



## Special Commission for the Las Vegas Centennial Minutes

### 1. Call to Order and Roll Call

Minutes:

CHAIR BERKLEY called the meeting to order at 1:32 p.m. and asked for the roll call.

PRESENT: CHAIR BERKLEY and COMMISSIONERS BRYAN, STOLDAL, COFFIN (excused until 1:37 p.m.), HELTON, SINNOCK (via teleconference), MOWBRAY, TRUESDELL, PRATO and DIAZ (via teleconference)

EXCUSED: COMMISSIONERS ARNOLD, BROWN, BRANDENBURG, CREAR and MILLS

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: 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 Regular Meeting of January 26, 2026

Minutes:

CHAIR BERKLEY called for a motion.

COMMISSIONER MOWBRAY requested the correction to the subject minutes included in the motion.

Motion made by Robert Stoldal to Approve as corrected by Commissioner Mowbray to Page 3, Line 6, clarifying that the courthouse where the Howard Hughes trial was held was in the city and not in The Mob Museum

Passed For: 9; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 6

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

### 5. 26-0064-CLC1 - Final report by Michele Evans, Director of Sales, Catering & CORE Arena with the Plaza Hotel and Casino, regarding the completion of the 2025 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, Director of Sales, Catering & CORE Arena, and NATASHA WHITE, Director of Marketing, Plaza Hotel and Casino (Plaza), were present. MS. WHITE used a PowerPoint presentation, a copy of which was submitted for the record, to report on the 2025 (Las Vegas Days) Rodeo (Rodeo), of which a video was shown covering the events, but a copy was not submitted. At the conclusion of the video, MS. WHITE continued and said the Rodeo was held November 7 and 8, 2025, and was amazing with many events, including Bareback Riding, Barrel Racing, Bull Riding, Saddle Bronc Riding, Steer Wrestling, Team Roping, Tie-Down Roping Breakaway and Mutton Bustin'. A total of 377 contestants participated in the various events.

MS. EVANS pointed out that their rodeo was PRCA (Professional Rodeo Cowboys Association) sanctioned, and 2,321 general admission tickets and 1,124 VIP tickets were sold.

MS. WHITE stated that Themed Nights on Friday was Neon Night, which was dedicated to kids and the next generation of rodeo stars and fans. Saturday was Patriotism Night in honor of the military and dedicated to those who serve and protect the country, and Veteran DAMIEN WHITE was honored for his years of service in the United States Air Force. For two consecutive years, the NFR (National Finals Rodeo) participated in their Rodeo. The Rodeo's various contests included coloring and Whiskerino contests. Special artwork was created for the former contest, and the latter contest had 11 submissions and included Movember, a campaign dedicated to Men's Health Awareness Month. The winners received in-kind gifts from sponsors. ALEXANDRA ELLSWORTH, who was enrolled in the Hospitality Program at UNLV (University of Nevada, Las Vegas), won the 2025 Helen J. Stewart Buckle Award.

New events for 2025 included line dancing by DFX Entertainment, Helldorado Days Rodeo Merchandise for sale, an after-party with Forest Art Car, a charity event in partnership with Crown Royal, for which attendees wrote a note for hard work, and the Then & Now Tent in partnership with the LVCVA (Las Vegas Convention and Visitors Authority) Activist, which was expanded and made interactive for children and included tangible items. The Festival Grounds was a new addition and had carnival rides and games, a petting zoo, food vendors, photo installations, Happy Dad, Red Bull, Speakeasy Barber Shop LV and Sky Zone. A color Festival Map was created and provided to attendees, of which 85 percent were from Nevada, 3.5 percent from California and 11.5 percent from other locations. The attendees' survey resulted in 61 percent going to the Rodeo for the first time, meaning they were able to reach new spectators. Marketing efforts proved successful, as they did well on social media as they had a giveaway, new users increased significantly and over 100,000 e-mails were sent. They paid Google and Meta as well for marketing, but they found out that people were buying tickets on Meta and selling them at a higher price, so they switched to Google, which is the reason Google's numbers were lower on Slide 21.

Lastly, MS. WHITE stressed they were winners in the Small Rodeo category three years consecutively and in the Medium Rodeo category in 2025. (Nevada) W (Wilderness) PRCA sanctioned the Rodeo.

COMMISSIONER STOLDAL stated that according to the contract, the Commission for the Las Vegas Centennial (Commission) was to receive an account of expenditures and a detailed report. He was surprised at the lack of participation in the Coloring and Whiskerino contests. Despite the Rodeo being a great event, he insisted that the Commission was responsible for sponsoring historic preservation, not events, which he felt was the business of the LVCVA. MS. EVANS indicated that the CFO (Chief Financial Officer) and the accounting department sent a detailed report at the conclusion of each rodeo. DIANE SIEBRANDT, Executive Director of the Commission, commented that the Plaza submitted requests for reimbursement, but those were not made a part of the report. The Commissioner felt the report should have included those. MS. EVANS explained that a recap was recently sent, as she did not know the deadline for adding it to the report.

COMMISSIONER STOLDAL insisted that the grant contract required details on how the funding awarded by the Commission was used to cover elements of the history of the city of Las Vegas. MS. EVANS said they would submit a detailed budget of expenses in the future, but she thought Helldorado Days was historical. The Commissioner regarded it as a pretend rodeo the Elks started, and he felt the Commission had awarded too much funding toward a rodeo that was not related to commemorating historic preservation of the city.

CHAIR BERKLEY asked if the Plaza submitted the financial report to the City after the Rodeo, to which MS. EVANS replied that their accounting department sends the report. MS. SIEBRANDT advised that her office had the report and explained the process for handling invoices, which staff members review for accuracy before turning them over to SETH FLOYD, Vice President of the Commission, the Finance Department and the Accounts Payable Division for reimbursement. She noted the invoices were reviewed multiple times before being paid.

COMMISSIONER BRYAN believed COMMISSIONER STOLDAL'S request to receive a report was reasonable, especially before granting further funding. MR. FLOYD added that the Plaza submits a report for review, and the grantee submits to the Commission a separate report of accounting for money spent. MS. EVANS was not sure they had done that before but would do so in the future. MS. SIEBRANDT said that as part of the final report to the Commission on projects, grantees usually provided a PowerPoint slide with a breakdown of expenditures.

COMMISSIONER HELTON confirmed the grant amount for 2025 was \$150,000 and calculated that each ticket cost \$67. She recalled discussions about the Plaza asking for a reduced grant each year for the Rodeo until they could operate independent of the Commission and wondered if that was still the case. MS. EVANS said the special meeting was requested to discuss available options or whether there would be more funding from the Commission.

Referring to Item 6, COMMISSIONER BRYAN pointed out that it called for action by the Commission, and he was perplexed at how they were expected to approve something when they did not have all the information. CITY ATTORNEY JEFF DOROCAK suggested the Chair read Item 6 since it was being discussed. CHAIR BERKLEY opted to wait because she had questions.

COMMISSIONER COFFIN felt that all documentation submitted to staff for a grant should also be presented for the Commissioners' review of the details. He was disappointed that the information was not shared with them.

CHAIR BERKLEY instructed staff to share all documentation received for grants with all the Commissioners. She then asked about the history of funding the Rodeo. MS. SIEBRANDT explained that when the Commission was formed, it started providing an average of \$192,000 to the Elks Lodge for the Helldorado Days Rodeo yearly from 2007 to 2015. In 2016, the Pro Bull Riders Association took over management and was granted an average of \$290,000 each year from 2016 to 2018. The Plaza took over in 2019 and received an average of \$200,000 yearly since then.

6. **26-0065-CLC1** - Discussion for possible action regarding approval of the First Amendment to the Grant Agreement, concerning Commission for the Las Vegas Centennial Grant Number 23-0450-CLC1 to the Plaza Hotel & Casino for the production of the 2024, 2025, and 2026 Helldorado Days Rodeo, to add grant funding for years 2026 through 2028 in the amount of \$500,000 and extend the grant deadline from November 7, 2026 to November 30, 2028, and authorizing the President to execute the Grant Agreement as approved by the City Attorney - Ward 5 (Summers-Armstrong)

Minutes:

MICHELE EVANS, Director of Sales, Catering & CORE Arena, and NATASHA WHITE, Director of Marketing, Plaza Hotel and Casino (Plaza), were present. MS. EVANS apologized that JONATHAN JOSSEL, Chief Executive Officer of the Plaza, could not be present to explain the options, adding that MR. JOSSEL wanted to take ownership of the Helldorado Days Rodeo (Rodeo) and its name and take all the risks, or the Commission could approve the funding requested for the Rodeo and historical events. MS. EVANS indicated that they consulted with the PRCA (Professional Rodeo Cowboys Association) about moving the event to May to coincide with the City of Las Vegas' (City) anniversary, but there was a concern about heat for the athletes and animals. However, they could start holding it in May of 2027, since it was too late to prepare for a rodeo in May of 2026. She noted they wanted to take over the Rodeo because the cost of everything was increasing.

COMMISSIONER MOWBRAY was concerned about not receiving any backup for this matter and requested an abeyance; however, he later realized that he did not receive it because his assistant, who usually provided it to him, was out of the office, so he apologized. CHAIR BERKLEY could not understand how the Commissioners did not receive the information. DIANE SIEBRANDT, Executive Director of the Commission, explained that links to all the backup documentation were provided, including to the amendments.

COMMISSIONER STOLDAL said that none of the documents mentioned anything about taking ownership of the Helldorado Days name, noting that the Commission had no authority to approve that because the name was owned by the City. MS. SIEBRANDT indicated that it was mentioned in the third piece of backup (Additional Narrative).

CHAIR BERKLEY thought the idea of relinquishing the event by the City was previously brought up and rejected. MS. SIEBRANDT did not believe relinquishing the trademark was ever discussed publicly, perhaps privately. She said that COMMISSIONER BRYAN was involved in lengthy discussions with the Elks Lodge (Elks) to obtain the trademark. The Chair stressed that she had no desire to relinquish the name, given its value to the City.

COMMISSIONER HELTON thought this was going to be the last year the Commission would fund the Rodeo, so she did not understand why that changed. COMMISSIONER BRYAN felt uncomfortable with moving forward with the request.

COMMISSIONER STOLDAL raised a few points: 1) The Commission could not consider relinquishing the name because it was not mentioned in the subject description for the item, which was a requirement; 2) In 2023, the Plaza requested funding for three years and represented that it would sequentially reduce grant funding and assume all costs, but this was not the case, and they requested additional funding for two more years; and 3) The Plaza recently started using the Helldorado name, so it had not invested that much in it and not using it would not cause a loss. The Commissioner was apprehensive about approving additional funding for a rodeo that was not about preservation of history, noting that the contests and prizes were insufficient; therefore, he strongly suggested seeking funding from the Las Vegas Convention and Visitors Authority (LVCVA).

COMMISSIONER PRATO believed that the Rodeo helped the businesses in Downtown Las Vegas, but he trusted the wisdom of his fellow Commissioners regarding this matter and would support their decision, including seeking funds from the LVCVA.

CHAIR BERKLEY emphasized the importance of the Rodeo to commemorate the past, even if Las Vegas was not a rodeo town, and she applauded the Plaza for rescheduling the Rodeo to May to coincide with the City's anniversary. However, she wondered if the Plaza could not continue with the Rodeo without the Commission's funding, or if they could make it more historical to justify funding it. With respect to continuing without the Commission's funding, MS. EVANS replied that MR. JOSSEL should answer that question. Regarding a historical connection, she assured the Chair that they contacted the Commissioners about ideas, and MS. WHITE worked with UNLV (University of Nevada, Las Vegas) to get information. MS. WHITE added that she reached out to the Paiute group about a performance, but their fee was too high, and COUNCILWOMAN SHONDRA SUMMERS-ARMSTRONG had ideas, but there was not enough time to implement them.

COMMISSIONER COFFIN appreciated the Plaza's efforts in sustaining the Rodeo; however, he preferred forcing the downtown casino owners to negotiate. MS. EVANS assured him that they approached the casinos about funding but were unsuccessful.

COMMISSIONER STOLDAL said the main question was whether the Plaza would discontinue the Rodeo without funding from the Commission. MS. EVANS insisted that MR. JOSSEL would have to answer that. With the importance of the Rodeo to the city, CHAIR BERKLEY believed it should continue, noting that given past funding, the city was getting a bargain. She liked the idea of aligning the Rodeo with the Helldorado (Days) Parade in May and said they just needed more ideas on educating people about the past.

MS. EVANS mentioned that the original request for the Plaza to handle the Rodeo came from the City because PBR (Professional Bull Riders) gave it up, so they started learning about rodeos and were told that they had to include historical elements. She assured the Commission that they wanted the Rodeo to succeed.

As a member of the LVCVA board, CHAIR BERKLEY ascertained that the LVCVA granted only \$25,000 toward the Rodeo, so they were not really interested in preserving the history of Las Vegas. Additionally, she was aware that MR. JOSSEL'S conversations with other hotel owners about funding were ineffective, because they believe the Plaza was responsible since they took it over. The Chair underscored that the Plaza had done a good job and deserved the Commission's assistance because the Rodeo benefits Las Vegas and helps people

learn about the history and present of Las Vegas. MS. EVANS said the Rodeo was not self-sustaining and they needed assistance. Last year was the first year they charged for all tickets, except for the participants as part of their contract. The Plaza spent upwards of \$350,000, and that did not include all expenses.

With \$100,000 in funding and a commitment to put on the Rodeo, COMMISSIONER STOLDAL asked if the Plaza would still produce the Rodeo in 2026. MS. EVANS said they had not yet submitted for PRCA (Professional Rodeo Cowboys Association) approval. The Commissioner commented that it was not the responsibility of the Commission to come up with ideas for spending the funds; the onerous was on the Plaza to explain the ideas and make a convincing presentation. He believed the Commission had the option to deny the request or hold it in abeyance. CHAIR BERKLEY asked why a special meeting was requested and if there was enough time if the item was held to the next meeting on March 23, 2026, as clarified by MS. SIEBRANDT. MS. EVANS explained that they were considering other events for the arena and needed to know how much space they needed to reserve.

The Chair verified that the Plaza was requesting an additional \$100,000 for this and the subsequent two years and wondered if they would be requesting more funding within two years, as the Commissioners believed funds were allocated to help the Plaza get started, but they would eventually take over completely. MS. EVANS replied that they would only return to make a report.

COMMISSIONER MOWBRAY confirmed with CITY ATTORNEY JEFF DOROCAK that the City owned the Helldorado Days trademark and registered it with the trademark office in Washington, D.C. and the Nevada Secretary of State. MR. DOROCAK added that the Chair was aware of the City's lack of interest in yielding the trademark, thus the reason for the Plaza requesting more funding. He advised that the City had already granted the Plaza the license to use the name, Helldorado Days. MS. SIEBRANDT explained that the Plaza was given license to use the name by a Memorandum of Understanding. COMMISSIONER STOLDAL clarified that the City of Las Vegas owns the name Helldorado Days, not Helldorado, which Arizona owns, and the City borrowed the name and made it Helldorado Days. COMMISSIONER MOWBRAY agreed that the Commission did not have the authority to surrender the name and believed that the proper parties needed to discuss it. MR. DOROCAK said only the City could give up the name.

CHAIR BERKLEY adamantly opposed selling such a valuable asset and was sympathetic to the Plaza's need for additional funding. If the Commissioners were inclined to hold the item, she would like the Plaza to have everything in order and ready to share their vision to preserve the history of Las Vegas as part of the Helldorado Days Rodeo to ease everyone's concerns. MS. EVANS insisted that their request for taking the name Helldorado Days Rodeo was included. SETH FLOYD, Vice President of the Commission, explained that the language was not included in the subject because the Commission did not have the authority to surrender it. The Chair urged MS. EVANS to come back with a plan.

MS. WHITE asked if research would help her find more historical elements from when the Elks and PBR ran it. COMMISSIONER STOLDAL explained that the difficulty was that the Commission came up with the idea in 2005 to put a rodeo on by the Elks, but they had an issue finding a site for it in the city. Additionally, the Elks started the rodeo to help raise funds for a new building, not to celebrate Las Vegas. Years later, the decision was made to celebrate the city in May by having a parade, rodeo and party, but the Elks could not handle it. He felt it was a challenge for the Plaza to put on a rodeo to celebrate the history of Las Vegas.

Since it was too late to stop production of the Rodeo this year, CHAIR BERKLEY asked if the Plaza would just lose money. MS. EVANS said she and MS. WHITE were instructed to keep planning the Rodeo, but they could not answer for MR. JOSSEL.

COMMISSIONER MOWBRAY suggested searching the name Cashman Field, which had many rodeos during the 50s and 60s and had several events. COMMISSIONER HELTON said that unfortunately no one had been successful thus far in putting on the Rodeo. However, the PBR created a huge display in a hallway of photos and information about the history of Las Vegas, and they set up hay bails. However, the value of historic preservation provided was not worth the funding from the Commission. COMMISSIONER STOLDAL recommended looking at the documentary films and speaking with people who had a long history with the Elks. MS. WHITE said she had visited several museums to get ideas for historical events.

See Item 6 for related discussion.

Motion made by Richard Bryan to Hold in Abeyance to 3/23/2026

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

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

7. **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:

COMMISSIONER STOLDAL requested an item to discuss the possibility of funding a UNLV (University of Nevada, Las Vegas) scholarship for a City of Las Vegas historian, given that good historians were scarce.


8. **Adjournment**

Minutes:

The meeting was adjourned at 2:54 p.m.

Respectfully submitted:

  
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Gabriela Portillo-Brenner, Deputy City Clerk

  
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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](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