



## Commission for the Las Vegas Centennial Minutes

### 1. Call to Order and Roll Call

Minutes:

CHAIR BERKLEY called the meeting to order at 2:00 p.m.

PRESENT: CHAIR BERKLEY and COMMISSIONERS BRYAN, ARNOLD, STOLDAL, COFFIN, HELTON (excused until 2:15 p.m.), SINNOCK, MOWBRAY (excused until 2:06 p.m.), CREAR (excused until 2:02 p.m.) and DIAZ (excused until 2:05 p.m.)

EXCUSED: COMMISSIONERS BROWN, TRUESDELL, BRANDENBURG, MILLS and PRATO

ALSO PRESENT: DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial; JEFF DOROCAK, City Attorney; and BRIAN CARROLL, Senior 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](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 Special Meeting of September 29, 2025

Minutes:

CHAIR BERKLEY called for a motion.

Motion made by Robert Stoldal to Approve

Passed For: 7; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 8

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

### 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, used the Financial Update document included in the backup to go over the financial standing of the Commission for the Las Vegas Centennial (Commission) as of October 31,

2025, program expenditures, a five-year projection, annual revenues by category since inception, year-end cash balance since inception and license plates sales and renewals compared to the special license plates for the Las Vegas Raiders and the Vegas Golden Knights. The new fiscal year began July 1, 2025, and the first-quarter payment was received from the DMV (Department of Motor Vehicles) of \$421,540, which would amount to \$1,690,000 if projected for five years and is \$35,000 less than budgeted. Interest earnings totaled for the first four months of the fiscal year was approximately \$80,000, which would amount to \$240,000 if projected for four years, or approximately \$47,000 more than the budgeted amount. Program expenses for the first four months amounted to \$534,583, general and administrative expenses of \$76,163, with \$60,000 contributed to the City of Las Vegas (City) and approximately \$108,000 in total change in net assets. The beginning net assets amount was approximately \$6,214,000, and the ending net assets amount was about \$6,106,000.

From the sheet titled Grant Expenditures for the Period Ended October 31, 2025, and Current Balances Remaining, MR. BRESNAHAN reported on the program expenditures for the first four months of the fiscal year. The Helldorado Days parade was funded \$392,000 for two years, with \$178,000 spent on the 2025 parade and a total expended of \$346,649 for the two years, leaving a surplus of \$45,351 that was returned in unallocated funds. For the Paul Revere Williams Documentary, \$106,578 was expended, \$158,900 was spent for the 1911: A New City in the Desert and It Happened on Fremont Street documentaries and about \$90,000 on various projects, with \$28,342 spent on the Old Time Reunion 2024, which left a surplus of \$4,217 that was returned in unallocated funds.

MR. BRESNAHAN stated the five-year projection was adjusted to project an annual 2 percent decline in license plate revenue, interest income on the year-end balance of 4 percent, the \$180,000 contribution to the City remaining flat, an additional \$825,000 in new projects - \$405,000 for the 2026 and 2027 Helldorado Days parade, \$207,000 for Marble Manor (Past, Present and Future) and \$213,600 for the 2026 and 2027 MLK (Martin Luther King) parades. The net assets for Fiscal Year 2026 would end with approximately \$5,466,000 and over five years (Fiscal Year 2030) with approximately \$11,368,000.

MR. BRESNAHAN reviewed the slides titled Commission for the Las Vegas Centennial Annual Revenues by Category and Commission for the Las Vegas Centennial License Plate Numbers. He explained that the Commission made approximately \$42,163,000 since its inception, with about \$38,243,000 in license plate revenue, \$1.1 million interest income and \$2.8 in other income. He also showed the Commission for the Las Vegas Centennial - Year End Cash Balances and Commission for the Las Vegas Centennial License Plate Numbers slides.

Regarding the budget line for administrative expenses, COMMISSIONER STOLDAL said the operating agreement between the Commission and the City included the legal, administration and advertising fees within the \$180,000 figure; therefore, he was confused about the separate line items for those services, for a total of \$287,300. He asked MR. BRESNAHAN to research those charges and the agreement to ensure accuracy. Additionally, the Commissioner asked for a breakdown of advertising details, to which MR. BRESNAHAN replied that he would pull the details and forward them to DIANE SIEBRANDT, Executive Director of the Commission.

For the breakdown of revenues by category, COMMISSIONER STOLDAL was perplexed about what seemed to be 10 years of no additional revenue. MR. BRESNAHAN thought the balance was too low to invest in an interest-bearing account, noting there was about \$1.8 million in fundraising in 2005. Since then, all the income was from YouTube, but he did not believe there was anything in other income. The Commissioner confirmed with MR. BRESNAHAN that the license plate numbers were still around \$80,000. He also observed that the Vegas Golden Knights and Las Vegas Raiders plate numbers had increased dramatically but seemingly leveled, noting his belief that the upcoming book release of Betty Willis and her sign would boost plate sales.

COMMISSIONER SINNOCK wanted to see the top 10 teams listed for the Commissioners' review, and MR. BRESNAHAN said he had the data and would add that to the chart.

6. **25-0412-CLC1 - ABEYANCE ITEM** - 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:

TED FAYE provided an update using a PowerPoint presentation, a copy of which was submitted for the record, on the subject project, which consisted of a 56-minute documentary regarding the founding of the city. He mentioned worthy projects he had completed, including a project that premiered on PBS (Public Broadcasting System) introduced by President RONALD REAGAN and narrated by actor EDDIE ALBERT, the Great Desert Railroad Race, which was about the race to get to Beatty, Nevada, a series of touring CDs for Travel Nevada and authorship of several books. His series called Mark and Ted's History Adventures was on YouTube. He read Slide 3 regarding the proposed project, which MR. FAYE said would explore themes of corporate interest and people coming to Las Vegas in 1904. He believed the film would bring light to many unknown details, events and the people who laid the foundation for America's most improbable city, touch on themes of opportunity, resilience and migration and would preserve, educate and commemorate the city's unique history. He was certain this film would fill a gap in the documentary film series that had been funded, and it would include atmospheric visuals, such as a lighted building, followed by railroad shots. A three-act story structure on Slide 6 was displayed, showing representatives from the Union Pacific Railroad sensing interest in the location in 1904, the land auction and becoming a town in 1906, the same year the Nevada Hotel was built and is now the Golden Gate Hotel. MR. FAYE was excited the film would take place in story form, and he showed a picture of the railroad station with small, wooden buildings nearby. A picture of an unidentified man on the train in July 1905 was displayed, and MR. FAYE felt that showed someone interested in establishing their life in Las Vegas, which was a growing community. The plan for the film was to use a creative approach with period-inspired visuals and interwoven speakers, and he listed scholars, contributors and research commitments for the project. He said the requested grant amount remained the same. The project would be produced to PBS standards, and MR. FAYE felt the project would create community pride.

COMMISSIONER STOLDAL felt they would break historic news with the project rewrite. MR. FAYE agreed, given that people thought things started for Las Vegas in 1905. The Commissioner confirmed that train rides could be taken to San Francisco, California, in 1904. He said Senator WILLIAM CLARK selected the spot. He suggested that education and the first school should be included. He did not believe there was a documentary with a deep dive into the beginning of the city, noting that the first City ordinance banned cursing on Fremont Street.

COMMISSIONER MOWBRAY understood the existing location was part of Arizona, and he wondered when the location moved. COMMISSIONER STOLDAL pointed out that Clark County was not in the state until 1867.

Motion made by Richard Bryan to Approve

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

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

7. **25-0503-CLC1** - Discussion for possible action regarding approval of a grant request for \$226,600 by the Nevada Test Site Historical Foundation, dba Atomic Museum, for the creation of a permanent educational museum exhibit enhancement, and authorizing the President to execute the Grant Agreement as approved by the City Attorney

Minutes:

TERRY CARE, Board of Trustees of the Nevada Test Site Historical Foundation (NTSHF), doing business as Atomic Museum, introduced JOSEPH KENT, Chief Community Officer and Curator, MATT (MATTHEW) MALINOWSKI, Director of Education, and BRIAN McANALLEN, representative, Atomic Museum (Museum). MR. CARE said the project was the Atomic City Project, which would highlight the atomic testing watch parties in the 1950s and the economic impact on the city by the Nevada Test Site.

MR. MALINOWSKI utilized a PowerPoint presentation, a copy of which was submitted for the record, and emphasized that the Museum was Smithsonian-affiliated, opened in 2005 and had over 50,000 visitors annually, 90 percent of which were tourists. They had considered alternative locations in the past but decided to remain at the current location. They experienced tremendous growth in exhibits and educational capacity, especially with the 2025 Atomic Odyssey exhibit, which was designed for middle- and high-school students and the public. This exhibit attracted over 3,000 students to the Museum, and they were able to provide programs

that offered free transportation and admission to the Museum. During the past calendar year, they opened other exhibits, including Miss Atomic Bomb, to commemorate the identification of the person in an iconic photo all over town. The City of Las Vegas (City) had a true connection, as they were photographing the detonations and came up with ways to cultivate the City's personality. In November, the Nevada National Security Site (NNSS) exhibit opened to celebrate its 75th anniversary and its modern-day mission, as well as the World of Fallout exhibit, which utilized a video game and television show to highlight the atomic age, showing historical artifacts next to things from a fictional universe. The latter exhibit has attracted the highest attendance during the past two weeks than in over a decade.

For the Atomic City exhibit, MR. MALINOWSKI explained they planned to revitalize a 20-year-old space at the main entrance of the exhibit area in the Museum, which they noticed had a very small sign highlighting the City's role during the atomic age of the 1950s and 1960s with atmospheric testing, noting that should be preserved in a unique way. He indicated the exhibit would educate visitors about how in the 1950s, the community came into the Glitter Gulch area to watch the flashes and the background from the early morning detonations, how the City gave itself the moniker the Atomic City in 1957 to capitalize on the testing and how the Nevada Test Site brought skilled workers, jobs and families to the community. Revitalization of the space for the exhibit would put the City as a main character, noting that during that era, the El Cortez Hotel and Casino would host meetings for the Atomic Energy Commission, Main Street had offices for several of the organizations involved in nuclear testing and Las Vegas High School's auditorium was used as the Federal Civil Defense Administration's headquarters. They were seeking \$226,000 for the exhibit, with Las Vegas being placed as a main character. MR. MALINOWSKI was proud to include student interns in the curatorial process.

COMMISSIONER HELTON questioned the salary expenditures, noting she could not support paying staff salaries. MR. MALINOWSKI replied that it was for four key members of the Museum that would be involved in the project. The Commissioner felt they should remove the expenditure on salaries. CHAIR BERKLEY wondered if the funding would supplement salaries for work on the project. COMMISSIONER STOLDAL asked how much was being spent on salaries, noting that it seemed 44 percent was for salaries. SETH FLOYD, Vice President of the Commission for the Las Vegas Centennial, pointed out that Exhibit A in the grant agreement reflected salary expenses as part of the project, meaning salaries associated directly with the proposed project and not for their staff. MR. MALINOWSKI confirmed that the expense was for costs associated with the project. COMMISSIONER HELTON was satisfied with that explanation.

COMMISSIONER SINNOCK wondered if they were limited since the exhibit was not within the city limits. CHAIR BERKLEY explained that to her understanding the exhibit focused on the City's history; therefore, it qualified. COMMISSIONER COFFIN stated the Commission had provided grants for people to talk about Las Vegas in semi-permanent exhibits, and he felt the Museum would list the City. MR. MALINOWSKI advised the Commissioner that they were constantly searching for new materials, records and partners, as well as the presidential libraries, and he noted that they collaborated with the LVCVA (Las Vegas Convention and Visitors Authority) on the Miss Atomic Bomb exhibit and used their archives.

COMMISSIONER STOLDAL wanted to ensure the project showed the growth of the City of Las Vegas. He asked for the definition of permanent in the Museum's terms, referencing the application's statement that this pertained to the installation of a permanent Atomic City exhibit. MR. MALINOWSKI said permanent meant any exhibit with a window longer than three to five years, emphasizing that the Museum had not experienced significant change in the past 20 years. He added that the exhibit would be located near the main entrance and shift to introducing the Nevada Test Site. MR. MALINOWSKI explained to the Commissioner that photographs of Army servicemen were included because they depicted the officers in the city.

COMMISSIONER BRYAN stated that it was difficult to explain how much excitement the atomic testing generated back in the day, noting that nobody worried about radioactivity. He said it made Las Vegas international news and included science classes. He indicted the 1953 high school annual (yearbook) dealt with the atomic age and showed how the event captured the community of 25,000 people in 1950 and made Las Vegas the largest city in Nevada.

COMMISSIONER ARNOLD confirmed that completion would take approximately one year from the approval date.

CHAIR BERKLEY clarified with CITY ATTORNEY JEFF DOROCAK that the motion did not require a second by any of the Commissioners.

Motion made by Richard Bryan to Approve

NOTE: Commissioner Stoldal disclosed that he serves on the Museum's board in an unpaid capacity; therefore, he would vote.

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

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

8. **25-0541-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:

JEFFREY CARLSON, Website Content Development Consultant, reviewed a PowerPoint presentation, a copy of which was submitted for the record, that showed the draft of the timeline, which covered the first 100 years of the city, including the usual milestones, such as the land auction, creation of Clark County, incorporation of the City of Las Vegas (City), Hoover Dam and the hotel and casino industry, as well as the population, demographics, business and economy, education, infrastructure and social evolution. Without having a standard of how timelines should be formatted, he included 78 individual entries, each being 3,600 words, making the timeline longer than the timeline for the City of New York, and they started with the 1600s. He described how the timeline, which opened with an introductory paragraph, would look on the City's website, stating there would be a neutral tone with entries from left to right. The years 1935 and 1936 were examples of the timeline overall and each entry having the same format with a photo, year, a single subject line and text body consisting of 40-60 words. At the top of each decade, there is the census data and the corresponding City of Las Vegas documentary, with 1954 and 1955 touching on Civil Rights, entertainment and infrastructure. The entries were crafted such that the photos could be replaced with documentaries for the respective years. The timeline would end at the centennial in 2005 and include the special license plate, which created a lasting fund for historic preservation in the City. He said the 1990 picture would be replaced by the documentary when complete. MR. CARLSON noted a list of corrections were submitted by COMMISSIONER STOLDAL, and he welcomed additional suggestions.

COMMISSIONER BRYAN said the 1935 photo of Fremont Street was not a true depiction. MR. CARLSON noted the picture was of 1952, and he said the pictures would include the year and source of photos. The Commissioner did not understand why a picture of that year was not included, and MR. CARLSON explained that it was an editorial choice because it showed the Hellsdorado Days parade. COMMISSIONER STOLDAL agreed with COMMISSIONER BRYAN. He mentioned that promotional photographs of the Union Pacific Railroad were sent out by the Chamber of Commerce, and the Commissioner felt there was an opportunity to locate a time-specific picture.

COMMISSIONER COFFIN wondered if there was anything mentioned before Las Vegas, such as about Native Americans and the Mormon families that came to Las Vegas in 1855. He felt they should be a part of the timeline, noting the Mormon Fort was the first serious project the legislature devoted money to. COMMISSIONER STOLDAL said the requested timeline was for the start of the centennial, although he understood COMMISSIONER COFFIN'S points. COMMISSIONER COFFIN felt that things were missing, such as how the Las Vegas name was chosen. COMMISSIONER STOLDAL did not believe anyone knew who named Las Vegas, except that Senator WILLIAM CLARK asked for the change in the name from Los Vegas to Las Vegas. MR. CARLSON commented that there was an introductory paragraph with a brief background prior to 1905.

COMMISSIONER BRYAN said the comment about the Fifth Street School continuing to provide services for students did not seem correct, because most of the original buildings were destroyed. MR. CARLSON indicated that to his understanding, there were original buildings at the school, with which the Commissioner agreed but added that they no longer provided an educational function for students. CHAIR BERKLEY interjected to say

that the school served students until 1966. COMMISSIONER MOWBRAY explained that a part of the structure was destroyed in 1966, and the site is where the Foley Federal Building was located.

COMMISSIONER HELTON liked that the timeline begins with the Early Years documentary, and she wondered if hyperlinks to other videos would be added. MR. CARLSON confirmed that the placed photos would be replaced with videos. COMMISSIONER STOLDAL asked if MR. CARLSON'S contract would include adding those documentaries. DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, advised that City staff would handle that and add links to the documentaries. The Commissioner wondered how errors would be corrected and updates handled, to which MS. SIEBRANDT replied that her staff would handle those, noting that the documentaries were already on the City's website, which included a page dedicated to all documentaries.

9. **25-0542-CLC1** - Final report by staff from The Mob Museum regarding the completion of the digital archive of The Mob Museum's collection of historic materials, funded by the Commission for the Las Vegas Centennial - Ward 5 (Summers-Armstrong)

Minutes:

COMMISSIONER MOWBRAY disclosed that he was a founding member of 300 Stewart Avenue, and COMMISSIONERS STOLDAL and BRYAN stated they were non-paid members of The Mob Museum (Museum) Board of Directors.

JONATHAN ULLMAN, President/CEO (Chief Executive Officer), appeared with JACKIE APOYAN, Senior Director of Digital Content, GEOFF SCHUMACHER, Vice President, and CLAIRE WHITE, Senior Director of Education, with the Museum. They alternated in reviewing a detailed PowerPoint presentation, a copy of which was submitted for the record.

MR. ULLMAN started by expressing his gratitude for the funding from the Commission for the Las Vegas Centennial (Commission) to help digitize the records, which helped them make enormous progress on their digital archive system, noting they had been collecting for 15 years, and their collection continued to grow, and they were actively creating and generating more materials. He felt they required better organization and used the data in exhibits and public programs or videos on their website, which were used by outside organizations as well. Thus, their desire to understand what they had in the collection and easily search and access the materials to make it available. As part of their proposal, they partnered with UNLV (University of Nevada, Las Vegas) and hired two interns who helped populate the archive and develop the online exhibit. MR. ULLMAN displayed the timeline showing the grant was requested in January, vendor selection from February to April, intern recruitment from March to September to start the scanning work, storage system procurement and onboarding from April to September and building the collection in the archive and working on the online exhibits toward the end of the year. The online exhibits, This Building of Ours, focusing on the Foley Federal Building, and The Battle for Las Vegas were completed, with the latter exhibit to launch in December 2025. The Commission awarded them \$55,150 and the Museum contributed \$31,826. He noted their long-term commitment to using the system and expanding the archive, stating that they had a three-year lease for the software platform and planned to use it indefinitely and use the data to create online exhibits.

MS. APOYAN was thrilled to use the software platform, noting the internal system was continually being worked on. The system improved accessibility, efficiency and ease of the digital assets for staff, including the exhibits, education and marketing and social media teams. They devoted ample time to learning the system, establishing proper protocols, automating workflows, permission levels, data fields, advanced system setting and establishing processes for ongoing maintenance of editing and uploading information. Given their substantial reach online, this project will benefit the public by providing better access to the digital content they regularly created, especially with two million annual visitors to their website, one million YouTube views and 29 million social media reactions. Access to digital content would increase use and make assets available to the public. The digital asset management system called NetX was selected because the system is utilized by some of the nation's leading organizations, has the most comprehensive onboarding and training program and supports a desire to integrate the archive with their main Museum website through a custom plug-in to display in a custom design. In time, the product will allow them to establish a point-of-sale system for the public to view and license images in the future. One of the main reasons they chose NetX is that it allows them to host their digital archive on their servers. The grant allowed for continued tagging, uploading digital assets and scheduling backups of their data and infrastructure.

MR. SCHUMACHER stated they began their collection before the Museum was open to the public, and it included images, videos, documents, photographs, artifacts, etc. They already exceeded their goal of 500 items and had 638 items in the digital archive, with an expectation of archiving over 10,000 items. This project helped them curate online exhibits for public education, thus enabling them to complete two online exhibits in 2025. This Building of Ours tells the building's story through photos, documents and artifacts, indicating the exhibits could be navigated by using the bar or scrolling continuously. All photos and documents are credited and included the town's original map, which provides additional information upon selection. The exhibit includes the building's history, such as the naturalization ceremony held there, including when the Kim Sisters became U.S. citizens in 1968, the Kefauver committee hearing in 1950, for which GUS GREENBAUM was subpoenaed, former Mayor OSCAR GOODMAN, the Moulin Rouge and a link at the end to the full-length building documentary. The exhibit includes several video clips pulled from the documentary and some not included. The exhibit closed with the acknowledgment of the Commission's funding. They were planning the exhibit, Battle for Las Vegas, which would focus on the true story behind the movie Casino. Lastly, MR. SCHUMACHER emphasized the importance of having a healthy amount of material for more documentaries and welcomed ideas.

MS. WHITE confirmed they hired two 100-hour paid UNLV interns, ALEXANDRIA GARCIA and KAHLEIA CORPUZ, who provided vital assistance to digitize records, create metadata and research content for online exhibits. The Museum implemented a comprehensive marketing and public relations strategy to publicize the online exhibits and make people aware of their accessible archive, and the strategy will include e-mail marketing, invitations to the public event, engaging content on digital screens, developing press materials for the media and generating digital content. They would host events to introduce vital stakeholders to the projects. In early 2026, MS. WHITE would lead a teacher workshop to introduce teachers with the digital archive and exhibits.

MR. ULLMAN concluded by expressing appreciation to the Commission.

COMMISSIONER HELTON applauded the Museum for using interns and giving them that opportunity and felt the archive should be linked on the City's website. She advised that the Commission often talked about archiving all their work and making the content accessible. She hoped the Las Vegas Age Newspaper and UNLV Special Collections synergy could be used.

COMMISSIONER COFFIN hoped they continued using social media, and he wanted them to keep track of people that chipped in. He hoped there were additional backups secured of their content. MS. APOYAN understood that cloud solutions had files located at different locations, and they had the ability to control regularity and the location of backups. The Commissioner cited the state's cyberattack in May and emphasized caution.

COMMISSIONER STOLDAL wondered if the Museum had a TikTok presence, to which MS. APOYAN replied that they had a slight presence, but the archive would allow for a larger presence. MR. ULLMAN advised that they were not on TikTok but their considerable content on social media could be easily transferred to TikTok.

COMMISSIONER MOWBRAY felt the grant funding was well spent. He questioned the calendar year attendance. MR. ULLMAN said they had over 400,000 visitors yearly. He added that online exhibits included a blog posting that uses imagery in the collection. They had under 290,000 visitors on the blog; 230,000 visitors were unique visitors being directed to the Museum as a source for information. He was excited that the Museum was a resource for people. CHAIR BERKLEY applauded the Museum.

10. **25-0544-CLC1** - Discussion for possible action regarding approval of the 2026 Commission for the Las Vegas Centennial Meeting Schedule

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, showing the meeting schedule. She pointed out that the meeting in May would be held May 11, the second Monday of the month instead of the fourth Monday.

Motion made by Robert Stoldal to Approve

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

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

11. **25-0545-CLC1** - Discussion for possible action regarding approval of a request by staff for funding up to \$13,000 to host the premiere of the documentary film, The City of Las Vegas: The 1980s, at The Beverly Theater, located at 515 South 6th Street - Ward 3 (Diaz)

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, advised that in-person premiers were the norm, except during the COVID pandemic. She explained that \$13,000 would include theater rental, food and beverages.

After the vote, CHAIR BERKLEY said a social hour before the event was a nice touch.

Motion made by Ryan Arnold to Approve

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

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

12. 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, referred to the PowerPoint slide on display and submitted for the record, and reported on the projects in progress. The Paul R. Williams documentary film required an administrative extension due to the applicant and producer having personal delays, and it should be completed by February 2026. A report would be made in January 2026 on the 2025 Las Vegas Days Rodeo (Rodeo), and the 2026 Rodeo was scheduled for November 6-7, as they were awarded a multi-year grant. The City of Las Vegas 1970s premiere was scheduled for May 16th at 7:00 p.m., preceded by the reception at 6:00 p.m. A multi-year grant was awarded to Home + History, and their event in 2026 would be held April 16-19. The UNLV (University of Nevada, Las Vegas) Sports Oral History project would be completed by the end of the year, and the 1911 and Fremont Street documentaries were slated for completion in December 2027.

13. **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 any Commissioners had any topics for future discussion.

COMMISSIONER HELTON wanted a strategic plan. SETH FLOYD, Vice President of the Commission for the Las Vegas Centennial, explained that step one was to update the bylaws with assistance from COMMISSIONERS STOLDAL and BRYAN, and he felt that would lead to a discussion on a strategic plan. COMMISSIONER STOLDAL asked for an item on January's agenda regarding the proposed update to the bylaws and operating agreement or else call a special meeting if necessary. He felt there was positive work to propose updated elements. He noted the bylaws were established in 2003 and the operating agreement in 2007. He applauded staff for their assistance in moving forward.

COMMISSIONER COFFIN appreciated today's agenda including the Gold Creek Films project, and he hoped they would not request additional documentaries past the 1980s. DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial, clarified that there was already a contract for the full 100 years, and

Boyd Productions was finishing up the 1980s film, working on the 1990s film and would be working on the beginning of the 2000s through the centennial in 2005. The Commissioner cautioned that it was important to keep distance between current affairs and history. COMMISSIONER STOLDAL commented that 2005 was 20 years ago.

CHAIR BERKLEY stated she attended an event in Clark County featuring an exhibit on the history of the Holocaust, which would be coming to the City of Las Vegas in 2027, and she felt was an important exhibit with the rise of antisemitism. She said people asked if there was an appetite for a Jewish history film from 1905 to current time, and she wanted to present an item at a later meeting. COMMISSIONER STOLDAL said Jews in Nevada was a book that provided good content.

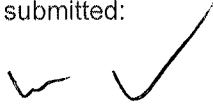
14. **Citizens Participation:** Public comment during this portion of the agenda must be limited to matters within the jurisdiction of the Commission. No subject may be acted upon by the Commission unless that subject is on the agenda and is scheduled for action. If you wish to be heard, come forward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

15. **Adjournment**

Minutes:  
The meeting was adjourned at 3:45 p.m.

Respectfully submitted:



\_\_\_\_\_  
Brian Carroll, Senior Deputy City Clerk



\_\_\_\_\_  
Diane Siebrandt, Executive Director  
Commission for the Las Vegas Centennial

Minutes Prepared by:  
Gabriela Portillo-Brenner, Deputy City Clerk

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)  
Civic Center Building A, 525 South Main Street, 1st Floor  
City Hall, 495 South Main Street, 1st Floor