interested in participating should notify her office for scheduling. The 2025 Home + History event would be held May 1-4, 2025. The UNLV (University of Nevada, Las Vegas) Sports Oral History project was in progress. The contract for the 1911 and Fremont Street documentaries was near completion and would be on the Commission's May agenda for consideration.

COMMISSIONER HELTON praised the work thus far on the website.

11. **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.

COMMISSIONER HELTON wondered if an item should be scheduled for presenting archives, old notes or budgets.

12. **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.


13. **Adjournment**

Minutes:

The meeting was adjourned at 2:51 p.m.

Respectfully submitted:

  
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Gabriela Portillo-Brenner, Deputy City Clerk

  
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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](http://www.lasvegasnevada.gov)

The Nevada Public Notice website – [notice.nv.gov](http://notice.nv.gov)

City Hall, 495 South Main Street, 1st Floor