



Special Commission for the Las Vegas Centennial Minutes

1. Call to Order and Roll Call

Minutes:

CHAIR BERKLEY called the meeting to order at 2:01 p.m. and asked for the roll call after Item 2.

PRESENT: CHAIR BERKLEY and COMMISSIONERS BRYAN (excused until 2:07 p.m.), STOLDAL (via teleconference), ARNOLD, BROWN, COFFIN, SINNOCK, TRUESDELL (excused until 2:10 p.m.), BRANDENBURG, CREAR, MILLS, PRATO and DIAZ (excused until 2:04 p.m.)

EXCUSED: COMMISSIONERS HELTON and MOWBRAY

ALSO PRESENT: DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial; PAUL MATA, Deputy City Attorney III; 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: Civic Center Building A, 525 South Main Street, 1st Floor; 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 July 28, 2025

Minutes:

CHAIR BERKLEY called for a motion.

Motion made by Hannah Brown to Approve

Passed For: 10; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 5

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

5. Report by City of Las Vegas Finance Department staff regarding the Commission for the Las Vegas Centennial budget for Fiscal Year 2026

Minutes:

PAUL BRESNAHAN, Senior Financial Analyst, reviewed a detailed PowerPoint presentation, which was attached as backup documentation for the meeting, regarding the topics of financial reporting and audit overview, 2025 financial standing and program expenditures, grant awards, annual revenues by category, year-end cash balances since inception, license plate sales compared to the Las Vegas Raiders and the Vegas Golden Knights, Fiscal Year 2026 financial reporting and a five-year projection. Regarding financial reporting, which has been done successfully with the City of Las Vegas (City), Ruben Brown LLP was contracted to perform the audit and handle the Commission's IRS (Internal Revenue Service) tax filing for 2025. The Commission's classification as a discretely presented component unit means the Commission is legally separate but financially accountable to the City and included in the City's audit.

MR. BRESNAHAN reported on the budget activity for the year ending June 30, 2025, and indicated that license plate revenue was \$1,724,783, which was down from the budgeted amount, and earned interest income of \$264,729, which exceeded the budgeted amount by about \$25,000 due to a large investment balance. Program expenditures totaled \$2,018,059 and general and administrative expenditures totaled \$222,996, of which \$180,000 consisted of the Commission's contribution to the General Fund, \$8,525 was paid to the Plaza Hotel for the documentary film premiere, \$9,450 for accounting and legal fees and \$25,000 paid to Alliance Insurance Services for liability insurance. The year started with \$6.4 million in net assets and ended with \$6.2 million in net assets due to a decrease in license plate revenue and large grant awards. Program expenditures for year-end 2025 amounted to \$2,018,059, with the largest program award made to the City of Las Vegas 1970-2005 film documentaries. Current-year expenditures as of August 31st were \$187,928, leaving a remaining balance of \$2,247,737. For two months, through August 31, 2025, interest income totaled \$40,000.

From Slide 7, MR. BRESNAHAN reviewed annual revenues since the Commission's inception in 2004 for the categories of License Plate Revenues (\$37,821,650), Interest Income (\$1,082,574) and Other Income (\$2,798,595). The same information was presented on Slide 8 in a bar graph and Slide 9 in a line graph, as well as the year-end cash balances since Fiscal Year (FY) 2004 on Slide 10. Slide 11 showed a graph comparison of plate sales to the Vegas Golden Knights and the Las Vegas Raiders. Since November 2024, there was a total loss of 1,330 in license plate sales, or approximately 1.5 percent, and the decrease has persisted from month to month since then.

To COMMISSIONER COFFIN, MR. BRESNAHAN stated that he did not have the information on when the Las Vegas Raiders started subsidizing its license plate.

MR. BRESNAHAN resumed the presentation with Slide 13, which showed the five-year projection of a continued decline in plate sales at a rate of 1.5 percent annually, a conservative interest income rate on the cash balance of 4 percent and contributions growing at 2.5 percent annually. Assuming no future grant awards, the FY 2026 balance of \$6.4 million would increase to \$7.5 million in FY 2027, \$8.9 million in FY 2028, \$10.6 million in FY 2029 and \$12.4 million in FY 2030.

COMMISSIONER STOLDAL thanked MR. BRESNAHAN for the detailed report and projection, noting that future expenditures would be made for various grants. For FY 2025, the Commissioner questioned the budget line item for Management and Administrative Services of \$175,000, because he thought it was \$180,000. MR. BRESNAHAN conceded that the budget line item should have been set at \$180,000, noting that it amounted to a \$15,000 monthly contribution to the City's General Fund from the Commission. The Commissioner asked who was authorized to spend the funds for administrative and managing services, to which MR. BRESNAHAN replied that all payouts had to go through the Finance Department, with invoice approvals by DIANE SIEBRANDT, Executive Director, and SETH FLOYD, Vice President, of the Commission for the Las Vegas Centennial, and the Purchasing & Contracts Division.

COMMISSIONER MILLS confirmed that the \$15,000 monthly contribution to the City was fixed. MR. BRESNAHAN said that any change would have to be approved by the Commission.

MR. BRESNAHAN advised COMMISSIONER BRYAN that sales tax would not have an impact on projections, as people buy or renew the plates.

COMMISSIONER TRUESDELL wondered if the 4 percent rate of interest was sufficient, and MR. BRESNAHAN explained that the interest earned would grow as the cash balance grows, which was at about \$20,000 monthly.

6. **25-0438-CLC1** - Final report by staff from The Neon Museum regarding the completion of the Duck Duck Shed: Celebrating Las Vegas Architecture, Design and Culture 2024 four-day event, funded by the Commission for the Las Vegas Centennial - All Wards

Minutes:

AARON BERGER, Executive Director of The Neon Museum, reported on the subject project using a PowerPoint presentation, a copy of which was submitted for the record. He reviewed the outcomes of the project, which was held over four days and explored the local architecture, noting that with an under-appreciation of the architecture and culture of Las Vegas, they created the Duck Duck Shed event three years ago. They focused on the Commission's pillars of historical events and education, thus commemorating the City of Las Vegas (City), promoting tourism and engaging the public through unique experiences, as well as providing unique teaching and engagement opportunities that increased the appreciation of the city. For the 2025 event, 41 programs were offered, which was a 38 percent increase in programs from the previous year, which was achieved with the same amount of funding received from the Commission, and there were over 921 million media impressions. The event received a 4 or 5 rating from 96 percent of attendees, and their reach was being expanded through 15 partners.

MR. BERGER underscored that despite low tourism in Las Vegas in 2025, they had an increase of 15 percent in attendees and a 61 percent increase in ticket sales. The increase in ticket sales was due to a decrease in the ticket price, and they also offered free programs and \$25 programs, with the most expensive program at \$165 per ticket, which included a buffet. The event had a 500 percent increase in college student attendance because the attendance fee was underwritten for UNLV (University of Nevada, Las Vegas) and CSN (College of Southern Nevada) students. A variety of people attended the exhibition, the family program, lecture programs and continuing education programs, through which AIA (American Institute of Architects) architects could get continuing education credits. They hoped to work with ASID (American Society of Interior Designers) to offer designers continuing education credits as well.

As part of the goal to commemorate Las Vegas' history and promote tourism, the event included panel discussions at Binion's Gambling Hall and Hotel, which attracted visitors and locals to Downtown Las Vegas, and provided guided tours of Fremont Street for historical perspectives. Within the panel space, they had Binion's and The Mint pop-up exhibitions, which allowed The Neon Museum (Museum) to take items out of stored collections. The opening night reception was held at Whiskey Licker Up Saloon at Binion's, where the windows were open and people could look out to Fremont Street and see the original sign, allowing them to engage in part of Las Vegas' history.

At the Stories from Backstage: Cirque du Soleil in Las Vegas experience, over 100 artifacts were on exhibition in the City Hall Grand Gallery that helped the public understand the art and the people who are involved in the art and reside in Las Vegas, such as the costume makers, athletes and, surprisingly, ex-Olympians.

With the Appreciation of the City event, they premiered the movie "Action Action" to more than 800 people at Stadium Swim, and it included highlights and visits with historical contexts of Downtown Las Vegas locations, including The Mob Museum, Fremont Street, Oscar's Steakhouse, Legacy Club and World Market Center.

Regarding marketing and media coverage, the event had over 920 million media impressions and 106 pieces of media, among them, MSN, Travel + Leisure Magazine and The Boston Globe. The Art Report Today and Travel Weekly lauded the Duck Duck Shed event, which was welcomed national attention, especially after only three years of production.

Thanks to the support of the Commission and several partners (listed on Slide 11), Duck Duck Shed has been successful for three years, and they finished \$98,000 in the black in 2025, which was a testament to the increasing number of people getting excited about this concept. Additionally, they discovered that international

speakers want to hear the featured speakers. The Neon Museum's goal is to make Duck Duck Shed an international destination, as they believe it is becoming a significant tourist attraction.

COMMISSIONER COFFIN wondered if all architecture would look the same in the future, which was concerning to him. MR. BERGER said that as part of the event, they focus on highlighting architectural achievements, good or bad.

7. **25-0288-CLC1 - ABEYANCE ITEM** - Discussion for possible action regarding approval of a grant request for \$607,500 by the City of Las Vegas, acting by and through its Department of Parks, Recreation and Cultural Affairs, for the production of the 2026-2028 Helldorado Days Parade, and authorizing the President to execute the Grant Agreement as approved by the City Attorney

Minutes:

Items 7 and 8 were heard together.

JASMINE FREEMAN, Cultural Affairs Manager, and MARJA BIGAS, Special Events Administrator and Parade Organizer, shared in reviewing a detailed PowerPoint presentation, a copy of which was submitted and attached as backup for Item 8. MS. FREEMAN presented Slides 2, 5, 6, 9 and 10, respectively, covering the Helldorado Days History, Parade Marketing and Public Safety. MS. BIGAS presented Slides 3, 4, 7, 8, 11 and 12, respectively, regarding the 2026 and 2027 set dates, Parade Route, Attendance & Participation Over the Years, Impact on Schools, Entertainment and the 2026-2027 Helldorado Days Parade cost breakdown.

MS. FREEMAN commented that the Office of Communications broadcasts and replays the parade on CLV (City of Las Vegas) TV, and she had an audio clip played of a radio spot promoting the parade, which was done in Spanish as well, and giving ample credit to the Commission for their funding. For public safety, they contract to have more than 60 Las Vegas Metropolitan Police Department (Metro) officers patrolling.

MS. BIGAS stated that attendance increased over 50 percent since 2023, and they were able to award over \$43,000 to schools, \$1,000 to enter, \$1,500 for a quality float and to cover travel expenses. They were requesting \$405,000 to fund both years, with an annual in-kind services contribution of \$79,367.14 by the City of Las Vegas and assurance that any remaining funds for 2026 would not roll over to 2027.

CHAIR BERKLEY said that at the last meeting of the Commission, the Commissioners questioned the request for three-year funding. COMMISSIONER BRYAN favored two-year funding with a requirement for a progress report. COMMISSIONER COFFIN preferred two-year funding and added that the parade route should include Fremont Street, given its historical significance. COMMISSIONER BROWN agreed, noting that Fremont Street was the main street.

COMMISSIONER STOLDAL endorsed adding a portion of Fremont Street to the parade route, with an agreement from the hotel owners along the street, as well as a two-year grant, and he emphasized that discussion should be held with the City of Las Vegas about televising the parade with funding from the Commission.

COMMISSIONER CREAR stated that he proposed three-year funding for reliable applicants, such as the Plaza Hotel and Casino, so that they did not have to request funding annually for the same event and to allow them time to properly plan. He did not believe there was an issue with approving three-year funding for a responsible team, such as the City of Las Vegas' Department of Parks, Recreation and Cultural Affairs, if an annual report is provided to the Commissioners.

COMMISSIONER BROWN asked why there was difficulty in getting more floats entered for the parade, recalling that the hotels used to enter floats. COMMISSIONER STOLDAL explained the history behind those floats, which were entered during the 1950s by Strip Hotel owners, who subsequently decided to pull them from the parade. Nevertheless, he felt a meeting should be held with the Downtown Las Vegas hotel owners about entering floats.

Motion made by NOTE: A motion was not made and no action was taken on this item.

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

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

8. **25-0386-CLC1** - Discussion for possible action regarding approval of a grant request for \$405,000 by the City of Las Vegas, acting by and through its Department of Parks, Recreation and Cultural Affairs, for the production of the 2026-2027 Hellsdorado Days Parade, and authorizing the President to execute the Grant Agreement as approved by the City Attorney

Minutes:

See Item 7 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, Ryan Arnold, Robert Stoldal, Hannah Brown, Bob Coffin, Hugh Sinnock, Ric Truesdell, Mark Brandenburg, Cedric Crear, Kevin Mills, Thomas Prato, Shelley Berkley, Olivia Diaz; Excused-Louise Helton, John Mowbray;

9. **25-0387-CLC1** - Discussion for possible action regarding approval of a grant request for \$207,000 by the Southern Nevada Regional Housing Authority for collecting oral histories and the production of a documentary film titled Marble Manor's Past, Present and Future, and authorizing the President to execute the Grant Agreement as approved by the City Attorney

Minutes:

Using a detailed PowerPoint presentation, a copy of which was submitted for the record, KATHI THOMAS, Chief Housing Officer, Southern Nevada Regional Housing Authority (SNRHA), reported on the grant request, which would be used toward the subject project, which included residents typically forgotten in history but resided in the complex because condemnation in the Historic Westside and redlining prevented African-Americans from moving elsewhere. Thus, the need to document the history of Marble Manor. The redevelopment project will transform Marble Manor, which was constructed in phases starting in 1942, from a conventional public-housing site to a mixed-use, mixed-income development. The project was already in the demolition phase, and the grant request would be used to produce a documentary and collect oral histories, with a grant match of \$36,500 from SNRHA.

MS. THOMAS emphasized the importance of reconstructing Marble Manor, noting that in collaboration with the City of Las Vegas (City), they were fortunate to obtain the Choice Neighborhood Initiative Grant (an eight-year grant) for the project, which will exceed an investment of approximately \$350 million for the scattered development over 30 acres that will include 627 single-story units with a mix of two and three bedrooms. She mentioned that the process included resident input, and the five-phase transformation of Marble Manor was planned intentionally to not displace any of the 235 tenants in good standing. Slide 7 depicted a photo of the current state of Marble Manor housing and a drawing of the housing design and color scheme. The development will include areas for murals, paintings to reflect diverse cultures and on-site amenities, which were driven by input from the residents, such as ample green space.

Regarding the documentary, MS. THOMAS stated that the goal was to collect 65 individual interviews and documents to create a repository of the history with the assistance of CLAYTEE WHITE, Director of the Oral History Research Center for UNLV (University of Nevada, Las Vegas), to record individual interviews for the documentary, which will include footage of the demolition, reconstruction and occupation of Marble Manor. The film will be kept on their website and provided to the City and the Commission for the Las Vegas Centennial for their use. The one-year project would start in January 2026 and wrap up in December 2026. MS. THOMAS credited former Councilman CEDRIC CREAR for insisting on investing the time and resources, as

part of the HUNDRED (Historic Urban Neighborhood Design Redevelopment) Plan, to move forward with significant revitalization of the Historic Westside.

MS. WHITE said that upon her retirement, she planned on devoting time to community projects she was passionate about, such as working on the Marble Manor documentary project. She believed there were wonderful stories to be told about people who live and lived there, including the women of the welfare rights movement.

MS. THOMAS advised COMMISSIONER BROWN that Marble Manor was originally built in phases starting in the 1940s. The Commissioner recalled some of the buildings and that it was a decent, affordable place to live.

COMMISSIONER CREAR was glad they were able to receive the grant to help beautify and modernize Marble Manor, which is a key component of redevelopment for the Historic Westside. He was fully supportive.

COMMISSIONER SINNOCK verified the cost and the number of units planned and was surprised to learn that the construction cost per unit came to \$525,000.

COMMISSIONER MILLS wondered where the name of the complex came from and whether they would have street parking or parking spaces. MS. THOMAS indicated that parking for the residents would be internal, and there would be less street parking due to streets and sidewalks being widened. Regarding the name, JAMIE GILLIS, project consultant, summarized that Marble Manor was named after the father, who was once a local mayor, of a leader in the community.

COMMISSIONER BRYAN wanted to know more about Gas Station Studios, and MS. THOMAS explained that it is a music production company that provides on-the-job training to at-risk youth, some of whom would work on the project.

Motion made by Hannah Brown to Approve

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

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

10. **25-0412-CLC1** - Discussion for possible action regarding approval of a grant request for \$176,200 by Gold Creek Films for the production of a documentary film focused on the 1905 Las Vegas land auction, and authorizing the President to execute the Grant Agreement as approved by the City Attorney

Minutes:

Using a detailed PowerPoint presentation, a copy of which was submitted for the record, TED FAYE, CEO (Chief Executive Officer) and Producer with Gold Creek Films, reported that the proposed film, 110 Acres: The Auction That Made Las Vegas, would meet the national programming standards for PBS (Public Broadcasting Service) and tell the story and bring to life that single day of the 1905 Las Vegas Land Auction and of the people who were involved and those who felt excluded. Making this documentary mattered because that day laid the foundation of America's most improbable city, making it a symbol of the American dream. The 60-minute film will include first-hand accounts from African-American, Asian-American and Native-American perspectives, a three-act story structure and how it started with newspaper ads, which brought people from California to purchase property. He mentioned the scholars and contributors to the film listed on Slide 9, emphasizing that a focus would be placed on adding uncovered and untold stories to the film. He reviewed the budget from Slide 11 and the impact the documentary film will have from Slide 12.

COMMISSIONER STOLDAL said he has supported many documentaries but was opposed to this documentary because it included so many topics that it missed the fundamental history of Las Vegas, which started in the fall of 1904, when the railroad reached Las Vegas and SENATOR (WILLIAM ANDREWS) CLARK saw several places where the town could be built. The Commissioner told the history of how SENATOR CLARK argued for building a community, noting that all the documentation was turned over to UNLV (University of Nevada, Las

Vegas) Special Collections & Archives for anyone to view. The Commissioner insisted that the story that should be told was from 1904 to 1905. Despite the strong producers for the proposed documentary, he felt strongly that it should tell the story of the development of the city of Las Vegas.

MR. FAYE thanked COMMISSIONER STOLDAL for his comments and explained that he regarded his project as progress in motion and did not claim to know everything. His proposal included a framework in which to tell the story in a compelling way, but he was certainly open to focus on what COMMISSIONER STOLDAL wanted.

COMMISSIONER ARNOLD asked COMMISSIONER STOLDAL if he would be willing to hold this matter in abeyance for more discussion and a presentation. COMMISSIONER STOLDAL preferred a denial of the subject application and the producers reapplying with a fresher approach.

COMMISSIONER DIAZ questioned the difference between a denial and a withdrawal without prejudice and whether a certain timeframe for an application resubmittal would be required with a withdrawal without prejudice. SETH FLOYD, Vice President of the Commission for the Las Vegas Centennial, explained that unlike at the City Council, there was no waiting period, so the applicant could resubmit for the next meeting, provided all their materials were submitted on time.

COMMISSIONER BRYAN said the denial motion could be amended to abeyance. COMMISSIONER CREAR supported an abeyance to tweak the application. COMMISSIONER STOLDAL thought that an abeyance would require consideration of the same project. MR. FLOYD said that abeyance would allow minor changes with the guidance of DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial. A totally different project would require the submittal of a new application. CHAIR BERKLEY supported the project.

Motion made by Robert Stoldal to Hold in Abeyance to 11/24/2025

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

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

11. **25-0413-CLC1** - Discussion for possible action regarding approval of a grant request for \$213,600 by The Dr. Martin Luther King Jr. Committee for the production and running of the 2026 and 2027 Dr. Martin Luther King Jr. Parades, and authorizing the President to execute the Grant Agreement as approved by the City Attorney

Minutes:

WENDELL P. WILLIAMS, Chair, and SHAUNDELL NEWSOME, Co-Chair, The Dr. Martin Luther King Jr. Committee (Committee), were present. MR. WILSON shared that the Dr. Martin Luther King Jr. Parade in 2026 and 2027 will be the 44th and 45th parades, respectively, without interruption, even during the COVID-19 pandemic, when they held a virtual parade. He spoke about how he came to meet MR. WILLIAMS and how he got involved with celebrating DR. KING. Using a detailed PowerPoint presentation, a copy of which was submitted for the record, MR. NEWSOME said the enduring theme for the parade has been Remember (that DR. KING was a Nobel Peace Prize winner), Celebrate (the culture of inclusion he created) and Act (advancing the dream and taking action to build the future). From Slide 3, MR. NEWSOME explained the photos, which included previous City of Las Vegas (City) mayors who participated in the parade and newspaper clippings about the law establishing the state holiday for DR. KING and promoting the parade in Downtown Las Vegas. Thanks to the City Council and former COUNCILMAN CEDRIC CREAR, the Committee will be working with the new library in the Historic Westside to provide historical information about Las Vegas and the parade, as MR. WILLIAMS has been involved with DR. KING'S family for many years.

MR. NEWSOME added that many local prominent people, who were shown and described from Slide 5, are involved yearly in the parade, which typically had over 245 entries annually, and have come up from working with the Committee and are active in the community. The proposition is for the Commission for the Las Vegas Centennial (Commission) to help preserve and celebrate the history of the people and of the City by positioning Las Vegas as a global destination, educating residents and visitors about DR. KING, advertising Las Vegas as

a place to experience DR. KING's contributions, connecting visitors from all over to Downtown Las Vegas culture and historical landmarks and entertaining visitors with an experience that is unique to Las Vegas. As part of that proposition, the Committee will continue the parade to attract visitors, remember DR. KING'S works that led to local historic events, celebrate his culture and relationships to locals and local entities and activate the "Day On, Not a Day Off" theme with local organizations to act in service to others.

MR. NEWSOME emphasized that people from cities all over the country and from Canada have become involved in what the Committee branded as Celebrate King Week Las Vegas, given that DR. KING is celebrated around the world for his many contributions. He regards the parade as a walking historical story, and with Black travelers spending an estimated \$145 billion in 2024, he believed some of that money could be spent in Downtown Las Vegas during DR. KING week. As such, the marketing plan includes educating people in a cultural experience that is unique to Las Vegas and continuing the annual parade, while creating a loyal visitor base. The event will be broadly advertised through social media and promoted widely.

Since Las Vegas was such a segregated city, COMMISSIONER MILLS wondered if DR. KING spent time working or organizing in Las Vegas. MR. NEWSOME said that DR. KING came to Las Vegas in 1964 to unite the city and make sure his followers were working peacefully. He lunched with members of the NAACP (National Association for the Advancement of Colored People) and visited Second Baptist Church.

COMMISSIONER SINNOCK asked why the Committee decided to ask the Commission for support after many years of having the parade. MR. NEWSOME said they received a lot of support and decided to petition the Commission based on the recommendation of COMMISSIONER CREAR.

After the vote, MR. WILLIAMS recalled the history of how Dr. Martin Luther King Jr. Day came to be and the involvement of some of the Commissioners, as they have been big supporters of DR. KING. CHAIR BERKLEY said she looks forward to the parade every year. COMMISSIONER BRYAN recalled the arduous efforts in getting the holiday enacted.

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, Bob Coffin, Hugh Sinnock, Ric Truesdell, Mark Brandenburg, Cedric Crear, Kevin Mills, Thomas Prato, Shelley Berkley, Olivia Diaz; Excused-Louise Helton, John Mowbray;

12. **25-0437-CLC1** - Report by the Community Development Department regarding Commission for the Las Vegas Centennial multi-year grants

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial (Commission), indicated that the Commission initially only considered one-year grant applications; however, there was discussion in favor of funding two- to three-year grants, but that sentiment seemed to have changed. Consequently, MS. SIEBRANDT asked the Commissioners if they would like to continue multi-year funding, so that she could appropriately guide the applicants. COMMISSIONER BRYAN was not in favor of three-year grants; he preferred the ability to consider a grant and extend it for up to two years if so desired by the Commissioners. MS. SIEBRANDT explained that because grants are date-specific, the Commissioner's proposal would require the submittal of a new application.

COMMISSIONER STOLDAL supported reverting to one-year grants, given the rapid changes in staffing at the City of Las Vegas. He asked if funding for multi-year grants could be carried over from one year to the next. MS. SIEBRANDT stated that in some cases funding was rolled over; however, that practice could be terminated, limiting the applicant to funding allowed for each year. The remainder would revert to the budget.

COMMISSIONER CREAR said that the purpose of multi-year grants was to support well-known, experienced applicants and give them time to plan appropriately, especially for recurring projects. He understood the

concern about funds but felt they could compromise and allow automatic one-year renewals, provided there were no issues.

CHAIR BERKLEY verified that staff just wanted guidance, or else she was in favor of two-year grant contracts.

COMMISSIONER DIAZ stated that known entities should be considered for two-year grants, while new applicants should not be given the option of two-year grants until they have proven themselves, such as The Martin Luther King Jr. Committee, in that they should align with furthering the goals of the Commission. MS. SIEBRANDT clarified that not all applicants were allowed multi-year grants, only those with projects such as the Helldorado Parade, Helldorado Days Rodeo and Duck Duck Shed series. CHAIR BERKLEY commented that staff needed guidance from the Commission. SETH FLOYD, Vice President of the Commission for the Las Vegas Centennial, said there were multi-year grants and single grants covering multiple years for projects that would take longer to complete, and that would be built into the timeline in the contract. Moreover, the Commission could approve a grant for less funding than requested. COMMISSIONER STOLDAL asked for a written policy. The Chair asked staff to draft a policy to reflect the discussion. COMMISSIONER ARNOLD agreed that new applicants should not be considered for multi-year grants, and applications for recurring projects should be vetted. MR. FLOYD said staff would craft a policy in accordance with the discussion. COMMISSIONER CREAR said that a project review should be required each year, and MR. FLOYD indicated that the grantee was already required to give a final report each year.

13. 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, reported that funded projects were in pre-production or production, including April's Home + History, November's Helldorado Days, UNLV (University of Nevada, Las Vegas) Sports Oral History, Website Content Creation and documentaries for Paul Revere Williams and films for City of Las Vegas 1980s and 1990s and Fremont Street.

14. **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 COFFIN gave some history on how Marble Manor got its name, noting that his (WILLIAM MANOR) daughter came to Las Vegas alone and married ARCHIE GRANT, who owned a Ford car dealership. MR. MANOR was a well-known photographer of Native American life.

15. **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.

16. **Adjournment**

Minutes:

The meeting was adjourned at 4:29 p.m.

Respectfully submitted:



Gabriela Portillo-Brenner, Deputy City Clerk



Diane Siebrandt, Executive Director
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

Civic Center Building A, 525 South Main Street, 1st Floor

City Hall, 495 South Main Street, 1st Floor