

Meeting of the Nevada Sesquicentennial Commission

April 4, 2013

Commissioners Present:

Lieutenant Governor Brian Krolicki

Patricia Cafferata

Andy Kirk

Myron Martin

Lori Nelson

Donald Newman

Sherry Rupert

Randall Snow

John Tyson

Neena Laxalt

Oscar Goodman

Absent Excused:

Bud Hicks

Krolicki: Good morning and, again, thank you. I will convene this meeting of the Nevada Sesquicentennial Statewide Commission. It's our April 4 meeting and it's not so far past eight o'clock. I appreciate everyone's patience. Let me make sure we've got everyone present and accounted for who are supposed to be here and let's just get into our Agenda. The Lt. Governor called out the attendance. All Commission members are in attendance as noted with Bud Hicks absent excused. The Lt. Governor then opened the floor for public comment:

Krolicki: Please introduce yourself officially (inaudible).

Dillard: Good morning, Mr. Lieutenant Governor, members of the Commission. I'm Troy Dillard. I'm the Interim Director with the Department of Motor Vehicles. I had just a couple of things I wanted to share with the Commission today. While at home this weekend, we came across this plate. It was issued in 1964.

So secondarily to that, I did want to also share the final approved version of the license plate for the 150th commemorative. It is the only one anywhere that is made in this particular fashion. These dark background plates with embossed white lettering do not exist anywhere. There's only one company presently that has the technology to do this. It was quite the venture in getting this plate so that it would pass all of the testing for

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reflectivity, visibility and still have that real pop. And everybody that we show this plate to really enjoys the plate.

And then also to let you know that we are posing questions of our legal counsel to determine whether or not it would be feasible for us to allow the auction of these license plates under certain numbers to benefit the Commission and the fund for the Sesquicentennial. So we're currently looking at that as well as potentially having some signed plates by some of the executive and constitutional officers for auction as well. So once we have the official legal answer from the Attorney General's Office, I'll be happy to report that back to the Commission and let you know if that's a potential revenue source for this purpose as well.

Krolicki: The license plate is marvelous and I want to thank again the Planning Committee who worked through that process during the legislative session. I think we mentioned it last time, but since we pay you so amply to serve on this Commission, perhaps one of the perks could be access to a low numbered license plate. But I think the fundraising capabilities would be great. So hopefully the Attorney General might be conflicted in this if the constitutional officers might have access to plates. Mr. Goodman.

Goodman: Yes, well, I appreciate that, but I'm troubled by it, to be quite frank with you. I have expressed this before, informally, and perhaps this is not the forum to address it today. But the Centennial Commission in Las Vegas of which I was the Chair when I was the Mayor and now it depends heavily on funding its projects based on the plate that was issued at that time for the Centennial. And I'm hoping that those funds will not be dissipated and reduced as a result of this. That's what you have when there's competition, but at the same time I think that a lot of projects that in Las Vegas may very well be stymied as a result of this.

Nelson: If I could ask, because I'd be curious, is, Ester, do you know from sitting overseeing that Board how much money from renewals still comes in annually from those plates? Because we are looking at it's been a 10-year cycle, Mayor, correct?

Goodman: And I appreciate that, but I've been advised that the monies still come in and that they are being relied upon. So I think your question to Ester is appropriate.

Carter: I don't have that breakdown. I know it's a significant amount.

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- Nelson: I think it would be important for everyone to know that. I have two thoughts. Is one I want to make sure that we work very closely with the City of Las Vegas to ensure that their important programs and goals can be met through that. And I don't think we can determine yet to what degree existing Centennial plate holders will make that transfer over to the new plates. But I hope there can be some camaraderie and compromise in knowing that the Centennial and City of Las Vegas was able to benefit for a good decade from that, and that there's a good spirit kind of moving forward with a statewide celebration that's going to allow us to do more for the state as a whole. But I think we definitely need to look at those numbers and work with the city to make sure they're comfortable with how we move those forward.
- Krolicki: Just for the record. Public comment, I will open it again, but this is a Commissioner comment. We have to stay within the Agenda. We're really on the public comment part, but if you want to continue, we can go to the Commissioner comments, Agenda Item No. 4, just so the Attorney General's Office and other folks don't...
- Nelson: Fair enough.
- Krolicki: ...jump on me. So we are under Commissioner comments. So let's proceed with this conversation, please.
- Goodman: We'll just incorporate by reference our illegal statements.
- Krolicki: Well, it's nice to have an attorney at the table. Thank you, sir.
- Unidentified Female: I have a question. I think somebody brought it up, maybe Don or John (inaudible) sticker, it's got the 150 on the plate and that's where you put your stickers. So...
- Dillard: Yes.
- Unidentified Female: ...that would be covered up (inaudible).
- Dillard: That was one of the design elements that was discussed with the committee that was created to do that. Ultimately, we did several different designs in both locations, on the left side, on the right side. This was the design that was chosen and we moved forward with. And one of the issues is in Nevada we are a two-plate state, so it's only covered on the back plate and it would still be displayed on the front plate.

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Krolicki: Are there any other Commissioner comments at this time? Troy, thank you.

Dillard: Thank you all.

Krolicki: We'll keep that plate in mind. Back to the first public comment, Agenda Item No. 2. Are there any more public comments here in Carson City? I'm seeing none. Anyone -- I can only see the Commission members and Ester. Anyone in Las Vegas?

Group: No.

Krolicki: No? What about on the telephone? Is there anyone on the phone who wishes to make a public comment at this time? Assuming we have people on the phone? That's all good. Public comment is closed. So let's proceed. And just for the record, we also have Peter Barton and Claudia Vecchio who have just been doing so much of the elbow grease work here. Our first Agenda item is, you know, under 3, Executive Director. And we have someone with us today who's a familiar face at the table down there. But let me just set the stage, if I may, and then we can proceed and I think you should all have a summary of a contract -- staffing agreement, if you will, with the City of Las Vegas should this body wish to move forward.

As we said at the last meeting, we have identified a candidate after going through essentially an RFP process that was started by the Planning Committee. Again, I thank those folks who were part of that process. And we identified multiple candidates. And then we actually put out a little larger net in this transition period just to make sure that we have the pool of qualified candidates, people who would be interested in doing this. And several of us did undertake an interview process before this Commission actually formed and met for the first time a couple weeks ago. And it was very clear to us in a unanimous way that our one civilian in the room in Las Vegas was just a superb candidate. So Ester Carter, I think a familiar one to all of you. I'm going to let Lori help with the introduction.

But we have been in discussions and this Commission instructed me at the last meeting to move forward with some of the team here to essentially move this process forward, but now we're going to introduce Ester to the crowd. But she was the person in charge of the Centennial celebrations for the City of Las Vegas. She's currently an employee of the City of Las Vegas, which is making some of these things easier, but making it more of

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a challenge. But before you is a staffing agreement for review. There are certainly some edits that need to be done. But the City Manager of Las Vegas and the whole team from the City of Las Vegas have been very helpful in essentially, and I'll use this term, allowing Ester to go on a sabbatical. She's one of the few people in the Western United States who's actually done a celebration like this.

And the Las Vegas Centennial, Mr. Mayor, was fabulous. I mean, it's something we all still smile about. But to be able to turn a key and to bring Southern Nevada into the celebration is crucially important. You know, I'm not concerned about Nevada celebrating, especially in the rural and northern areas of the state, but this is, I think, a wonderful way to make sure we get 70 percent of the state's population involved.

But we are looking at a way to essentially have the Nevada 150 Foundation enter into an agreement with the City of Las Vegas that will essentially compensate to reimburse the city for all the costs of someone like Ester. She would continue to be a city employee. She would have the benefits and all of those kind of things, but essentially the NV Foundation would subsidize and reimburse the City of Las Vegas for those costs. She has several responsibilities that are still lingering and, again, we need to make sure we honor those including the Mayor conference that will be taking place shortly.

We are excited about this opportunity, but certainly this is a situation where the Commission needs to be comfortable. And if this Commission is comfortable, the direction would be for me and for staff to move forward and finalize an agreement that's somewhat similar to what we're looking at today.

But, Lori, would you like to take over and introduce Ester in perhaps a more personal way in your experience with her.

Nelson:

Thanks, Lieutenant Governor. And I concur as being part of the hiring process, I want to let the entire Commission know that we really spent a significant amount of time looking at candidates, and at the end of the day knowing that we really have to expedite and have a qualified Executive Director onboard. It was very clear who our recommendation should be. And it's my pleasure to formally introduce you to Ester Carter. You will see on her resume there's at least 25 years of tourism, event management

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and expertise. But I've had the pleasure of working with Ester in various capacities for probably 15 of those 25 years.

And she is not only professional, but she knows how to bring the stakeholders together. She understands the big picture of strategy as well as the tactical details that need to get done and isn't afraid to roll up her sleeves and get it done. And I further had the pleasure of working on a daily capacity for probably over two years together with Mayor Goodman in the day-to-day efforts for the Las Vegas Centennial. And I can tell you that those skills, that knowledge, the expertise in what she accomplished is going to be incredibly beneficial to the Nevada 150 efforts. And I am just so pleased that together we were able to make some real magic happen, because I know it was complicated and we owe the City of Las Vegas a lot for their creative solutions working with us. But we have a proven track record, someone who has great work ethic and is very well regarded and will be able to reach out throughout the state, not just here in Southern Nevada, to really bring cohesion and some excitement and get it done. So that's my introduction of Ester Carter to all of you.

Carter: Thank you.

Krolicki: Thank you, Lori. Mr. Mayor, do you have anything to add?

Goodman: I have a lot to add. I have a lot to add. But I'm not going to embarrass Ester too much. Ester has worked with these projects for a period of time in excess of any any single person. The wonderful thing about Ester is that she has a great sense of humor. She's able to get along with everybody, which is a remarkable trait. When we were doing the Helldorado, she absolutely enchanted the community here so that they participated to the utmost extent. I never had a situation where I relied upon her to accomplish a mission where she failed to accomplish that mission. I think we're very, very lucky to have her with us. So if it takes a motion, I would like to move that you go forward and to finalize the agreement with Ester Carter.

Laxalt: Second.

Carter: That wasn't as bad as I thought it would be.

Krolicki: So I have a motion by Mayor Goodman first and a second by Neena Laxalt. And, you know, just a quick discussion on the motion just to make it clear. We do expect her to spend a significant amount of time in Carson

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City. We think that's where the infrastructure for NV 150 is going to be. She has agreed to do that. We're not going to count hours or those kind of things, but Ester understands that while she's got a home base in Las Vegas and, you know, the 150 events throughout the state, at least, we're going to be doing many of them in her current neighborhood, but she understands that she will be up here on a significant basis, and the items in the contract we will negotiate to make sure that we've got that accounted for. Any other discussion on the motion? I hear none. All those in favor of this motion, please signify by saying aye.

Group: Aye.

Krolicki: Any opposed? Not a one. It's by acclamation. Ester, we are so delighted. We have so much work for you to do.

Krolicki: In an endearing way, if you survived Mayor Goodman as your Chair, I think we'll do fine. The costs here are reflected of where I think where we're going to be. But the cost to a person to be employed by a government entity is far beyond salary, so these include all the benefits, perks (inaudible) and there's actually some other costs and I'm not quite understanding. But essentially Las Vegas will be contributing probably 20 or \$30,000 of employee, you know, costs and overhead, those kind of things, by allowing us to have Ester. So I just want to make that clear that they are subsidizing this in some ways and I just appreciate that.

But subject to successful negotiation and execution here, Ester, welcome to our crazy show and you know exactly what you're getting into. Do you have anything to say to the Commission since you got our undivided attention?

Carter: Well, I'm very honored that the Commission would pick me. I look forward to working with the wonderful man down at the end of the table. I have promised that I'm going to leave my last name intact throughout this event. I'm looking forward to it. I'm excited. I'm ready to hit the ground running and get this celebration going.

Krolicki: Great. So I will keep you all apprised of where we are. I believe the agreement officially says May 1st, but we might be grabbing you informally a little bit earlier, Ester. But welcome, thank you for being part of this excellent adventure. All right. Any other discussion under 3A?

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So let's move on to Mobile Museum. We have Peter Barton who's been living this project for some time. And, again, just to set the stage, from our last meeting, the Planning Committee focused on this as a central theme to the celebration throughout the year. At the last meeting we talked about how we've gotten a broad brushstroke of what this Mobile Museum might be, what it might contain, some timelines, some rough costs. And we directed Peter to go and create a document that further defines the costs and to make sure that we have the best possible proposals for consideration in the future. So today we're considering the RFP and the other parts of the Mobile Museum. Peter.

Barton: Thank you, Lieutenant Governor. And as it's been said, this has been an evolutionary process over the last year. We've been talking now to two or three vendors for this type of service. So we have crafted and you've all received this RFP that I would be delighted to release to the world tomorrow, get it posted on our website and send to a small list of several vendors that we know of that could potentially provide the service, requires responses back by the end of April and possibly have presentations with an intent to award a contract sometime in the latter part of May. If we're to mobilize a Mobile Museum by Nevada Day this year, the time is running short, and so time is of the essence.

We've asked them to break down their cost for the design, development, the fabrication, the mobilization of the tour and the tour logistics, provide driver per diem and manage the tour itself. I think it's fairly comprehensive, but now is the time to speak up if you have any comments or concerns.

Krolicki: Questions for Peter?

Nelson: I have one, Lieutenant Governor. The document looks great, Peter and Patty. Thanks for putting that together. And you mentioned a short list of recommended vendors. Are these proven track records? I'm just curious where these recommendations came from just so we know who we're kind of pursuing.

Barton: Well, it's a combination of folks that I am familiar with and their capabilities and other firms in the marketplace that have come to light and/or expressed interest in taking this on.

Nelson: Okay. Great. Thank you.

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Krolicki: And just to refresh the Commission's memory, hopefully this process will reduce the estimated cost for the Mobile Museum.

Barton: the estimated cost for the entire development and management of roughly 60 locations at minimum with multiple stops, obviously in Las Vegas which might include 10 stops at that one location, we're looking at somewhere in the neighborhood of \$1.5 to \$1.8, it could go as high as \$2 million. My caveat in that is we don't know exactly how much the exhibits will cost until they are designed. In my mind, there's a per square foot allowance of \$200 to \$250 which is pretty typical for museum exhibits. So for 1,000 square feet of exhibits, probably a quarter of a million just for the build out, if you will, of the exhibit program itself. It's about a million or so to operate the tour. Again, somewhat dependent on the timeframe, which is how many times we make a certain mistake.

Krolicki: This was a centerpiece item that was presented to this Commission from the Planning Committee. For the record, this is going to potentially be the largest cost item involved in the Sesquicentennial. So, you know, we are going to move forward in the RFP process. We'll see what costs, you know, are truly before us in a contractual way. And this Commission, at some point in time in the next month or two will have to make a commitment.

So certainly we need to make sure we have the resources to underwrite this. You know, I think we can do that, but there's a fluid situation where we need to make sure we're comfortable with the money before we commit to obviously a million and a half. But we think it's a brilliant idea. You know, it's a way to really make sure that all of Nevada is not only involved in the celebration, but in the history of the actual Nevada itself and the 150 years. And, Mr. Mayor, you and I need to have these conversations about what we truly think is a legitimate budget, you know, going forward and what kind of revenues we expect to make sure we can digest something this large in a way that doesn't detract from the other celebration requirements.

Cafferata: I have a question. And thank you for the nice comments. I really didn't do that much. I just said, "We need this and this and this in there." I didn't actually write it. And you certainly did a great job in going through the specifications, because I think that's critical, as I said. Who's going to decide the route and the tour itself? Is that going to be us?

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Barton: Yes. Several factors will go into determining the route. And just in getting us to a point of having an estimate, I've worked with one particular vendor and said, "This is what it might look like," and they gave consideration into that process, but they recognize that's the client's responsibility to say it needs to be in Elko for Cowboy Poetry and it needs to be in Reno for the Rodeo and Las Vegas for Helldorado Days.

Krolicki: This thing is going to be moving to amortize that kind of cost, it needs to be moving and just sitting there not doing something, it's still costing serious amounts of money. Any other questions?

Barton: Sorry, I have one last comment. And I just want to make sure we're not setting up an expectation we can't achieve. Last month we heard from several members of the public who -- particularly from Las Vegas who had interest and input into this process. And that dialogue continues. I get calls virtually every week if not daily about folks who represent certain interests of Nevada's history that want to make sure they're incorporated. This is 1,000 square feet of space total. Half of that space is circulation. So there's about 500 square feet devoted to exhibits. This is Nevada history from the 50,000 foot view. So we simply don't have the space to drill down into every facet of Nevada's history.

The strategies that we want to employ to ensure inclusivity are twofold. Number one, we're going to use digital QR codes throughout this to, you know, folks who have smarter technology than myself, would be able to point their phone at it and get driven to a website for more information about the role of Women's History Project, perhaps, in Nevada, or the contributions of the Hispanic community to the growth of Las Vegas.

It's going to be fairly topical. I mean, we've got 500 square feet. You know, we may have a small panel about Mark Twain's role in Nevada. We can't possibly cover every story, and I don't want to set up the expectation that we can in this particular environment. We're going to also have collateral materials. We're going to invite those various representative groups to provide us brochures and materials that we can work with Dr. Kirk and the educators to ensure are incorporated in the tour and is part of whatever online content we develop there. I don't want folks to think we can tell every story. Just to give you some basis for that, the Nevada State Museum has 30,000 square feet of exhibit space just across the street to tell Nevada's story. We've got 500 square feet, roughly. So it's going to be a compressed story.

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- Nelson: You know what, Lieutenant Governor, to Peter's point, I think knowing that limitation and if the committee agrees I'm happy to help connect this with bigger, ancillary events where the exhibit travels to make it a larger, more substantial experience in some of the stops. So that would cover a little more ground.
- Snow: I think that's how you get the most out of it, is to make it part of something bigger...
- Nelson: Right.
- Snow: ...rather than just in and of itself. I've been involved in something like this for a client who's on a national basis and it is incredibly complex and you'll deal with issues every day. So the idea of a subcommittee specifying or specifically to this I think is a really good idea.
- Barton: Well, I would just add that I think this has the opportunity to be a reference point for other museums throughout the state. So this is going to be a traveling tool that will also introduce people to the availability and things that they may not have known existed around the state. So it's got a lot of (inaudible) potential.
- Krolicki: Other comments?
- Kirk: Lieutenant Governor, I can just say that one of the reasons the Planning Committee was enthusiastic about this idea is it is a way to facilitate the educational mission of the celebration. And while it will inevitably be complicated, simply in reaching out to groups in their own location, I think that is still one of the huge selling points of this idea.
- Krolicki: This is about the kids and about reaching out to schools. Sherry Rupert.
- Rupert: I just wanted to say if there is a subcommittee, I'd like to volunteer to be on that, because there are several events in the American Indian community throughout the year that I think that I could, you know, help in directing that way. There are thousands of people that go to these events and as you said in the community and there are family events and so I think that would be a good ancillary event for the Mobile Museum to get to.
- Krolicki: Perfect. You know, I'm assuming we have a successful contract negotiation with the City of Las Vegas and the NV 150 Foundation. So that's for the record going forward. Just the scheduling is going to be a

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challenge, but just the 150 events and how we do that and how we correlate it with different communities and how we don't have 10 things on one day. Obviously some of the holidays or certain events that are multiple sites celebrating similar themes. So how to triage that, how to maximize it, how to get that 150, how to balance it, you know, how to make sure we're reaching all of the communities whether Native American or minority, whatever it is, we just need to make sure we have these identified.

One of the other things, just to follow-up with Peter's thought, McAvoy Layne. Just remembering this because it came into my office. He is one of the most superb Mark Twains in this nation. And he just happens to live here in Northern Nevada. He has essentially volunteered himself to be an ambassador of our Sesquicentennial. What fun is that? I mean, I think it's great.

Vecchio: I was just going to mention that we are putting together right now all the necessary documents to hire an events manager who will help with this entire piece of it, and that will be that person's role, to do exactly what you said with the Mobile Museum.

Krolicki: I was going to do this actually under Commission Comments, but just for the record. Now that we have a Director now we can proceed with getting the rest of the team. We didn't want to move forward on anything without the Director being in place. So an events planner and then an administrative type that would be we envisioned being here in Carson City, you know, need to be more immediate pieces of action. Anything else regarding Mobile Museum at this time?

Krolicki: Peter, you are empowered to proceed with the RFP. We'll see what we get. You will have a sister project of really trying to do some budget things and identifying revenue and bring it all back together and we'll have a big decision to make at a future meeting in the near future.

Barton: Thank you.

Krolicki: Thank you so much for all the effort. All right. Half the people in the group here are for the next item. Good to see my friends from The Glenn Group here. So I'm on Item C, presentation of finalists for PR vendor to the Sesquicentennial. The B&P Advertising and PR Group are not going to be with us today. They've withdrawn themselves from this exercise, so essentially it's The Glenn Group getting an up or down today. I think

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they're very familiar faces to all of us. This, again, just for the record, some commissioners who may not be fully aware, there was an RFP by the Planning Committee that did an outreach to PR and there was a website (inaudible) conversation about also. But, you know, for PR. And The Glenn Group, the presentation and the response was from the Planning Committee's point of view was by far the number one proposal, and that is perhaps why we don't have other people at the table today.

But we will hear from them just kind of their ideas and, you know, this isn't a formal advertising pitch. This is more of a qualifications thing because we didn't give you that much time to do this. And there is, just for the record, some conversation about if we were to move forward, some of the costs and the responsibilities. So that is also some room for negotiation. But we need a PR group as quickly as possible. And we have The Glenn Group with us today. So with that, I'm introducing Valerie Glenn.

Glenn: I actually will start us off and then we'll jump in here shortly. I think we're going to do a little bit of switcherooing here.

LeDoux: Good morning, Mr. Lieutenant Governor. Good morning to the Commission's new Executive Director. Congratulations. And good morning...

Carter: Thank you.

LeDoux: ...to the rest of the Commission. Before I get into who I am, I just wanted to say a couple things to our friends in Las Vegas. In a second, I'm going to switch over to some slides, so you won't be able to see me. You'll miss some visual punctuations, but you're probably better off for it. And, Myron, I promise not to sing.

Martin: Thank you.

LeDoux: So I'm B.C. LeDoux. I'm president and creative director and partner at The Glenn Group. I live in Las Vegas. I graduated from the University of Nevada Reno and I have been an honorary native Nevadan for the last 18 years. So what we're going to do before we get into our capabilities and our expertise and some ideas is answer the question why The Glenn Group. That's kind of why we're all here today, right? Why should you hire us to help out with this project? So I'm going to switch over, guys.

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Krolicki: Now, please tell me that you can see that, Las Vegas.

Multiple Speakers: Yes.

LeDoux: All right. My work is done. So we want to answer that question, why The Glenn Group. And when we were thinking about, you know, what can we do to answer that question, what can we do to show everyone here our passion for the state and our passion to help out with this project, we thought, you know, do we get up here and give sort of Jeff Foxworthy-esque we're so Nevada speech? You know, maybe it goes a little something like, we're so Nevada, we think the loneliest road in America is too crowded. We're so Nevada, even our reading lights are neon. We're so Nevada, we've actually hit a jackpot in a jackpot. That's actually not true, to be honest. Or we're so Nevada, we call our jeans slacks. That is actually true as I am proof of that today.

So we decided against that. Clearly, we decided against that. We decided instead to present a video that really represents our passion for the state, our passion for the project and what we consider to be an answer to why The Glenn Group. So I'm going to play that now.

(Playing Video)

Glenn: Well, thank you. I'm Valerie Glenn, CEO of The Glenn Group. And I'm not a native Nevadan, but I have lived here for 55 years. I'm a graduate of the University of Nevada and I live in Reno, but I spend two or three days a week working in our Las Vegas office, so I feel like I can have a little toe in both ends of the state.

I want to thank you on behalf of The Glenn Group for just being here. I hope you're seeing a little bit of the excitement and will see some of the excitement that we have for this project and the prospect of helping the Commission celebrate the Nevada Sesquicentennial, which we know trips right off of the tongue.

You know, our company has been in Nevada. We're about to celebrate our 44th anniversary as a company. Our business and culture has really been founded in community involvement and giving back to the community. So as a company we really can't think of a better project for us to work on than helping celebrate Nevada's 150th.

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I know you all received a copy of the response to the RFP and I hope you had a chance to look at that. But we thought we'd spend just a few minutes telling you a little bit about The Glenn Group. And I'll start by saying that The Glenn Group actually has something pretty significant in common with the State of Nevada. As you might say, we were both battle born. As many of you know, my husband and I operated competing advertising agencies for about 20 years of our marriage. And when I say competing, we competed. I know a few of you know about that. But about five years ago, my husband decided to retire, and so we decided to merge our companies and now we're The Glenn Group.

We're often commonly referred to as a full service agency. We have about 40 employees in our offices in both Reno and Las Vegas. And I think it's significant that we do have those offices in both ends of the state and have for many, many years. We believe that that will be very helpful to us as we draw on long-term relationships in both ends of the state as we look to implement an effective public relations program in every corner of the state as we have for many other clients in similar kinds of programs.

While we're here really to talk about public relations, I want to make sure you do know about some of the other divisions and departments within our agency. Because it's very likely that we'll need to call on all or some of those disciplines to support our PR initiatives. So we are fully staffed in our creative department led by B.C. and his creative team, with our media planning and buying department, with our web and digital division, which I know we're going to talk about it sounds like at a later date. Of course, our PR division, and all of that is found in our strategy and innovation division.

Speaking of strategy, I know it sounds trite, but we really do look at everything we do very strategically and this is no different. We typically like to work with our clients in developing that strategic approach in tandem. But we've obviously in this process given that some thought and really asked ourselves what is it we're trying to accomplish with this celebration. And as we think about it, of course, it's about creating general awareness throughout our state about the 150th anniversary.

It's about connecting with people, perhaps even reconnecting with people throughout our state and even beyond. It's a celebration. We think it's an opportunity to really ignite passion and a pride within our citizenry, and we think it's actually an opportunity to be a catalyst for fueling the efforts

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of our economic development and tourism efforts as we tell the stories of our state, our history, our accomplishments, the great things that our state has done and is doing.

So we think obviously we'll work together to really refine that strategic approach as we move forward. If you do give us the thumbs up today, which we hope you will, but with that I want to just quickly say another thank you. We really do appreciate being here. The agency is very excited about the prospect of working with you in this incredible milestone in our state. And what we'd like to do now is have Tiffany and Veronica kind of give you a glimpse of some of the public relations ideas that we have for you. And then we're happy to have some Q&A after. Thank you.

East:

Hi, I'm Tiffany East. I'm the Vice President of Public Relations at The Glenn Group. I am a very proud native Nevadan. I was born and raised in Reno and I am Nevada educated, graduating from the University of Nevada. I'm not going to tell you how old I am. I'll let you guess that. But I love this state. And from top to bottom and inside and out, I think it's just a wonderful place to live. I did leave for a short stint. And when I came back I realized that what I really missed was the people, the welcoming spirit and the mountains. I think the mountains look just incredible here in Nevada. As public relations will be the driving force in this public education and community pride campaign, our collective goal is to ensure that not one soul who lives in Nevada or visits Nevada will be unaware of our 150th anniversary, the Sesquicentennial. They are going to know it's a big party.

So you've seen our proposal. There's been a lot of discussion around the Mobile Museum today and that's one of the key areas that we think Nevada stakeholders will really get behind. And that's the Native American groups, the arts and culture organizations, the businesses. There's so much opportunity to utilize those stakeholders and get them involved and engaged, whether it's business or schools or the likes of the Civil War reenactment groups, special interests. We know that getting them involved and getting their input will give them a sense of pride and ownership. So that's kind of where we went ahead with our generating awareness, including activities that can become ancillary to the Mobile Museum's route and tour throughout the state.

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We also want to make sure that we recognize some of the historic milestones, including the women's suffrage movement. And did you know that February 6 is the anniversary of our state song? Those are just some fun ideas to throw out so we can help Nevadans become reconnected with their heritage and our history.

In support of the economic development and tourism initiatives, we believe that there are some really great opportunities for strategic alliances. The airports, decorating our airports are becoming, you know, another opportunity for kind of that Mobile Museum. We think that there could be some other places that really show that history and demonstrate that history.

But we want to propose a strategic alliance that might be a little bit different. That would be a partnership with Southwest Airlines, asking them to bring the battle worn plane back into the state throughout the year for frequent visits, providing commemorative gifts to passengers on select flights, engaging with flight attendants and pilots to give them factoids that they can share about Nevada, and finally generate stories in Spirit magazine. That's just one idea to kind of show how we creatively approach our public relations outreach.

In addition to the many events that are staples to our state and to our communities from the balloon races and Helldorado Days and Cowboy Poetry to community parades in Mesquite and Fallon and the Cantaloupe Festival. There's so much opportunity out there where we can engage with our audiences and help them demonstrate their community pride.

Another idea that we kind of had tossed around, and I know it can be a little controversial, but as you can see, we've got a lot of people who aren't necessarily native Nevadans, but they're honorary Nevadans. They've lived here for many, many years. And I actually first learned this from Patty's mom, Barbara Vicanovich, when she was serving in Congress. She told me, she said, "You have to be very careful, Tiffany, about when you call a Nevadan a native." And I really did not understand that until she said that. She said, "I'll never call myself a native." But is there an opportunity for us to have an honorary native Nevadan day where Nevadans who have lived in our state, who have contributed major contributions to our state including elected officials, high profile Nevadans, where we can actually give them an honorary status? Because really we all know what we love about Nevada.

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There's so many opportunities, but I want to get down to one just really simple brass tack, and that is that we think that to support all of the efforts that we're talking about, we really need to give our stakeholders a toolkit, an online toolkit that has materials and ideas for educators, for businesses, for you name it, just every kind of group imaginable. We need to give them the tools that they can use to show their pride through their businesses, through their outreach, through their activities that happen at their location. So I'm going to stop and let Veronica talk a little bit about media and social media and then we'll open it up to questions.

Krolicki: Thank you so much. Hello, Veronica.

Meter: Good morning. I am Veronica Meter and I am acting as PR Director for The Glenn Group on the 150 Nevada project. I've been in Nevada for 20 years, mostly in Las Vegas. I'm also a very proud Las Vegan. I have spent time in Carson City through several legislative sessions and I also served Nevada in Washington, D.C. for a few years. Other than that, I have been in the State of Nevada. As Tiffany mentioned -- I've also been educated at UNLV, I just wanted to throw that out there.

As Tiffany mentioned earlier, as part of our community efforts, we really want to ensure that we engage those who live in our state, whether it's Las Vegas or Reno or anywhere in between, we also want to engage those folks who visit us because a significant amount of folks who visit our state, who participate at our events, in our programs, but also a very large group is those folks who are Nevadans and who are currently residing in Washington, D.C. serving our state, serving our country, as I did for many years. And really there's a solidarity and a pride that comes even when we're 3,000 miles away that all of us are Nevadans and there are no geographic lines. Doesn't matter if you're Las Vegas or Reno, we are Nevadans. And that's something that is really something that I was proud to do while in Washington.

We want to engage those folks through existing relationships and our contacts that we currently have to really make sure that the Congressional delegation, the staffs of those members of Congress, the government agencies that are there, the social groups, all of those folks together, we have relationships with those folks. We want to reach out to them and really make sure they're included in our programs and events that we'll be having throughout the year.

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But as Tiffany and Valerie mentioned, it really is about reconnecting and connecting with one another. No matter where we reside in the state, no matter what place we call home, it's about being with each other, being one state, being a Nevadan. And really a part of that could be pretty much like what we saw with 9-11, which is a patriotism and a pride that emerged in all of us. Some of us had lost it, didn't know where it was. Then it came out. And a lot of that had to do with displaying very proudly the U.S. flag throughout the country. And that lasted for many years.

Well, we thought it would be really cool to come up with a new 150th Nevada flag. And we've actually started this, began looking at some ideas of what that may look like. And that can be displayed throughout the state. Basically there will be no doubt in anyone's mind that no matter where they are, that we are having a party and we're celebrating and we're going to adorn our state and we're going to give the credit and the recognition that it deserves.

So part of that, that we mentioned this morning, has to do with media relations, has to do with grass roots, with community outreach. And all of those will -- and also, very importantly, all the events, whether they're existing or some that we'll create with the new Executive Director, with the help of the Commission, all of us as a team, will decide what the best events will be. And those events will also be important regarding significant and strong media coverage, whether it's through traditional media means or whether it's social media. And that way, no matter where we are, we'll pick different tools from our communications tool belt to engage all sorts of audiences throughout the state.

One cool idea might be, and we have many, but one cool idea might be to have folks say why I love Nevada through social media sites, whether they can upload a video, they can upload their experience, they can upload a photo, much like we did. Those were actually our photos that you saw in the video earlier. And that's their way to recognize the state and really get excited about the fact that they live here and they call this place home.

At the end of the day, we want to ensure that all the events that we do and all the community outreach that we do will create timely, visually interesting, compelling and meaningful stories that we can secure very strong coverage for. And whether it's here, whether some of them may reach other parts of the country, and we want to ensure that people know that there is no doubt of a celebration going on.

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And our personal overarching goal will be as fellow Nevadans is to ensure that the Governor's plan, the Lieutenant Governor, the Commission, the Executive Director, that all of us work together and we are supportive of all of the goals that you have set forth for the Commission. And that includes fundraising and merchandising, and that plays back to the flag. That's a wonderful opportunity to engage that merchandising and fundraising portion while at the same time securing strong media coverage. So it all works together very well as a team in a seamless type of situation.

To wrap my little portion up here, I just wanted to just share those couple of ideas with you. And we really do believe as a state we have well over 150 stories to tell. The visionaries who created this place that we all call home, whether they're ranchers, mining, gaming, government leaders, elected officials, no matter what part of the state, whether it's entrepreneurs or no matter where you are in the scope, you've set a mark on the state. You've actually left your footprint here and we want to recognize that. And I think the Mobile Museum will be part of that as well. So thank you very much and I'll throw it back to Valerie.

Glenn: We just would like to, you know, a very thumbnail sketch of some of our ideas. Hopefully you're getting the idea that we have lots of them and we have lots of the materials that we provided. But we just would like to open it up to any questions you might have of us or any thoughts and just leave it at that.

Krolicki: Thank you for being here. Many people are here on short notice and you were certainly among that group, but thank you. My experiences with you have been extraordinarily positive and highly successful, so I'm delighted that the Planning Committee has, you know, brought you through the process of delivery into the Commission's lap. But, again, thank you.

I love the idea personally of this is about celebrating Nevada's birthday and making Nevadans happy and being participatory and all of this. If there is some business component, that would be awfully good, too. So the tourism aspect, in particular, the economic development opportunities, working with Southwest Airlines and those kind of things, that's just fun. You are now free to celebrate Nevada's birthday throughout the country, whatever it is. But, you know, love those kind of thoughts. And just ideas of -- again, I just don't want to forget them, but Ester in some of the interview process talked about things that you all did for the Centennial.

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This is going to be just a joyful -- I mean, lots of noise, a lot of headaches, but so many joyful moments because of things like, you know, you had 100 couples get married on one day and celebrate it. So we got to find 150 couples on one day to celebrate.

Carter: Might I just say, happy day, hallelujah. I love you guys already. This has been one of my big concerns. And I'm excited now. A lot of things that, like I said, we did during the Centennial, you guys are just right spot on with what I think this Commission wants to accomplish over the next 18 months. And I'm excited now. I'm excited now.

Krolicki: Hey, you said you were excited before.

Carter: Well, I was, but now I'm really excited.

Krolicki: One of the other cute things that you all did for the Centennial that, again, we're going to steal from you, but anyone who had a birthday on the date that City of Las Vegas, you know, was born, October 31, just to have one of our 150 events, anyone whose birthday is Halloween/Nevada's Birthday can -- you know, we're going to have a special birthday celebration and you said hundreds of people were gathered and it was just a big party.

Laxalt: I just want to say as former Co-Chair of the Planning Committee, I did go through every single page and it was really impressive. And what I like the most was instead of just a proposal that was the general, you know, proposal, you paid attention to what we were doing in the committee and incorporated everything in it. And I really enjoyed the fact that you did your homework. But I really liked it. And as former Co-Chair and still to this day, Claudia will attest to this, I got so many emails from people with ideas -- everybody wants to be part of this and have a project.

And so it's going to be -- you guys are going to be overwhelmed with ideas because I know that every beginning meeting that I've ever been in on this where people coming in for the first time, they don't want to talk about the planning. They want to talk about the events and the vending and the -- you know, we can do this and we can do that. So I look forward to it. And I know you guys are going to do a great job.

Krolicki: And the north south aspect is also great. I mean, I see Valerie and her crew on airplanes every week in Las Vegas or going down and spending two or three days. So they're bringing the state together just in your time

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and your (inaudible) spreading of resources is very appealing. Other Commission questions, comments? Lori.

Nelson:

Yes, Lieutenant Governor. Great job, Glenn Group, and it's nice to see you all in person. As the Commission knows, I had the proud hat many, many years ago of serving as the PRB for the Centennial. So I know this role and the demands intimately. And I just want to kind of put a reality check out there and make sure you guys are committed to understanding, the Mayor and Ester know, that the celebration is primarily driven through public relations.

And I know we're asking a lot of a PR agency at a discounted rate. We're going to need a lot of hours and manpower. And we will be reasonable. We don't want to be abusive, but there is so much to be done. First of all, we have a much shorter lead time than we did at the Centennial celebration. And these next five to six months are incredibly critical. We called it a tease campaign to really have a lot of events, initiatives and efforts out there to get the community onboard, excited, partnerships in place to support fundraising. So there's a huge amount of effort needed to get everyone ready and geared up so come October 31 we're ready to party and then obviously that whole year.

So, you know, I see two people from the PR expertise down there when needed, when the events kick in, do you have additional resources in your agency? Are you willing to commit to the additional hours? And I guess the last question for the Commission that would be helpful to answer is, how will we be able to measure your success?

Glenn:

Well, to answer your question just generally about the time commitment, I think we're all going in with our eyes wide open. We understand that there's going to be a huge commitment and I think it's going to have to be truly a team effort. We are prepared and willing and able and ready to do what we need to do, but we're going to also rely on a good infrastructure of people and support to execute and make all these things happen. Because there's going to be a lot of balls in the air. We're all going to have to be sort of all hands on deck.

We obviously have resources within the agency and we are prepared to bring on additional resources as they are needed and as appropriate given our relationship. So we'll make that commitment to you. We would in terms of measuring results, we want to sit down and talk about what those

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measurement metrics might be. Obviously a lot of them is going to be the obvious, where we get press, where we get -- you know, what our social media activities are. We'll be able to track that and we'll keep track of that, but we'll want to look to each other to see what is our -- what are our measurements of success. Is it attendance at events? Is it, you know, how effective the Mobile Museum is?

But those are things that we'd like to sit down with you and jointly talk about and agree upon so that we all are working toward the same goal and be efficient with what we're doing and with our resources. As needed, very aptly put, there are millions of ideas. And we're going to have to really focus in on the ones that are going to give us the greatest return on investment and really stay focused because they're going to be coming at us from all different directions. And so anyway, we're going to have to figure out how to manage that I think as a team for the maximum result. So hopefully that answers your question, Lori.

Nelson: It does. Thanks.

Krolicki: And, Lori, thank you for broaching that, because that is, you know, we'll just say it's a thumbs up situation, but we do need to negotiate the business side of this. And Valerie and I did have a conversation earlier and a great proposal that they sent to the Planning Committee, but, you know, there is a business side and we have to make decisions as a Commission to help them understand what resources they will need to bring, how many folks will be dedicated, you know, full-time, half-time. And so there are some hard cost conversations to make whatever it is that we're doing fair with a little Nevada love discount, you know, in there, but it's got to be fair for everyone.

So, you know, should we move forward today? It's like with Ester, you know, there's a contractual aspect that needs to be pursued. And, Lori, just with your background and experience, I would love for you to be part of that. Claudia, if you could join us, I would certainly like to be part of that. And, Ester, you certainly. And anyone else who wants to be part of it. If we can have, you know, the four of us sit down with you, you know, understanding what it is that we're truly asking you to deliver and just get a handle on that and then bring back to this Commission some kind of a final, you know, contract that everyone's happy on and they know how to -- you know, what performance expectations are there, what the costs are

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going to be for this Commission's approval at the next meeting. Does that make sense to everyone?

Unidentified Female: Absolutely.

Krolicki: Any other questions about The Glenn Group or anything?

Laxalt: I just want to add one more thing, you know, because we talk about Las Vegas, or the north and south, there's another factor out there, and that is Washington, D.C. Those groups and our congressional people are really excited to be part of this.

I have full faith and make a motion that you guys go ahead and work with The Glenn Group and bring a proposal forward for the full group to approve.

Krolicki: Thank you, Ms. Laxalt. So I have a motion. Do I have a second?

Newman: I'll second it.

Krolicki: Mr. Newman is seconding it. Lori, did you do that at the same time?

Nelson: Yeah, as always.

Krolicki: Okay. I have a motion that's been made and properly seconded. Any questions on that motion? All those in favor (inaudible) saying aye.

Group: Aye.

Krolicki: If you're opposed, just say no. Another unanimous vote. Congratulations.

East: Thank you very much. Very excited.

Krolicki: In the next week or two obviously we need to sit down with whomever and (inaudible) Valerie to make sure everybody's satisfied with what the business (inaudible) adventure and Sesquicentennial. It just, you know, (inaudible).

Krolicki: And while we've got The Glenn Group here, website. Claudia, do you want to just talk about how we're going to be approaching the website?

Vecchio: Yes. Because of the fact that identifying a great website company is a very technical issue and is I think best done by people who understand that, Myron. We've talked with Randy about getting together a subcommittee of both Commissioners and technical people so that we're

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best able to make a decision about the website. And we'll have those presentations here very shortly, but at a separate subcommittee.

Vecchio: And then I think if we get a -- if anybody has any interest in doing that, we'll get those, but we'd also like to identify a few technical people perhaps an IT person. If you have a great IT person that you want to get involved please let me know.

Krolicki: All right. Any other things for 3C?

Krolicki: We're going to take a 30 second special break and I'm just going to make sure we get people out of the room before we move on, but (inaudible) 30 second recess.

Goodman: Mr. Lieutenant Governor?

Krolicki: Yes.

Goodman: Before you call the meeting back to order, unfortunately, I do have a prior engagement that I have to attend and I'll be leaving at the very latest about 10:15. This is very important to me, of course, because this is the funding presentation and whoever gets this contract is going to be working very closely with you or myself as far as funding is concerned. So I will rely on Ester and the others to brief me on anything that I miss. One way or the other, I'll call you tomorrow and you can advise me where we stand and then I can meet with whoever gets the contract.

Krolicki: Perfect. So why don't we do this? I'm going to bring the meeting back to order. And we are on Agenda Item 3. We're on the fundraising part of the presentation. Mayor Goodman needs to depart about 10:15. Some other folks I think need to leave the table also, so I will welcome our folks and just know that maybe at 10:05 or 10:10 we can take a pause and, Mr. Mayor, if you have any comments at that time before you go please let us know.

Goodman: I appreciate that. Thank you, Mr. Lieutenant Governor. I am very concerned about -- and this is not because I'm leaving, but I'm very concerned about the seating at this time based on the publishing of the Agenda. The Agenda has the presentation commencing at 10:30. And I'm sorely concerned that if in fact we make a decision today and somebody was to cause us a problem and challenge that decision based on the fact that we violated, I guess, the open meeting law, that we better be

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aware of that. And I don't know if there's an attorney here who knows what we're talking about, but I would like to have an opinion on this as to whether or not we can proceed at this particular time in this presentation.

Unidentified Female: I think he's right.

Unidentified Male: He is right.

Krolicki: Why don't we do a -- we're going to have a presentation. I think it's like the other ones. We gave a thumbs up. And, well, let me say this first. October Inc. is -- we have even a greater problem because November Inc. is with -- or October Inc. has withdrawn. They're two companies of closely affiliated. This one's October Inc. They've withdrawn from the process also. So we only have one firm in front of us presenting and they are scheduled on here for 11 o'clock. So, again, I'm sorry I didn't review some of these things that definitively, but if we move forward, I still think there's a thumbs up that shows this is a group that we're comfortable with. No formal action actually has been taken today. You know, this group has allowed us to move forward to bring back to this Commission, you know, The Glenn Group and Ester Carter for actual action. So if there is a challenge or a concern or someone wanting to weigh in before a formal decision is made, they will have that in a future Commission meeting.

So I'm perfectly comfortable and I hope everyone else is with what I just said. We can, you know, take it under advisement. There's no contract in front of us today. This is really just informational, but I think this Commission understands now that there is -- you know, if we're not comfortable moving forward with this group in a negotiated way to bring something back, then we'll have to RFP all over again because we -- you know, they are the remaining respondent to all of this. So, Mr. Mayor, I appreciate what you said, but what I just said, are you comfortable now?

Goodman: I am. I'm very comfortable. As long as we don't take action. If we're just doing the presentation, I think that we're fully within our rights.

Krolicki: So with that all being said I'd like to welcome our folks from the Treseler Group. There are some folks from out of town. There are folks from in town. And it's just awfully nice to see you. So I'm just going to give it to you for the sake of time. So who wants to kick off?

Treseler: Good morning, everybody. My name is Bob Treseler, Treseler Marketing and Business Development. We're very grateful to be here in front of

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Nevada Sesquicentennial Statewide Commission and we look forward to our time together. We're here to share our sponsorship fundraising plan and strategy for the next 18 months going forward. And I'd like to just lead off by introducing Mindy Elliott. Mindy has an extensive career in community government relations here in Nevada and prior work in the executive branch. Mindy?

Elliott: Good morning, everyone. Yes, Mindy Elliott, and long-time Nevadan and very excited to be part of this team. And with me today is Peter Kruger. He's part of the Capital Partners Group. And Peter will be assisting Mr. Treseler and Mr. Palmer in these endeavors.

Kruger: Thank you. It's great to be here and be part of this great endeavor and, of course, Mindy and I teamed up with what we believe is the premiere fundraising group, and look forward to a positive outcome and moving forward with this great adventure.

Treseler: To my right is Steve Palmer. Steve is Senior Vice President for its western region state and local practice. Steve?

Palmer: Good morning I'm very honored to be a part of this team. As we go through our discussion today, hopefully it will bring to life our approach, how we take on these types of challenge very seriously.

Treseler: And I believe joining us virtually are David Bechtel. David is the managing principal (inaudible) and Matt Schrader, vice president (inaudible).

Krolicki: Well, I don't know if that's true. Gentleman, are you on the line?

Bechtel: Yes, we are.

Schrader: Yes, we're here.

Treseler: So I had a question. We had sent along a PDF file that could air on the screen. Is it going to be eliminated or televised or in print? Just so I know.

Unidentified Male: It's in print.

Treseler: It's in print? Everybody's got a printed copy? Okay. We'd like to share with you the distinctives that we believe make us the best selection to run your sponsorship fundraising campaign. We'd like to take a quick

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rearview mirror peek, make sure that we have the right understanding of everything that's gone on since January 2012. Then we want to spend most of our time looking ahead at our sponsorship strategy over the next 18 months. We have place marked time for questions at the end of the presentation, but we would really encourage you, invite you to just interrupt with questions if they come up. Just we'll knock them down one at a time, or save them until the end.

Krolicki: You know, actually, I'll take advantage of your offer. Could you just describe your consortium and how it's working together?

Treseler: Right. Very briefly. A Sesquicentennial celebration or a specific event that is a one-off event, in our opinion, we have learned that it's a hybrid event and it requires a very, very specialized team of senior people to come together to, you know, bring all the forces that bear to have a successful outcome. And what we've done in the past at Treseler Marketing is we bring on the best people and the best market to work with us on these types of campaigns.

We're involved with an initiative right now in Louisiana and we've put together a very high level team to work on that issue. We have staff at our office. We are here. Our west coast headquarters are here in Reno. Our east coast headquarters are in Washington, D.C. We have staff in both places in order to get to the right people and the right time to make the right ads to support an event of this nature, we need senior level people on the ground to make those calls. So that is why we came together.

Krolicki: But a potential contract that is not being discussed today in a detailed or final way, it would be with your firm?

Treseler: It would be with our firm. I would be your direct point of contact going forward, although everybody would be available to you. So with respect to the team, each team member possesses the ability to work at a very, very high level to lead successful fundraising campaigns. We're bipartisan. We will be exclusive to this campaign. We will not be doing any other political fundraising or to this point any other fundraising at all in the State of Nevada other than to support Nevada 150. So your success is what we are 100 percent dedicated to.

We're very seasoned. We're comfortable in very complex, episodic events from a fundraising perspective. We've worked in political fundraising, event fundraising, nonprofit fundraising, capital building

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campaign fundraising. So we've touched an awful lot of the different fundraising ways. We've served in different commemorations in Wisconsin for the Sesquicentennial of Wisconsin. Is that right, David? David may have dropped off the line. David Bechtel led the Wisconsin Sesquicentennial. Steve Palmer here to my right worked with a group in Colorado.

Palmer: University of Northern Colorado 100 year celebration.

Treseler: And then I am coming off of the 18 month engagement with the State of Maryland where we we wrote the program and then strategy for their Bicentennial War of 1812 which ultimately led to the Star Spangled Banner and our flag.

Krolicki: Was that through the Governor's Office?

Treseler: Yes, yes. He set up a similar Commission which created a nonprofit. And so the structure was very similar to what you're doing.

Krolicki: Was their Lieutenant Governor involved?

Treseler: No. Governor O'Malley is -- he is well known as an historian. And is crazy about the War of 1812. He dresses up in the War of 1812 garb and he gets out there and he rides the horse. He was very, very hands on to make sure this got done.

And we're still involved there with respect to sponsor servicing. There were seven to ten sponsors we brought to that event, Papa Johns at the very highest level, Pepsi at a lower level. And those relationships will continue through the duration of 1812, which really concludes in 1814, which is when the song was written in the Chesapeake.

So in short, we have experience with campaigns of short duration. We've worked with the Hilary campaign, the Romney campaign. We've worked to stand up NCAA college football ball game with nine weeks before kickoff and no infrastructure, no sponsors, no funding. So we kind of understand surviving and we understand building the plane that you're flying in environment, we're comfortable there. Some of our best ideas come at three o'clock in the morning when we wake up. But that's due to creativity or just flat out stress, I don't know. But that's when those things happen.

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So our core strategy is really obviously the position the Commission to create that yearlong plus statewide celebration party, I think I heard in the previous presentation, that's funded with private monies. We know that the Planning Committee and the Statewide Commission will raise private monies are available to support this event. The public monies will not be necessary. So we're prepared to move forward with that. We will be sharing this opportunity with loyalists, all political parties, in the north and south and rural areas. We're very comfortable in approaching anyone inside the state who has interest in this commemoration.

We speak very comfortably whether it's government affairs or community relations or marketing marketing, whether they're interested in education or history or arts or Native American history or Basque history. Whatever the history is that hits those community relations departments where people are sharing value proposition with them as well.

Now, as we move forward, I think I have a slide in here that shows the organization. The way we set this up, the way we understand it, it is the Commission, which will employ the Executive Director. I don't think I've had the pleasure of meeting the Executive Director, but I think I understand someone's been hired. Congratulations.

Treseler: And we understand that former Las Vegas Mayor Oscar Goodman is the Chair of the fundraising committee.

Goodman: Yes.

Treseler: And there were four lanes of operational staff that may have been compressed, we understand now, maybe the web is coming later, but right now there is a PR lane, a fundraising lane and a merchandising lane. This is just simply how we understand the organization to be laid out. The next slide really represents the timeline. An awful lot has been done since the executive order in January 2012. Obviously a Planning Committee, a legacy project in the form of the Mobile Museum is underway, under development. A license plate is underway. Barrick Gold and NV Energy have stepped up with leadership gifts at the front end. RFPs have been issued. The final report came out. I understand there was a bill to commemorate the Sesquicentennial. So an awful lot has been done.

Moving forward, we have -- at the top of the slide, we show an arrow that says preparation and an arrow that says solicitation. In reality, even while the PR group is working to develop all pretty materials that we're going to

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need to go out there and make the best case to a potential donor or sponsor, we believe that time is of the essence and we need to get started right now going down and talking to potential supporters. We need to be soliciting, making those soft calls, getting in front of people, explaining what the case is, whether it's just with a one-page letter from the Lieutenant Governor and the Executive Director or a fact sheet. We need to be in front of people with something right away so we can start developing those prospects and getting people thinking about, "Yeah, I want to invest in this, so I can't get out there and invest in this other thing." All right. If we don't start knocking on the door right now, they're going to move that money somewhere else.

One of our concerns is I believe we saw in the final report that the budget showed fundraising was to begin in October of 2012 or monies were allocated towards that in 2012. And so we've missed that fourth quarter planning period for corporate America. Most of the budgets are formed October/November. Some December/January. So we need to double up and catch up from that perspective. And while we're doing that, we also need to be gathering and analyzing the data about all the events. We need to know where the Mobile Museum's going. We need to know how many stops it's going to make, where are those stops going to be, how many people are going to tour the Mobile Museum, how many eyeballs are going to be on that Mobile Museum? You know, sponsor with interest in Nevada's history and culture as I mentioned before. You know, the Native American history, the Basque history, the arts, all these things. We want to get out there and be telling them that this is what the Mobile Museum carries, this is where it's going, these are how many people are going to touch that, this is why it's important for you to take a hard look at making a contribution against this asset right away. So we want to get involved with that.

And then also building out the other events, every event has the opportunity for recognition or advertising, sponsor inclusion, VIP events, VVIP events. So these pieces we want to start putting those together and ends up being something like a 10 to 15 page spreadsheet so you can attach evaluation to it, so that when the right solicitor is in front of the right potential donor, we're making the right ask. If we go out there unprepared, you might get a donation. If you go out there with the right amount of information, making the right case, you'll get an investment. And that's the difference between being prepared and having our ducks in

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a row and not. Okay. So all that work will be coming along in the preparation phase.

Three months is generally what we put against that. It could be two months. It could be four months. It could be we have 80 percent of it in three months, but the rest of it for the concluding event in 2004 trickles in later, which is fine, because that just becomes value added to the people that are investing early, investing early and investing greatest.

We are always attentive to where there might be a gap in the programming, where we might be able to include or suggest programming that might appeal to a different industry sector or a different donor. Obviously working with our PR and merchandise partners on an ongoing basis will be critical to success. And then the solicitation phase in the three to six months.

And then moving into 2014, we never stop cultivating and never stop soliciting. There could be people that put this on the back burner for 2013. They say, "Well, you know, what, I wasn't around for the 100 year or the 125 year. I don't know how these things really work. I don't know how these things really play out. I don't know if there's going to be benefits." But then they get overwhelmed with everything that happens here in the next seven months and they come back to us and they say, "Hey, we want to participate. We want to be involved." So we should have momentum going into the first quarter of 2014, based on our successes and based on the PR campaign, based on everything else that's going on in 2013.

So we want to jump right into the fray again after the October 31, after the introductory event, the opening event, and get right back in front of people and talk to them once more. Have sponsor recap meetings is what we call them, reengage people that said maybe and move forward with cultivating our stewardship process.

Moving into 2014, we should know if the concluding event will be televised or not. I think I saw reference to that in the final report. If it's televised, it opens up a whole new asset class for us to attract different sponsorship dollars and advertising dollars from different buckets. So we want to know that and start building that or feeding that into our packages.

And then at the end of the fourth quarter of 2014, we do want to leave a time capsule, and I'm going to step all over this word bad, for the Dodranscentennial. I think I saw a reference in one of the meetings that

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there was some angst because there was nothing left over for the 125th or nothing left over from the 100 year anniversary for this group to really pivot on, so everybody had to start all brand new. We didn't know who supported in the past. We had a good idea what the programming was in the past. So we want to get ahead of that for those of us that are still around in 25 years.

Krolicki: I want to make sure we have Mayor Goodman's questions. And I have a couple that I would like Mayor Goodman to also hear.

Treseler: Please, let's take a break. Yeah.

Krolicki: Do we have any other bullet points you want to get out.

Treseler: Well, there's a little more, but if we have to take a break for questions from Mayor Goodman, that's fine.

Krolicki: Why don't do that?

Treseler: Sure.

Krolicki: I think we need some context and some time.

Treseler: Please.

Krolicki: Mayor, do you have any questions at this...

Goodman: There's only one question, Mr. Lieutenant Governor. Who's going to be the point person here in Nevada? Who will we be working with on a day to day basis to make sure that everything's progressing the way you've presented it?

Treseler: Well, I would be here frequently in Nevada as often as the calendar requires. And then Mindy Elliott here with Forte and Peter and their staff of three to five are here, their shop is here in Reno as well.

Goodman: Who are you going to be relying upon to tell you what Nevadans are in a position to make these contributions? Is that Mindy? Because in our experience with the Centennial, there was a certain core group of people who are committed to the community. And I assume we're going to be looking for a little different type person who's committed to the state as a whole. And it's going to be very important that you have that information before you make the phone call to collect some money. And who's going to be responsible for that?

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Krolicki:

And, Bob, before you answer, I really, Mr. Mayor, wanted you to hear this. There have been some sidebar discussion about the different buckets of money. And it could certainly be more complicated, but I'll make three buckets. One is, you know, the retail folks, you know, the people who live in Nevada who only give 50 bucks or 100 bucks just to believe or they want to buy a bug or whatever it is, but just a real retail kind of component. There is an institutional Nevada component that I think needs to be treated differently. And there are folks that we know exceedingly well, with all due respect, we don't necessarily need some help going after, you know, whether it's a Commissioner or other things involved. You know, we know the gaming industry. We know the mining. You know, we know those food groups, so to speak. So that's a bucket.

And then there's a third bucket which, you know, I have no familiarity with but listening to, you know, if people are giving substantial corporate donations to 1812 efforts in Maryland, I would hope that they'd want to play here in Nevada. It's the folks outside and the corporations outside and the foundations outside who we don't know, who we would never know except if you brought them to the table.

So to me, the value of the fundraising operation that we're talking about is at retail, the website capability, you know, the maintenance of the whole thing is so rigorous and thorough that we don't have the bandwidth to do this. The outside of Nevada part and then there's this middle and I think all of them need to be addressed kind of differently, whether it's Commission structure or break points, those kind of things. But I'm particularly interested in that retailing part and on the external part. That middle part and I think, Mayor, you were talking a little bit about this, but the folks we know, you know, we can go up and down the strip together and not need a whole lot of help or be paying Commissions. So that is how I'm kind of looking at it, but does that make sense? Is that how other folks are doing it? Please?

Elliott:

I think there's another group in there and that is sort of the franchise group, Generica I will call it, the Wal-marts, you know, the big box companies, which obviously have a presence within Nevada, but they're also -- there's a lot of those people are regional people and I think they will be really helpful.

Treseler:

Mr. Mayor, we consider ourselves staff. We consider ourselves staff that would fall underneath the Commission, underneath the Executive

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Director, underneath your fundraising committee that you are leading. So where we come in is basically taking our marching orders and obviously providing the blueprint and the engineering structure, if you will, for the fundraising campaign.

What works best in my history is putting together, for lack of a better word, advisory groups. It might be an advisory group for Northern Nevada and it might be an advisory group for Southern Nevada. Rural Nevada might have its own advisory group. And they're not even to the level of subcommittees. It's a collection of people that understand what's going on in the ground and even further down in the specific communities and can make a recommendation, okay, when the Mobile Museum goes through, we might have an advisory group to advise us on who the top five people are to contact to support the Mobile Museum's trek through the 14 counties. Now, that may not be the same corporate sponsor who wants to own the whole celebration over the next two years. It might be a smaller organization, a chamber or a small businessman that wants to have a piece of what's going on in his local community.

So we're cognizant of the fact that going up and down, the capacity level, if you will, that the higher the capacity, the more we have to integrate everybody's thoughts as we go into making the ads. And so we're not looking to assume an independent role here. We're looking that we will all work together to identify who speaks to who and exactly what the ask is for. And then if we need to be there to talk about the events and the different assets and what's available as it gets down into a more minutia kind of conversation, we would come back in to support at that level, as well. And some people we ask won't even care. Other people are going to want to know every detail about every VIP pass. They're going to get to every single event moving forward in the next two years. And those are the people that will continue to be the most service needy going forward. So I don't know if I answered your question...

Goodman: You didn't, but that's okay. I know where you're coming from. No, I think the thing that you said -- the thing that you said that was most -- that impressed me the most because it places you in the position that I didn't envision you. You talk about staff and, therefore, the Lieutenant Governor and myself will be able to give you the marching orders and then it's up to you to fulfill them, correct?

Treseler: That's what we expect.

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- Goodman: Very good. Lieutenant Governor, may I be excused?
- Krolicki: I am actually leaving the country tonight. So I will probably get you on Monday, all right?
- Goodman: That will be great. Thank you very much. Gentlemen and ladies, thank you very much for your presentation.
- Krolicki: Thank you, Mr. Mayor. And then, Oscar, if you could just listen to one question. I think you've got one minute. As we talk about the Mobile Museum, this doesn't help us a lot making decision on whether or not we can afford a Mobile Museum if that's a million and a half dollars. Do you have any thoughts in your expertise in doing this for states around the country, what kind of revenues do you think we can actually generate, you know, based on population of Nevada, our industrial center, but also nationally with the Coca Colas or whomever in the world like to participate, but do you have an idea of what kind of monies we could expect to raise?
- Treseler: I think you can benchmark between 75 cents and a dollar and a quarter per resident. You know, that's sort of how you can start it from this type of event. That's what we've seen and that's what we've done. And you can land somewhere in the middle. From what the potential is, to really understand, the short answer is no. I can't tell you exactly because I haven't seen all the information about the Mobile Museum. All the events have not been formalized or formally approved as far as I know. I saw a line about a Governor's gala which was possible. Obviously if that becomes formalized, then that's another asset.
- Krolicki: Let me ask it a different way.
- Treseler: Sure.
- Krolicki: Because there's no way I could expect you to have an answer based on things that we've not done yet. But the foundations, you know, the groups that like to support things like this, they just want to be supportive of celebrating a state's history. I mean, are there resources available just for those kind of things?
- Treseler: When you deemed that there was two and a half million dollars available in private monies to pursue that that decision had already been made. So I'm going to say yes. I thought that finding had already been made at the

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formal level as opposed to three or two or one and a half or one and a quarter, so I thought two and a half was...

Krolicki: And we think that's a legitimate expenditure model. We think we can raise those kind of monies. Maybe I'm not asking this correctly. I want to understand the value that you bring to this proposition. We know we could raise money for things like this. I am particularly interested in the resources you think you can bring to this table in your networks that we have no fathom of their existence or no way for us to connect or we're using your network to do so. Is that a fair question?

Treseler: It's a fair question. All I can do is reference my experience. So when we led the effort for Maryland, there had never been an effort like this. So we put together a list of between 50 and 80 contacts. And we just started introducing the event to them and talking to them and having those conversations. There's really no history to lean on. It's not like going to a University of Nevada Reno game and pitching a new sponsor when you know there's going to be 35 basketball games every year, there's going to be this much attendance, this much TV, this much -- we don't have a foundation to start with. But we do know what happened from our experience. And the value we brought was, we presented the Commission with just under \$2 million in sponsorship opportunities from a list that included 40 to 50 companies across 8 to 10 industries. Now, there's a slide in here that probably has 30 to 40 different industries that we've either worked with before or that we have targeted or focused attention on for this particular campaign. We have the experience in being successful in these types of events.

Krolicki: Okay. Mr. Mayor, I know you need to go. I just wanted you to have...

Goodman: I thought it was a great question. And I think we should have an answer. I think it was very important that we have that information because we know what we can do, as you say, going up and down the strip and going to the casinos in Reno, Carson and around the state. We know what we can do, but we don't know what else is out there that our staff will be able to accomplish. So that question has to be answered.

Nelson: Lieutenant Governor, can I ask a question?

Krolicki: Yes, Lori. Please.

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Nelson: Oh, great. Thank you for the presentation, first of all, for your interest and enthusiasm. There are two things on my mind. And one is there's an absolute immediate need for funding now, because we have staff and agencies to pay for and deposits that need to go down for events. And so there's two kind of tactical routes we have to go. And I don't want to cloud the bigger picture, which is we're not in the position yet to look at the assets and finalize the events so that you have them to go out and market and put a price tag on. So how would you guys approach the immediate, how we go after some funding to get our bank account beefed up so we can start doing things. Because I guess we can only go to certain wells at one point. Like, my company, there's going to be one-ask kind of thing. So how -- knowing, again, because it's a short window of time, how would you approach those two aspects?

Treseler: Okay. Great question, thank you. If you flip to the slide that is titled Major Gifts.

Nelson: Major Gifts. Okay.

Treseler: All right. So the major gift strategy achieves -- gets us to where you want to be. And I want to take a left turn back here to Lieutenant Governor and answer your question. And we're not at the contract stage yet, but often times, we've identified a three-to four-month period where we have to go through the preparation stage. And I think the preparation stage includes the vetting of what the capacity is to receive in sponsorship funds. So we're going to tie this back here. I perceive and I write into our agreements often little peek-ins where, you know, you have to peek-in and see how things are going and you have to be open to making adjustments.

You know, we may see after three to four months that, hey, you know, we better be out there looking for 3 million. You know, we -- because we've seen the initial enthusiasm. Or we may scale back and say, you know, we better cap it at 2. Or say what we're going to do in 2014, we might have to compress that a little bit because it doesn't look like the resources might be there. So coming out of the preparation phase, we're able to hone in.

But now, coming back, right back to answer your question, give another layer to your previous question. And then coming back to the major gift strategy, this portends 24 major asks. And we've identified the \$250,000 level and the \$100,000 level as two tiers because of the success that you've had in the last six months, securing the gifts from Barrick and NV

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Energy. So we are -- and these are movable. It might be 200 to 150. But we just picked those numbers because there was -- there was intelligence to those.

So you're looking at 250,000, 4 people, so we want to get around, get everybody around the table or get everybody on the video conference and say, okay, what 20 companies do we have to approach that get it, that get the mission, that get the vision, that get the celebration, that get the party. Who are the -- who are closest to the case that may already be aware of what we're doing, that can make a two-year commitment of \$250,000? And then we can know we're going to get a check of whatever, 50,000 every three months or four months. So who do we go to for that? Some of those are going to come from the internal team team, some of these will come from me, some of these will come from the work that has already been done. And some of these people may already be known to you, or may have already expressed that, "Hey, we're going to invest at the highest level here. Come see us first. We want to be here." So that's -- the major gift strategy starts to get where you want to go, Lori.

And then the second tier, I find that people will self-select. If we approach someone, companies will self-select. Their foundations will self-select. If you approach them at 250 and they say, "Well, we just got too many commitments for this year, but we'd love to be in there at 100." So we have the \$100,000 level. And then it's just watchable, pick the next level at \$50,000. So that will be the major gift strategy that gets the commitments to go where we want to go, immediately, to know that you have the fixed revenues coming in to fund your PR and your web. And we understand we have to do it first.

There are no investment bankers here saying that, "Oh, we see the return on investment, we're going to give you a quarter million now and we know we'll get a million later." Okay. So that's not going to happen. We understand that that pressure -- where that pressure is. Did I answer that?

Nelson: Great. Thank you.

Treseler: Okay.

Nelson: Yes, you did.

Treseler: Okay. Question behind you, I believe.

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Unidentified Male: Yeah. Mr. Lieutenant Governor, if I could -- if I could ask Mr. Treseler, I see in the deck, for instance, on this page, major gifts, but I hear a lot of conversation about sponsorship. And in my world, those are two very different distinct things. And I'm just curious, in your world, are you -- are you defining major gifts as sponsorships or as philanthropy?

Treseler: This is a hybrid event, so we get to chase all of them.

Unidentified Male: Yeah.

Treseler: So, you know, there was a sponsor, Papa Johns in Maryland invested at the highest level because they wanted the consumer touch opportunity. They want to sell pizza. So we had a hundred -- a million and a half people at the water front event, you know, there's a million and a half people seeing the Papa Johns' brand all over the place. So that was -- that was a marketing push, of them marketing corporate branding.

AT&T got involved at the highest level because they care about the Governor. And the Verizon Center in Washington, D.C. pretty much is the biggest brand in that market, so they wanted to position themselves against the -- Verizon. So those are just two examples. We were discussing yesterday Apple moving here and creating a couple hundred jobs. And, well, Steve, why don't you speak, you were in the room.

Palmer: Sure. Absolutely. And it kind of gets to the heart of your question. We can develop a list. Everybody could develop a list of all the companies that are benevolent and have foundations and then we present to them. They get presented with hundreds of ideas of how they could spend their money. Our approach is, we want to be certain that when we get you to that point, that we already know there's going to be a weighed proposition. We represent a myriad of companies from around the world who have some of the largest endowments that exist. And they get requests all the time. But we make sure that how they get their money and where they get their money aligns with their mission, aligns with their thinking and where their businesses are thriving.

So to your point, we talk about Apple. Companies that are, you know, new economy, new Nevada, Nevada of yesterday, if you will, kind of where you see the emerging markets happening in Nevada, aligning our approach up with the future as well as those that are -- that are deep, deep, deep in the state. Apple recently built new -- is going to bring new jobs here, so that's what companies we visit with. But we have to present them

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with a compelling case as to why investing in Nevada 150 is smart for them, from a transaction perspective. Yes, it's good. It's politically right to do. It puts them in the right conversation, if you will, political powers that be. But the way they view it is going to be much more broader than that. And that's why that taking a very rifle-shot approach when we do the asking is critical.

I think back to our conversation yesterday, whenever there's a major event, you know, companies stand up. When the Superbowl comes to town, everybody knows there's a Superbowl. But they still have to make sure that there's someone who's responsible for running their fundraising and their local entry into that marketplace, to make sure that while we all know the same people, that someone actually has it as their day-to-day job to make the asking, to educate them as to what the ask is and what the value proposition is for them. That's why having a team like ours to help you in managing that, in managing those requests is so great.

Laxalt: So I just want to say that I give my support to putting a team together and coming back with recommendations. But I also want to say that when I was in Arizona, I worked with the Sacramento team on a non-partisan, non-political fundraising. The structure was very similar and it was very successful. So, you know, when I was looking this over, I was thinking, "I've been here before." So congratulations. I thought it was pretty self-explanatory to me. It is very similar to the structure that I worked with at the team from Sacramento for a huge fundraising effort. So with that, thank you for your time.

Krolicki: Thank you, Neena. Thank you for your time.

Treseler: Okay. And there was one other tidbit out of our conversation about Apple yesterday, you know, I guess Steve Jobs.

Palmer: Oh, yeah. A couple years ago -- we do a lot of work at our firm with helping clients manage their relationship with Governors nationwide, whether it be Republican or Democratic Governors. We served on the finance committee for both (inaudible), one was DGA. We've raised both those groups millions of dollars a year. And Apple's Steve Jobs purposely made a decision that Apple would no longer participate in political giving. So here's an opportunity, if you think about it, for, you know, just for illustrative purposes, I'm not speaking for Apple, they're not a client. But there's an opportunity for them to participate in a process that aligns with

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their core values. It's a 501(c)3 contribution. So it's -- you see how you kind of marry it up.

Krolicki: So it's a tax advantage contribution as opposed to a political contribution.

Palmer: It aligns with their core values.

Krolicki: I do envision going forward with conversations, if that's the pleasure of the remaining core here, to have discussions. But I remain really focused on the value proposition that you all bring, in the warmest and most respectful way.

We know the food groups here. We know what happens here because we got here. We are looking for if you guys to deal with companies like Papa Johns that like to do these kinds of things that are not in this state. But you know that they have a foundation or a government affairs division that likes doing these kind of things. But anyone who has an interest in this building next door, we know who they are. I don't think Papa Johns is lobbying in the Nevada legislature, other than through whatever retail or restaurant associations. So I'm really interested in knowing or think that you will help us bring, that we wouldn't otherwise know about or wouldn't, you know, be able to get, the smaller piece. And it's a lot easier to raise \$100,000 in, you know, 1,000 people, 50 bucks, but, there's a lot of maintenance on that retail, small end, mom-and-pop stuff.

So as we go forward, if that's the pleasure, it's those specifics, because you've got to make a living doing this. And I want you to be fairly compensated for those kind of monies that we would not otherwise be able to identify.

Treseler: Sure.

Krolicki: Other questions around the table?

Newman: Well, comments. I mean, I -- the major gift slide that we have here, I mean, I think that we've established that 2.5 is the number that's been thrown out there. I personally think that's a very small, I think we're aiming too low with that number. I think there's a lot more money out there. And I think your question to them as far as who's the big players in the national scene? I mean, I think we want the template from them so that we're not leaving any money on the table anywhere. The buy-in of the state, of the citizens of the state, they want to own a piece of this

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celebration, be it the flag that was talked about, the minting of the coins, whatever that may be. That's going to generate a certain amount of money. And I think it's going to generate a lot of money. But to your point, it is very labor intensive to manage that.

The middle piece we know, statewide, who those players are. And it's, I think, what the Lieutenant Governor is asking is, who are those unknown major players? And you mentioned Apple as one of those. There's a lot of opportunity there. I mean, in Elko, we just raised \$3.5 million to build a Boys & Girls Club. It's paid for, fully paid. We don't owe anything.

But there's a lot more than \$2.5 million, I think, out there. So I think they would bring those big players, those big people. Certainly we have someone who has aligned themselves with adult beverages and sponsorships and those types of things. So I think 2.5 is a little number and we can certainly, I think reach for the stars here.

Krolicki: And then, certainly, we need to figure out how to fairly compensate you. What are the Commission structures for different kind of monies and is it the same for a major donor or out of state. Those are all those details to be established. And assuming satisfactory due diligence there, then we're in a position to say we think the value proposition exists. We think the kind of structure is pretty cool and fair for everyone. And the Commission, we would urge your support of this. But that is, again, subject to this process.

Is there a feeling around the table for these conversations to proceed with these folks and then -- in the coming weeks? And that conversation, as a result, will be brought back to the next Commission meeting. So I...

Carter: Yeah, I think it's really important that we move forward with this group and get somebody onboard because every minute that ticks forward is a minute that we've lost in the past and we need their help.

Treseler: Can I ask a question? I'm sorry. It's a question-statement. While during these next two weeks, to your point about time being of the essence, we are more than willing to engage in conversations to flush things out further before the next Commission meeting or at your disposal. We're here, we're ready to get started, contact isn't -- you know, we're not waiting for the ink to dry. A lot of time has passed and we think we need to get started right away. So just to throw that out there.

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- Krolicki: And we appreciate your gesture to do that. So, you know, I don't think we need a motion at this point, if there's just an acknowledgment that it's a worthy pursuit to take advantage of this offer to have a singular conversation. And, Ester, certainly you, I will be involved, the Mayor will be involved and anyone else who wishes to do this would be welcome.
- Unidentified Male: ...I would love to be involved.
- Treseler: You're on tape.
- Unidentified Male: Yeah, all right.
- Krolicki: But, you know, and then are we speaking to you, Bob? Or Steve? Mindy?
- Treseler: Yes, me at least initially.
- Krolicki: Okay. Then we will be in touch. So if pleasure of the table is we will be in touch with all of you early next week. If you can think about what you've heard here, it would really help us identify that value proposition, I keep using that phrase, but, you know, how to help us where we can't do it all by ourselves.
- Treseler: Yeah, I think the bottom line is we create the infrastructure, we stand in your way, and we will bring in the other companies that have interest in Nevada that aren't here in your wheel house. That's very loosely, you know, we need the foundation, we need the battle plan...
- Krolicki: If you thought about, in the next few days, there are two dozen corporate types or foundation types that like these kind of things, they have had positive experiences and they're already part of your network. And if I can have the Governor or Lieutenant Governor or Mark Twain go visit these folks and have a conversation, again, people we wouldn't have really thought about, you know, and they're usually, you know, 50,000 or six-figure kind of donors, I mean, that's real deal for me. And that encourages me to move forward with this kind of project. You know, if it's helping me to mine Nevada, so to speak, I'm less interested, to be honest. Or, you know, it's a different -- a very different payment structure because that's just helping me be disciplined to pursue some of these things. And I'm being very blunt, but I think that that's what we've talked about. The Governor made it very clear that, you know, there are a lot of pro bono kind of things around the state, but there's certain things that we know we

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need to pay for. But this is one of those things that, you know, isn't quite as clear as PR to us.

I believe it's there, but if you come back to us, when we speak in the coming weeks about very specific names and places and I need you in Chicago for three days to -- or two days to speak to six companies or the bay area or whatever it is, it's that kind of specific information that I could have never done without your help. And you deserve to be wonderfully compensated for that. And I think this Commission would be well rewarded in resource because of it. All right?

Treseler: Great.

Krolicki: All right. So that's my speech. Any other closing comments, Las Vegas? I feel like I've dazed you all. Ester, am I forgetting anything? Lori?

Nelson: No. I just think there's a lot of roll-up-our-sleeves until the next meeting that needs to happen. So I'm good with that.

Unidentified Male: May I ask a quick question?

Krolicki: Please.

Unidentified Male: Recognizing two companies have stepped forward in the process, it's been in place for eight months. In conversations with the other -- do you see that there's a level of interest from your corporations to participate in this?

Krolicki: Oh, yes. I have no doubt that corporate and wealthy Nevada will participate in this endeavor. And we have a game plan. I just can't physically do it, nor can the Governor because of the legislative session.

Unidentified Male: All right.

Krolicki: So, yeah, there's support here.

Unidentified Male: So requests have not gone out to them yet because of the legislation being in session?

Krolicki: No.

Nelson: You know, there was -- there was also a waiting of, what are the assets? Like, trying to do the big picture of what makes the most sense, so we weren't just piecing it together and then just fighting ourselves down the line of what could have been a better opportunity. That was the early

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thinking. But now we've expanded, so the Lieutenant Governor might have additional thoughts.

Unidentified Female: So is -- let me just ask, so from the standpoint of the \$3 million, which is what you were trying to, that's the number that the committee, the Planning Committee originally identified as what you need to move forward and for Nevada, for us to be successful in the state. So if you were looking at a matrix relative to in-state, out-of-state, do you have in mind what the percentage would be of that \$3 million, is anticipated to already be identified for in-state?

Krolicki: \$3 million is a -- is a document that was generated to assist this Commission. We just heard a half a million dollar difference in, for example, of the Mobile Museum. Is it a million and a half or is it \$2 million? So, you know, we're still getting the expenditures straight.

I have no doubt that we can probably raise those monies in -- within the borders of Nevada. I really don't have a doubt. But we could probably have a bigger thing or we could have a philanthropic, you know, tail end of this. You know, your role to me is to potentially assist on that grass rooty stuff that we don't have the bandwidth to do in that universe outside of Nevada. And, you know, we can't have too much in terms of resource. So, you know, it's your job, if you will, to help us identify what those things are. I think is 95-5 today that the stuff is going to come from in-state. And I consider the Barrick, you know, contribution, for example, it's a Canadian company, but it's in Nevada, so it's a Nevada company. But, you know, if you can make that one 70-30 or 60-40, God bless you. I mean, that is what I'm interested in and that's where I think this Commission would be happy paying Commissions on those funds. And I'm speaking for myself. I'm not speaking for the Commission. But help us where we don't know where -- monies we would never know about. I don't think that's unfair.

Unidentified Female: Okay.

Krolicki: All right? So with that, we will have our working committee or working group, again, Ester for sure, Mayor, myself, Claudia and whomever else wants to volunteer for these things. Thank you. I mean, you guys, you've traveled a distance. Some of you have walked across the mall. But just really appreciate your time. There isn't -- you know, there is an interest, the other firm that was runner up, if you will, or, you know, in the top two

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if you have been distracted with other commitments. But I'm excited. I think you can do things. We talked about other states you've worked with. And that's cool. I mean, you've been there. You know, it's like Ester...

Krolicki: ...direct -- people who have actually been involved in one of these things gives me great comfort. So any closing comments for you all? You're good?

Treseler: We're good.

Unidentified Male: All right. Thank you all for your time. I appreciate it.

Krolicki: Let's get through this meeting. We're just about there. So there's no other Agenda work under No. 3. So I'm going to go to Agenda Item No. 4...

Krolicki: The decision of vendors (inaudible), so we don't need that any longer.

Krolicki: No. 4, comments from the Commission. Are there other items that are not actual, but thoughts of this Commission on any matter before the Sesquicentennial Commission?

Martin: Mr. Lieutenant Governor, it's Myron down in Las Vegas. And I know that I wasn't on the Planning Committee and I'm newly appointed to the Commission, so I don't want to shake things up too much. But in the two meetings that I've participated, I've heard us talk about our work as being the NV 150, the NV 150 Foundation, the Nevada 150. And then I look at the logo of the icon that was created for our Sesquicentennial and it references battle born, and then there's a star, which I think is somewhere west of Ely and somewhere south of Elko. I'm not sure what that designates. Then it says, "Nevada proud." And then it says, "150F," not, "NV 150," but, "150 F." And then below that is, "Anniversary of statehood, 1864 to 2014."

I know a committee designed this, and Lori and I had a conversation about it, as did Bob Brown and I. And I'm -- as much as I know this is designed and people did really great work, I'm not sure this logo design is consistent with what we're calling the committee and how we're referring to this great celebration. So I only ask you, Mr. Lieutenant Governor, if perhaps you have a conversation with the Governor about whether or not all of these elements, "Battle born, Nevada proud, 150," the dates, et

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cetera, need to be included in this logo. When you think about it being put on Polo shirts and in very small form on coins and other places, if maybe we've tried to do too much by incorporating every slogan we've ever known.

Krolicki: There are more if you go down on there. No, that's a great point. I think everyone's been exuberant and, you know, infusing whatever materials we have with that enthusiasm. I'm stating things that are obvious. But, you know, the Governor appointed the Sesquicentennial Commission, the not-for-profit, you know, not part of this Commission per se. But there's a privately, you know, incorporated not-for-profit entity called the NV 150 Foundation, and that is the vehicle we'll be using, you know, our -- some of the fundraising things and there are officers with that and there's some legal issue of why we're doing this. We do have two things. But I think that now that we have a Director and a PR firm to be, that we can really concentrate on exactly what that logo is so we are consistent through all of our marketing and advertising efforts going forward.

Nelson: And if I could -- if I could just add to it, just so it's on the record and minutes, I'm very much onboard with my rank, but I want to also be respectful that we did pull the contest with an agency who is the winner. And I just want to be sensitive to how we move forward with that piece since there was an artist who has the winning selection. So I just want that noted in the minutes as we move forward, of that consideration as well.

Kirk: It may be worth noting, this was the simplist.

Krolicki: And that's the institutional knowledge that I don't have because I wasn't on that Planning Committee. Thank you. Any other Commissioner comments at this time?

Cafferata: I wonder about meetings. Meetings. We...

Krolicki: You like our meetings?

Cafferata: I would like more notice is what I would like. And I know we're under deadlines, but...

Nelson: Here. Here. Yes.

Krolicki: You know, we are still assembling ourselves. We just have Ester -- this meeting was done as quickly as we could get people in a room because we needed to bring in a Director. We needed to bring in a PR firm, you

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know, those kind of things. So I would love to say we would, you know, the third week of every month, we're not at that point yet. We will try to give you as much notice and accommodation as possible. We did try to do roll call when people would be available. I promise we will get information to you much more in advance. But we're still evolving. So I apologize for that. But hopefully we'll have some stability after this next meeting or so. Any other Commissioner comments?

Krolicki: Lori?

Nelson: I do have one. Just a quick update, I wanted to let you know, at Peter's request, I circled back with the Core Rochester Mine folks yesterday. We had a nice call together with their agency, R & R. You guys will be aware that they're the group that will be donating 1,000 ounces of silver for the minting of the commemorative coins. They are looking at a couple media opportunities to really announce the donation of what's going on. They'd like it to involve the Governor and the Lieutenant Governor. There's a potential time, maybe later this month, as Peter made us aware of, National Coin Week. So they're going to put together a proposed game plan, but they'd like to present the brick to the State of Nevada before it goes off and goes into the planning process to become the coin. And then look at additional opportunity down the line as the coins come to fruition. So I just wanted to make you aware that that opportunity for the brick to be presented could happen in the next two weeks to month, so...

Krolicki: They can bring it to my office.

Nelson: It is 70 pounds. That's what 1,000 ounces is.

Krolicki: It's okay. And, Lori, if you could just follow up with me and my office early next week. I can't imagine the Governor wouldn't want to be a big part of that. That just becomes a calendar issue.

Tyson: What you commented about the budget and that is until we have all the vendors in place and all the contracts signed, we really don't know how much money all this is going to cost us. And I would say that we need to be a little cautious about putting a limit, we just need \$3 million. I bet you a dollar to a donut it's going to be higher than that, once we have all the vendors in place.

Krolicki: It could well be, but there are different things, like the foundational component. I mean, they would be compensated through their effort, so

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that's not an additional line item, so to speak. It would just be, you know, less revenue coming in. You know what I'm saying? So it's not necessarily a hard cost, it's a Commission cost. Do they need two full-time employees or four folks doing this? And that drastically changes a monthly retainer with the PR firm. So we will wrestle these things as quickly as we possibly can, based on how much we've done in the last three weeks.

Any other Commissioner -- oh, you know what, I do have some. Just so you know, Bud is not here today, but we have moved forward with an accounting firm to file tax exempt paperwork with the IRS. We've asked Patty Cafferata, being a former state treasurer, but no longer employed with the state, to be the treasurer of the 150 Foundation, that not-for-profit entity. And Lori, you, Bud and Neena, I believe, are the officers currently of that foundation. We would include Patty, so signature things would be Patty and probably Bud. But I just want you to know that we've moved forward on the paperwork of the actual corporate entity in the foundation.

Any other Commissioner comments? I'm hearing none. That's closed. Agenda Item 5, the public comment. Are there any civilians left? I don't think there are -- I know there are none here. Carson City?

Krolicki: Las Vegas? Anyone on the telephone who would like to make public comment? I hear none and it's five minutes to the convening of the state senate, so life is good. Thank you for your time. Thank you for your energy. Again, I'm sorry there are so many moving pieces. I hope to bring some more predictability in the scheduling going forward. Thank you so much, Ester.

Krolicki: All right, everybody. Thank you for your time. Have a great day.