



## 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. and called for the roll after Item 2.

PRESENT: CHAIR BERKLEY and COMMISSIONERS BRYAN, ARNOLD, STOLDAL, BROWN (via teleconference), COFFIN, SINNOCK (via teleconference), MOWBRAY, TRUESDELL, CREAR, MILLS and DIAZ

EXCUSED: COMMISSIONERS HELTON, BRANDENBURG and PRATO

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 Special Meeting of February 26, 2026

Minutes:

CHAIR BERKLEY called for a motion.

COMMISSIONER STOLDAL announced the typographical correction to the subject minutes included in the motion.

Motion made by Robert Stoldal to Approve as corrected changing the word trail to trial for the Item 4 motion

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

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

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

Minutes:

Using the PowerPoint presentation submitted for the meeting, PAUL BRESNAHAN, Senior Financial Analyst, reviewed the financial statement as of February 28, 2026, noting that two of the four payments received from the Nevada Department of Motor Vehicles (DMV) during the fiscal year had totaled almost \$826,000, plus \$135,000 interest income and total revenues of \$962,000. Program expenditures totaled \$1.1 million, general administrative expenses totaled \$138,000, meaning a change in net assets of \$287,000 and leaving approximately \$5.9 million in cash.

COMMISSIONER STOLDAL wondered how much money would have to be taken out of reserves if no more expenditures were made for the fiscal year. MR. BRESNAHAN responded that about \$800,000 of total program expenditures approved extended into future years, so if all the money was spent, total assets would be down to approximately \$1.2 million. With starting net assets at about \$6.2 million, it would end the year at about \$5 million. The third column (C) of Slide 3 provided a breakdown of expenditures by program award through June 30, 2026, totaling about \$1.1 million. Column four (D) broke down total expenditures since the grant award, totaling about \$2.6 million, and column five (E) displayed the remaining balance per grant award, totaling about \$2.5 million.

Being aware that operating expenses would amount to \$180,000 for the following year, COMMISSIONER STOLDAL wondered if there was a projected income amount and the awards the Commission for the Las Vegas Centennial (Commission) were already signed off on for Fiscal Year (FY) 2027. From Slide 4, MR. BRESNAHAN explained that the Grant Awards line item reflected for FY26 was approximately \$2.9 million, which included spent and expected expenses, leaving \$784,300 for FY27, noting that any excess would go back into the General Fund. The Commissioner explained that he was trying to get a sense of how much the Commission was spending yearly and at what rate, because he believed revenues were declining yearly. MR. BRESNAHAN said the end of year balance was projected at over \$5 million and revenue of over \$850,000 if no new grants were awarded, adding that a \$6 million cash balance for the Commission was a recent occurrence, as it was typically less yearly.

COMMISSIONER MILLS confirmed with MR. BRESNAHAN that only two of the typical four payments had been received from the DMV and that the next payment was expected in April with a final payment in July.

COMMISSIONER BRYAN questioned the \$899,000 variance, to which MR. BRESNAHAN replied that the end of the year would come in \$75,000 short of the \$1.725 million figure. MR. BRESNAHAN projected a continued decline in license plate revenue, given the competition from the sale of other license plates.

COMMISSIONER COFFIN wondered if the Las Vegas Raiders would renew their free plate offer, but MR. BRESNAHAN was not familiar with that.

COMMISSIONER CREAR volunteered for and recommended putting together a working group to figure out how to promote the license plate to raise revenue, perhaps with a digital campaign or website enhancements. COMMISSIONER STOLDAL agreed with the comments of COMMISSIONER CREAR and hoped the new director of the Office of Communications could help. COMMISSIONERS STOLDAL and MOWBRAY volunteered to serve on the working group as well.

6. **26-0065-CLC1 - ABEYANCE ITEM** - 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:

JONATHAN JOSSEL, Chief Executive Officer; MICHELE EVANS, Director of Sales, Catering & CORE Arena; and NATASHA WHITE, Director of Marketing, Plaza Hotel and Casino (Plaza), were present. MR. JOSSEL said the Plaza had been handling the Helldorado Days Rodeo since 2019, but they felt it did not make sense to continue investing in it when they did not own the name Helldorado to brand it. He emphasized their efforts for rodeo events and offered to take suggestions to raise awareness of the license plate at the rodeo. He indicated a willingness to have the rodeo in May to tie it to the Helldorado Days Parade starting in 2027. CHAIR BERKLEY asked if the City of Las Vegas (City) approached the Plaza to take over the rodeo. MR. JOSSEL replied that they were asked because of their equestrian center and infrastructure.

COMMISSIONER STOLDAL added that the Commission for the Las Vegas Centennial (Commission) stopped funding the Helldorado Days Rodeo, and the Plaza came forward with a proposal to produce the Las Vegas Days Rodeo, and the Commission agreed to fund it. Thereafter, the Commission started to question the historical value of the events, but rather than terminating funding, it decided to continue funding for up to four years, with the understanding that the Plaza would gradually decrease funding and take over completely. He noted that the Plaza ran it as the Las Vegas Days Rodeo, which is the name on the contract and should be changed if the Plaza were to use the name Helldorado Days. He stressed that the Plaza was focused on attracting people to Downtown Las Vegas but not on history as required. MR. JOSSEL said that in 2019, they could not use the name Helldorado because the Elks owned it until the City acquired it.

Using a PowerPoint presentation, a copy of which was submitted for the record, MS WHITE went over the future plan, which was to partner with different organizations. MS. EVANS interjected to say they would not be providing a report, given that it was made at the previous meeting. Referring to Slide 11, she explained that they would be setting exhibition grounds with historical areas, and they were able to get additional partners and add more contests. MS. WHITE remarked that they would be expanding the partnership with CCSD (Clark County School District), and MS. EVANS explained that they did that to open it to private and parochial schools because they were not getting enough entries from CCSD. They would be bringing back the Miss Helldorado Days Rodeo and a coloring contest. They will have a Founders Corner for downtown properties and entrants to display exhibits, floats and acts, as well as areas for mob influence, the railroad and agriculture, atomic tourism, golden era, Historic Westside, Hoover Dam and the partnership with the Helldorado Parade, and in the arena, they would acknowledge the inaugural Helldorado Days Rodeo of 1936. A Cultural Heritage component would include areas for displays, exhibitions, interactive areas, the chuck wagon, cook offs and all things historical from 1905 and onward.

MR. JOSSEL stated that the presentation at the prior meeting included highlights of the last rodeo.

COMMISSIONER ARNOLD apologized for not being at the special meeting and felt he had been consistent over the years about supporting the rodeo. However, it was challenging for him to understand the subsidy on rodeo tickets. He recalled the Commission making a longer funding commitment with the understanding that it would decrease gradually and reduce ticket prices. He needed a reason to continue funding the rodeo, especially for an extended period. MR. JOSSEL said they needed \$250,000 but with community support and sponsorships, they could accept funding of \$150,000. Regarding the Helldorado trademark, the Commissioner did not believe the City of Las Vegas (City) would be willing to give it up. MR. JOSSEL advised that if they could own the Helldorado name, they would not ask for more funding because they could invest in it and brand it. Otherwise, they wanted at least \$150,000.

COMMISSIONER CREAR stated his enthusiasm for the Helldorado Days Rodeo and felt the Commission should continue funding it.

COMMISSIONER MOWBRAY said it was important to focus on the issues, primarily that the Commission did not have authority to grant the Helldorado name, but they could work on an exclusive license to use the name. He questioned if the Plaza was asking to lower the amount of funding to \$150,000, emphasizing that his biggest concern was the name.

COMMISSIONER STOLDAL restated the two options presented – awarding the trademark and zero funding or continuing funding for two more years without yielding the trademark. However, he believed there was a third option, to grant another \$100,000 for 2026 only for the rodeo. He asked if the Plaza would continue producing the rodeo without the Commission's funding, to which MR. JOSSEL replied affirmatively, noting they were under contract for 2026. The Commissioner stressed that the investment in the rodeo came from the Commission, which MR. JOSSEL countered by stating that the Commission covered a portion because the Plaza put forth the effort and covered other costs. Speaking of costs led COMMISSIONER STOLDAL to question the cost, noting that a report had not been provided to the Commission. MR. JOSSEL indicated that budgets were provided for previous years of producing the rodeo. MS. EVANS interjected to say that the financial report and receipts were provided that day. The Commissioner insisted that the contract required a detailed budget report, and it would be challenging to move forward without that report, especially since the Commission had granted substantial funds. He was confused as to what had changed, given their commitment to take the rodeo over. MR. JOSSEL explained that they realized it was going to take longer to build it up, and they did not feel comfortable investing fully in something that could be taken away after the Plaza's efforts to make it successful.

COMMISSIONER STOLDAL asked MR. JOSSEL what he wanted exactly. CHAIR BERKLEY said they needed more money to continue the rodeo because the cost was more expensive than anticipated. She recalled going to the Helldorado Parade as a child when her family came to Las Vegas in 1964, and she felt the rodeo should continue because people believe it is a part of the local history. She wondered what could be done to preserve the rodeo if the Commission could not continue to fund the rodeo in the amount of \$250,000 for three years. She liked the idea of aligning the rodeo with the parade and asked if the request was to provide additional funding for years 2026 through 2028 and then take over the rodeo completely. MR. JOSSEL said they would be taking on a big risk if they invested 100 percent in a brand that was not theirs, and he agreed to not come back to the Commission for more funding if he could make it self-sufficient and with the exclusive right of the Helldorado name. CITY ATTORNEY JEFF DOROCAK commented that there was a license agreement for the Plaza to use the Helldorado name; however, COMMISSIONER STOLDAL said the contract had the name Las Vegas Days Rodeo. MR. DOROCAK explained that it was because the grant agreement was written prior to the City obtaining the trademark. MR. JOSSEL stressed that they would like a license to continue to use the name beyond the current contract. He advised COMMISSIONER STOLDAL that they would not seek further funding beyond the three years because they would be coming back to the Commission with a proposal to get exclusive rights to the trademark so they could continue to invest in the brand.

COMMISSIONER TRUESDELL said that perhaps the rodeo did not fit the definition of historic preservation as they would like, but he thought the rodeo was historically strong and the community had a kinship to it. In considering the number of people who come downtown for events, he would prefer exploring the possibility of entering into a five-year agreement starting in 2026, with maximum funding of \$150,000 yearly, rights to use the trademark and yearly reviews to show progress. He believed with time the rodeo could become a major event downtown, such as the Mint 400. He suggested using chuckwagons in the parade, noting that corporations on the Strip did not care about Downtown Las Vegas. He was willing to make a motion for a five-year contract.

CHAIR BERKLEY asked if such a motion could be entertained. MR. DOROCAK said the Commission could only act on reducing the funding to \$150,000 yearly through 2028, but not beyond that.

COMMISSIONER COFFIN liked COMMISSIONER TRUESDELL'S idea, but he would prefer a diminished parade starting near the El Cortez Hotel and Casino, up Fremont Street and onto Main Street, as well as having the parade and rodeo in May.

COMMISSIONER BRYAN said the Elks also represented that it would gradually reduce the amount of funding requests from the Commission, and this was concerning to him, and he was disappointed that the LVCVA (Las Vegas Convention and Visitors Authority) only granted \$25,000 for the rodeo when they have a large budget. However, he wondered about the contributions other hotels/casinos could make. MS. WHITE indicated that they reached out to hotels and only the California Hotel and Casino participated. MR. JOSSEL commented that the rodeo is like a state fair, but he believed that when it grows to 10,000 spectators, more downtown hotels would participate, and the LVCVA would increase its funding. He assured the Commissioner that they were not trying to renege on their proposal. The Commissioner cited the scenario of needing to decide at the end of the contract, and MR. JOSSEL clarified that the current contract expired this year; they were requesting an

amendment for a slight increase in funding. If they did not receive more funding, they would discontinue producing the rodeo. If they were able to get funding for three to five more years, they would still produce it, but not without the Helldorado trademark.

As a Las Vegas native, COMMISSIONER MILLS said the rodeo and parade could not be linked for many years due to the time of year of the rodeo circuit. He would like the parade and rodeo aligned and the parade route changed to include Fremont Street. He supported COMMISSIONER TRUESDELL'S idea of extending the funding for five years to make the rodeo more successful and then giving exclusive rights to the name without more funding at the end of the five years. CHAIR BERKLEY said they could not change the terms of the contract at this meeting. MR. DOROCAK said that based on the subject, the Commission could provide funding through 2028, and funding could equal an amount of \$500,000. If the Commission's desire was to enter into a five-year contract, an item reflecting that would be required. MR. JOSSEL wanted funding in the amount of \$200,000 for this year, which would require approval of an additional \$100,000, with the commitment to come back for reduced funding in the amount of \$150,000 for four more years and to operate with an agreement to use the trademark, and the Chair confirmed his concurrence.

COMMISSIONER STOLDAL commented that the request was for a quarter of the Commission's budget, despite the rodeo not having anything to do with historic preservation or education, although he agreed they came up with new events he liked. MR. JOSSEL said they requested \$150,000 per year. COMMISSIONER ARNOLD restated that the Plaza was requesting an additional \$100,000 for 2026 and would come back with another proposal through 2030, including a licensing agreement for the Helldorado name. MR. DOROCAK clarified that the current agreement would expire in 2026, for which year they were requesting an augmentation and two additional years of funding.

CHAIR BERKLEY restated the motion and the proposal to be submitted for a four-year contract.

COUNCILWOMAN DIAZ asked MR. JOSSEL to confirm alignment of the parade with the rodeo when he comes back with a proposal for subsequent years. MR. JOSSEL said they intended to move the rodeo to May starting in 2027. MS. EVANS indicated that the 2026 rodeo was rescheduled to November 13 and 14.

Motion made by Ric Truesdell to Approve additional funding of \$100,000 for 2026

Passed For: 11; Against: 1; Abstain: 0; Did Not Vote: 0; Excused: 3

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

7. **26-0130-CLC1** - Final report by The Dr. Martin Luther King Jr. Committee of Las Vegas, regarding the completion of the 2026 Dr. Martin Luther King Jr. Parade, funded by the Commission for the Las Vegas Centennial

Minutes:

WENDELL P. WILLIAMS, Chair, and SHAUNDELL NEWSOME, Co-Chair, The Dr. Martin Luther King Jr. Committee of Las Vegas (Committee), and KEZIAH WILSON were present. MR. NEWSOME was excited to show what they did for the 2026 Dr. Martin Luther King Jr. Parade, and a video, of which a copy was not submitted, was shown of the event. At the conclusion of the video, he noted that they promoted the sale of the license plate to help people understand where the money came from for the parade. Using a PowerPoint presentation, a copy of which was submitted for the record, MR. NEWSOME spoke to how they intersected the past and future of the parade. One of the themes was Remember, Celebrate and Act. Many people discovered that Senator RICHARD BRYAN signed the bill honoring DR. KING by establishing Martin Luther King Jr. Day. He mentioned they had a banquet, which was funded separately. They held the event called Taste the Dream and brought people together for the parade, in which several organizations participated (see Slide 7) and had over 100 entries, followed by interviews with people who knew DR. KING as children. During King Week, they held events in addition to the parade to give the community the opportunity to celebrate DR. KING'S accomplishments, noting that DR. KING was involved with many organizations and came to Las Vegas several times unannounced because of the risks he had to take. Slide 6 showed images of extensive media coverage,

including an interview on Access City Council. They brought in young people to learn the history of the parade and relive the experience and held a pre-parade function called Young Dreamers that was led by PASTOR DAVIS.

MR. WILLIAMS said they honored past Grand Marshals, including COMMISSIONER BRYAN and HELEN TOLAND, to raise awareness of their historical value. COMMISSIONERS COFFIN and BRYAN were instrumental in passing the bill for Martin Luther King Jr. Day holiday. He emphasized that the parade brings in people from other states. He noted that COMMISSIONER BRYAN, who was governor at the time, convinced him to run for office, and he presented the Commissioner with a lifetime achievement award on behalf of the Committee in appreciation. MR. WILLIAMS pointed out that they had never requested funding from the Commission until last year, and they were thankful for the funding they received. He remarked that their success caused expansion to King Week, which he thought they might have to extend to a month because they kept adding events.

COMMISSIONER STOLDAL asked if the speeches could be included because they were wonderful. MR. NEWSOME said the speeches were played on KCLV and on social media, which was possible through younger members in the community and through people who met him or his family.

MR. NEWSOME referred to the budget on Slide 14, noting they went over slightly because they had to add restrooms to avoid crowds, add barricades and purchase the awards. They still had slightly over \$130,000 for the parade documentary that The Gas Station Studios was producing, so they would be presenting an updated budget report.

8. **26-0131-CLC1** - Discussion for possible action regarding proposed revisions to the bylaws of the Commission for the Las Vegas Centennial

Minutes:

DIANE SIEBRANDT, Executive Director of the Commission for the Las Vegas Centennial (Commission), pointed out that SETH FLOYD, Vice President of the Commission, was participating via telephone as he was not feeling well. She commented that COMMISSIONERS BRYAN and STOLDAL worked with her and CITY ATTORNEY JEFF DOROCAK on revisions to the bylaws that included administrative cleanups and removal of repetitive language. There was no real change in the operations and staff handles daily duties, and the president, vice president, treasurer and secretary will be Commission members supporting staff. The City Council would have to approve the changes.

COMMISSIONER MOWBRAY recommended adding a preamble with the adoption date of the original bylaws and of subsequent amendments so that people know what is in place going forward. MR. DOROCAK said he would follow up.

COMMISSIONER STOLDAL said the effort to make the revisions took one year, and there were simple corrections that were needed. He asked if they would have to hold elections every two years. MR. DOROCAK said they could act on that at this meeting, and the Commission had to decide if they wanted two- or four-year terms. He agreed with the changes mentioned by COMMISSIONER STOLDAL and MS. SIEBRANDT, who would remain as the lead liaison for the Commission.

Motion made by Robert Stoldal to Approve as recommended, amending the term of office to four years and adding date of original bylaws adoption, dates of amendments and date of restatement of bylaws accordingly

Passed For: 11; Against: 0; Abstain: 0; Did Not Vote: 1; Excused: 3

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

9. 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 (Commission), gave updates on projects using a PowerPoint slide, adding that the 2026 Las Vegas Days Rodeo was revised to November 13 and 14, and the Home + History representatives asked her to participate on a panel to discuss adding properties to the historic register, which she hoped would raise awareness. She asked the Commissioners interested in participating in the Helldorado Parade to let her know to make arrangements for a vehicle. The Commissioners would be receiving invitations for the 1980s Film Premiere in May. She congratulated COMMISSIONER BRYAN on being honored by the City Council on March 18, 2026, for his contributions.

COMMISSIONER CREAR asked the Commission to consider producing a documentary on City of Las Vegas mayors, starting with the GOODMANS. CHAIR BERKLEY said they should start from the beginning, and COMMISSIONER CREAR said he just wanted it done so they could enjoy it. COMMISSIONER STOLDAL mentioned there were several projects in the works.

10. **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 topics for future discussion.

COMMISSIONER STOLDAL mentioned an article in the (Las Vegas) Review-Journal newspaper about motels being demolished and requested a report on the plan for the motels, given the contribution by the Commission for the Las Vegas Centennial (Commission) of approximately \$1 million to preserve the signs. CHAIR BERKLEY verified with DIANE SIEBRANDT, Executive Director of the Commission, that she understood the request.

COMMISSIONER CREAR requested his comments under Item 9 be included for this item.

COMMISSIONER MOWBRAY proposed a documentary on the history of law enforcement, starting with Sheriff FLOYD LAMB, who had his own way of running things. COMMISSIONER STOLDAL agreed that law enforcement faced interesting challenges and they should contract someone to produce the documentary.

COMMISSIONER COFFIN wanted to discuss a new route for the parades to include Fremont Street; however, CHAIR BERKLEY said that it would have to be handled by the City Council. COMMISSIONER DIAZ agreed with changing the route if COMMISSIONER COFFIN could get a petition with support signatures from the business owners along Fremont Street, because they did not like any disruptions to their businesses.

See Item 9 for related discussion.

11. **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:

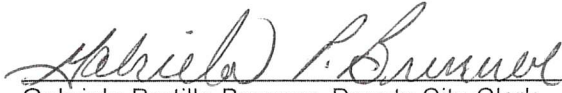
None.

12. **Adjournment**

Minutes:

The meeting was adjourned at 3:51 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](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