

Minutes for the July 30, 2013 Nevada Sesquicentennial Commission

1. OPENING

a. Call to Order and Roll Call – Lt. Governor Brian Krolicki, Chairman

Chairman Krolicki called the meeting to order at 9:07am.

Commissioners Present:

Lt. Governor Brian Krolicki
Patricia Cafferata
Bud Hicks
Andy Kirk
Neena Laxalt
Myron Martin
Lori Nelson
Don Newman
Randy Snow
John Tyson

Commissioners Absent/Excused:

Bob Brown
Oscar Goodman
Sherry Rupert

Staff Present:

Peter Barton
Scott Carey
Esther Carter
Pam Robinson
Claudia Vecchio

2. PUBLIC COMMENT

Public comment is welcomed by the Sesquicentennial Commission, but may be limited to three minutes per person at the discretion of the Chair. The Commission may not take action on any matter brought up under this agenda item until agendaized and included as an item for possible action at a later meeting, per NRS 241.020.

Marlene Adrian of Women of Diversity Productions addressed a proposal she would like the Commission to consider. Ms. Adrian informed the Commission of Women of Diversity's previous involvement with the Las Vegas Centennial regarding the influence of women in shaping Las Vegas over the first 100 years, and is proposing to do a similar project for the sesquicentennial. Ms. Adrian stated the project would be titled "Women of Nevada: 1864 to 2014", with the intent to collect, store, and display oral histories, video interviews, diaries, photographs and other personal items spanning statehood. Outreach would involve developing partnerships with various organizations in each of the cities, towns and counties throughout the state to determine interest and uncover what infrastructure already exists. Ms. Adrian requested the Commission place on the next meeting's agenda an item to approve the use of the sesquicentennial logo and recognition of the project as a Legacy project.

Eileen Hayes of Nevada Opera Theatre commented on a desire for her organization to work with at-risk schools in southern Nevada to provide artistic performances regarding various aspects of the beginnings of Nevada, but wanted to ensure any application process with the Commission was fair and accessible to anybody interested, specifically non-profit organizations. Ms. Hayes stated she is unaware of where the information is currently available to the public. Ms. Hayes also expressed the need for accountability and transparency in the dispersing of grants. Chairman Krolicki commented on the recent hiring of staff and noted much of the operational processes are still being developed. The Commission is not a state agency, Chairman Krolicki noted, and will operate using private funding but will comply with open meeting law. Chairman Krolicki also commented on the challenges of notifying every

interested party about Commission meetings, but did stress the importance of maintaining openness in the process to maintain vital partnerships with various community organizations.

Chairman Krolicki recessed the meeting at 9:17am to allow staff to connect to the teleconference service.

Chairman Krolicki reconvened the meeting at 9:24am.

Patricia Martinelli-Price commented on her previous work with the Las Vegas Centennial Committee and stated the difficulties she experienced with the Committee's staff, specifically noting an example working on the Parade of Nations and their relationship with the City of Las Vegas. Ms. Martinelli-Price also stated the Clark County School District asked her to put together another project for the sesquicentennial but that she was unsure whether she would due to her previous encounters with the Las Vegas Centennial. Chairman Krolicki expressed his hope Ms. Martinelli-Price would devote her time to the project with the school district. He further commented on the importance of the experience of Commission staff, urged Ms. Martinelli-Price to stay in touch with his office and with staff, and they will work to accommodate and incorporate the efforts of all people interested.

Harry Ehrman of the Battle Born Civil War Reenactors stated his organizations is interested in coming out to support the celebration. Mr. Ehrman further noted his involvement with the Carson City Rendezvous and with the Governor's Banquet.

3. MINUTES – FOR POSSIBLE ACTION

a. Review and approval of minutes of the March 15, 2013, April 4, 2013 and May 23, 2013 meetings

Ms. Vecchio stated only minutes for the May 23, 2013 are available and that minutes for the March and April meetings are not available for approval, but will be so by the next meeting.

Commissioner Cafferata asked whether it was necessary to have verbatim transcripts of the meetings for minutes. Ms. Vecchio stated if it was the pleasure of the Commission was summary minutes could be provided.

Chairman Krolicki asked for a description of the technology used to develop the transcription. Ms. Vecchio stated a tape was sent to a professional transcriber who provided the transcription.

Commissioner Laxalt informed the Commission that during the Sesquicentennial Planning Committee an employee of hers provided minutes, and that she had asked him to come to the meeting to provide minutes for the Commission as to help alleviate the burden on Nevada Commission on Tourism. Commissioner Laxalt further noted he will be compensated either by the Commission or by Commissioner Laxalt herself.

Chairman Krolicki noted the importance of having detailed minutes for informational purposes and for transparency, but that a verbatim transcription would not be necessary.

Commissioner Martin made a motion to approve the minutes from the May 23, 2013 meeting. Commissioner Kirk seconded the motion. The motion was approved unanimously.

4. DISCUSSION TOPICS – FOR POSSIBLE ACTION

- (1) Chairman's Report – Lt. Governor Brian Krolicki, Chairman
 - (a) Operations overview since meeting of May 23, 2013
 - (b) Selection of Commission Vice Chair

Chairman Krolicki stated his appreciation of having Ms. Carter on as executive director and conveyed his optimism for the direction of the Commission.

Ms. Carter introduced Scott Carey, who was recently hired to serve in the position of Events and Community Relations Manager. Ms. Carter commented on the activities Mr. Carey had performed in the month since his hiring, noting the completion of event applications and developing lists of potential signature and official events. Ms. Vecchio noted that, operationally, Mr. Carey is a Nevada Commission on Tourism employee who is being shared with the Commission. Commissioner Nelson asked to clarify whether Mr. Carey's position was being funded from Nevada Commission on Tourism and not the Commission, which Ms. Vecchio affirmed. Once the Commission has completed its duties, Ms. Vecchio stated, Mr. Carey's position will be a full-time employee of the Nevada Commission on Tourism.

Chairman Krolicki asked Ms. Carter to address the position still needing to be filled. Ms. Carter noted the position yet to be filled is a Project Coordinator/Administrative Assistant, whose duties will be to help draft meeting agendas, keep staff organized, and coordinate and organize event applications as they begin to come in.

In regards to the selection of a Vice Chair for the Commission, Chairman Krolicki referenced a previous meeting where the start time was delayed due to his absence. Chairman Krolicki suggested appointing a vice chair from one of the members who served on the original Sesquicentennial Planning Committee who possessed intimate familiarity of the items being addressed.

Commissioner Nelson expressed gratitude for the work of Commissioner Laxalt during the Planning Committee stage in helping the Planning Committee develop. Commissioner Kirk echoed Commissioner Nelson's sentiments.

Commissioner Nelson made the motion to appoint Commissioner Laxalt to the position of Vice Chair of the Nevada Sesquicentennial Commission. Commissioner Kirk seconded the motion. The motion was approved unanimously.

4. DISCUSSION TOPICS – FOR POSSIBLE ACTION

(2) Nevada 150 Foundation Financial Report – Bud Hicks, President

Commissioner Hicks stated the Nevada 150 Foundation has received a total of \$268,330.58 to date. He continued, stating expenses have totaled slightly more than \$20,000 per month, which includes the reimbursement to the City of Las Vegas for the costs of Ms. Carter, the public relations monthly retainer for The Glenn Group, and other expenses. As of July 23rd 2013, Commissioner Hicks stated, the Foundation is holding \$216,127.96.

Commissioner Hicks continued that the Foundation has been working with Nevada State Bank, who has waived all fees for the Foundation. Commissioner Hicks also stated the Foundation now has the capability to accept internet credit card donations once the new website for the Commission has launched.

4. DISCUSSION TOPICS – FOR POSSIBLE ACTION

(3) Executive Director Report – Esther Carter

(a) Events and Community Relations Manager – introduction of Scott H. Carey

(b) Overview of outreach activities

1. Las Vegas Territory

2. Metro Chamber of Commerce

(c) Commemorative Sesquicentennial book (Stephens Press) progress report

Ms. Carter gave an overview on the outreach activities conducted by herself and Mr. Carey. Ms. Carter noted meetings with Las Vegas Territory, the Las Vegas Convention and Visitors Authority, and the Cities of Las Vegas,

Mesquite, and Laughlin, and that she will be meeting with the Las Vegas Metro Chamber of Commerce shortly to notify people how they could get involved in the celebration. Ms. Carter also noted a meeting held the previous day with the Commission's website vendor D4, Commissioner Snow, and The Glenn Group regarding the Commission website.

Ms. Carter noted the tasks delegated to the Commission members in their respective areas of expertise, for which Ms. Carter reassigned Commission members into working groups: Commissioner Laxalt will oversee administration and local government contact; Commissioner Snow will assist with merchandizing vendors and other marketing related items; Commissioner Hicks will conduct legal work, oversee logo use agreements, and oversee the financial work involved with the Foundation; Commissioner Nelson will work with The Glenn Group in the public relations efforts; Commissioner Kirk will work with the educational aspects; Chairman Krolicki, Commissioner Brown, Commissioner Martin and Commissioner Goodman will work on outreach efforts with businesses, hotels, the LVCVA and local chambers in southern Nevada; Chairman Krolicki and Commissioner Laxalt will work on outreach efforts with businesses, CVA's and hotels in northern Nevada in conjunction with the Glenn Group; Commissioner Tyson and Mr. Barton will work on the mobile museum; Commissioner Newman will work with Mr. Carey on engagement with rural chambers and visitor authorities; Commissioner Cafferata will work on historical budgets along with the Foundation and with the Legacy projects as those applications come in; and Commissioner Rupert will work with Mr. Carey on special events and cultural outreach, as well as vetting official event applications. Ms. Carter stated she will work with Commissioner Nelson on larger signature events, along with Mr. Carey. As information becomes available through the website regarding volunteers that can be utilized by the various working groups, Ms. Carter stated that information will be filtered through her to the relevant working group. If any problems arise, Ms. Carter asked she be notified so she could provide whatever support necessary, but asked each commissioner provide reports on the activities of their working group.

Commissioner Laxalt offered to assist in the coordination of meetings between staff members with each working group to ensure each working group is properly supported.

Chairman Krolicki suggested the Commissioner always be conscious of the potential for fundraising opportunities in their day-to-day lives. Ms. Carter agreed, and further stating communicating with the various organizations will be most necessary aspect for the celebration's success. Ms. Carter also offered to have staff talk with any organization who may request more information on the sesquicentennial.

In regards to the sesquicentennial book, correspondence between Ms. Carter and Stephens Press indicated the book is on schedule to launch in April of 2014. 70 authors will be assisting in the writing of the book, and Stephens Press is currently in the process of gathering photographs to appear with each article.

Chairman Krolicki asked for a review of how materials will be provided to Stephens Press and how the Commission will have input into the editorial process. Ms. Carter stated she was not yet familiar with the processes of Stephens Press, but suggested Commissioner Brown might be better qualified to answer that question. Chairman Krolicki suggested tasking Commissioner Brown with discussing how the book is coming to be at the next meeting.

4. DISCUSSION TOPICS – FOR POSSIBLE ACTION

(4) Community Outreach/Constituencies – Scott Carey

- (a) Signature events
- (b) Official events
- (c) Legacy projects

Mr. Carey updated the committee on the outreach activities he and Ms. Carter have been involved in since joining Commission staff, including meetings with representatives from Cowboy Country, Indian Territory, and Silver Trails Territory, while Ms. Carter has focused on outreach efforts in Southern Nevada meeting with representatives from Las Vegas Territory and the LVCVA. Mr. Carey also noted a discussion with the athletic department from the University of Nevada Reno relating to the 2013 homecoming game against the University of Nevada Las Vegas.

Mr. Carey discussed the organization of events: official events, which will be for community-based events that occur annually around the state the Commission would designate as part of the celebration; and signature events, a one-time event specifically celebrating the sesquicentennial anniversary of statehood. Mr. Carey noted the inclusion of signature and official event application forms in the meeting packet, which will be available on the website. Once an application is submitted, it can easily be transmitted to the website. Mr. Carey further stated his and Ms. Carter's contact information are available on the website at www.nevada150.org, and that he can be reached at (775) 687-0645 or shcarey@nv150.org.

In regards to Legacy projects, Mr. Carey stated staff has been looking at the updating of 270 historical markers throughout the state, as well as other potential projects, though noted much will depend on available funding.

Mr. Carey mentioned one potential signature event staff is developing in Carson City is a sesquicentennial birthday cake. Heidi from the cake committee informed the Commission their event is scheduled to be March 21, 2014, the 150th anniversary of the United States Congress authorizing the Territory of Nevada to form a state constitution and government. Heidi stated the cake will be 13 feet by 21 feet and weighing 1300 pounds with 600 pounds of icing. The event will take place at the Carson-Tahoe Regional Medical Center. Misti Gower from the cake committee stated the cake will be a reproduction of the cake from the centennial celebration in 1964 at the state capital, with the plan that First Lady Sandoval will cut the cake using the sword of former Governor Jewett W. Adams. Heidi mentioned the planned event will also include the Nevada Philharmonic and McElroy Lane reading a proclamation. Heidi further stated she and Ms. Gower will seek a small amount of funding for this event from the Commission to join with other sponsors.

Commissioner Nelson asked if a budget had been developed for the event. Heidi stated they will be working on a budget over the next month and will have an outline to present at the next Commission meeting, but that much will depend on what sponsors are willing to supply. Chairman Krolicki stated he believes the Commission may be able to leverage relationships to find readily available groups and individuals to provide in-kind or monetary contributions to support this event.

Chairman Krolicki asked Mr. Carey to speak further to community outreach, what all that entailed, and how that will be handled. Mr. Carey said the approach so far has been to talk to anybody who will talk to Commission staff. Using existing resources left by the Planning Committee, staff has attempted to go out to meet with members of the community and event organizers, and that a particular emphasis will be placed on Native American and minority communities. Chairman Krolicki suggested including lists of entities and organizations available in the monthly report to provide the Commission an idea who is available.

Commissioner Laxalt suggested creating an application form for Legacy projects, noting many suggested projects have been discussed with individual Commission members that individual community members were interested in taking on, such as the refurbishment of city and town hill letter, planting trees, and a statue of Governor Nye. Commissioner Laxalt also requested a way for interested groups to request representatives from the Commission to provide a presentation on the celebration. Mr. Carey stated he will follow up with Commissioner Laxalt on her suggestions.

4. DISCUSSION TOPICS – FOR POSSIBLE ACTION

- (5) Division of Museums & History – Peter Barton
 - (a) AB 24, Special NV Sesquicentennial license plate
 - (b) Commemorative medallion
 - (c) U.S. Postal Service commemorative stamp

Mr. Barton provided the Commission on a brief update on some of the recent activities involving the sesquicentennial license plate. Rhonda Bavaro from the Department of Motor Vehicles gave a brief status report on the sesquicentennial license plate. As of July 27 2013, over 500 plates had been sold; after July 29 2013 the Carson City DMV went through 75 sets of plates; and 146 applications for personalized sesquicentennial license plates had been submitted. Ms. Bavaro also displayed sets of motorcycle sesquicentennial license plates, personalized

sesquicentennial license plates, and souvenir sesquicentennial plates which, Ms. Bavaro noted, had recently been auctioned off autographed by the Governor for \$250.

Commissioner Laxalt suggested placing a link to the sesquicentennial license plate application on the Commission's website. Commissioner Laxalt also asked if it was possible for the Commission to hold auctions on some of the license plates. Ms. Bavaro said the DMV had been notified by their Deputy Attorney General they do not have the authority to deface a license plate which are registered, but that souvenir plates signed by the Governor could be auctioned off.

Chairman Krolicki asked for Ms. Carter to discuss the strategy for the signature plates and whether a sequence of numbers or words had been reserved. Ms. Carter stated, since souvenir plates can be used, it would be up to the Commission to determine the number of plates to be used. Ms. Carter suggested possibly including the souvenir plates as part of a sponsorship package.

Ms. Carter asked if the DMV had put any set of numbers of preregistered license plates aside. Ms. Bavaro stated the lowest 150 available had been identified. Ms. Bavaro stated Nevada Tourism had some plates already out that are already registered; after extracting some of those, a range of numbers between 1 and 184 had been identified.

Chairman Krolicki tasked Ms. Carter, Mr. Barton, Ms. Vecchio and Ms. Robinson to address any potential bureaucratic actions necessary to preserve the maximum opportunity to auction off the signature plates.

Chairman Krolicki noted the Las Vegas Centennial did auction off license plates. Ms. Carter stated part of the agreement of the auction with the DMV was people had to trade in their license plates with the DMV to use the plate they had purchased.

Commissioner Laxalt suggested tying the specialty plates in with the signature and official event. Commissioner Laxalt further noted since souvenir plates are not officially registered license plates that they can be repetitive and reproduced.

Mr. Ehrman suggested possibly using the Governor's Banquet as an auction venue for reserved sesquicentennial license plates, as well as potentially classifying the Governor's Banquet as a signature event.

Chairman Krolicki commented on a recent newspaper article regarding the manufacturing and production of the sesquicentennial license plates. The technology necessary to make a plate that functioned properly with the appropriate light, color and reflection, which must be considered as part of a publically safe DMV-qualified license plate, was not available in the state of Nevada and only available through one private company in the state of Oregon. Ms. Bavaro expanded on those comments, stating the company selected to produce the plates, Erwin-Hudson, was the only company in the United States who possesses the ability to use the technique necessary to produce a cobalt blue background with white lettering on an embossed license plate that is reflective enough for law enforcement. Ms. Bavaro further stated attempts at this process were attempted manually in Nevada facilities, but the quality was insufficient for law enforcement standards. After consulting the license plate vendor used by the state, 3M, it was indicated no other company in the United States who could provide this besides Erwin-Hudson. Chairman Krolicki reiterated that regardless of where the plates are produced, \$25 on each plate will be contributed to the Nevada 150 Foundation.

Commissioner Hicks asked to clarify that the sale of the souvenir plates will go towards the Nevada 150 Foundation. Ms. Bavaro stated she believes that is correct. Commissioner Hicks further asked if an auction was conducted at the Governor's Banquet whether the Foundation would be the charitable recipient of those funds. Ms. Bavaro stated that would be correct. Ms. Bavaro further stated the fee for the souvenir plates would be based on how many are ordered; if more than 10 souvenir plates were purchased it would cost \$2.50 per plate. Ms. Carter asked if individuals would go through the DMV for the souvenir plates. Ms. Bavaro stated individuals would have to go through the Foundation.

Commissioner Tyson asked if the sesquicentennial license plates would be available at all DMV locations throughout the state, which Ms. Bavaro affirmed.

In regards to the commemorative medallion, Mr. Barton briefed the Commission that Couer Rochester had previously donated 1009 ounces of pure silver, which went into storage in the Northwest Territorial Mint in Dayton. It has recently been brought back to the State Museum in Carson City where it will be on display until September 1, 2013, at which point it will be processed into 1 ounce commemorative sesquicentennial medallions. During the previous meeting, Chairman Krolicki suggested looking at a series of medallions, possibly 4, to be issued over a span of time beginning on Nevada Day 2013. Mr. Barton asked how the Commission wished to proceed in the design of the medallion, noting Commissioner Brown's organization developed a number of potential designs.

Bob Nysten of the State Museum asked if the Commission was interested in 4 series how many medallions would the Commission like to produce, whether it be 250 in a series or a total of one thousand medallions. Mr. Nysten expressed concerns about there being too few being coins being minted if the Commission decides to mint 250 per series, leaving interested collectors feeling as if they have been left out. Chairman Krolicki noted they are not necessarily limited to a thousand medallions as the Commission could potentially secure additional donations of silver due to the interest generated by the current donation.

The question, Chairman Krolicki asked, was whether the Commission had a general consensus that this was the appropriate approach. Regarding the designs, Chairman Krolicki stated he'd like to pursue a path similar to what occurred with the Nevada quarter in 2006, where Nevadans voted to select the design, though Chairman Krolicki acknowledged the time constraints probably made an expansive voting option unlikely, especially if the first series is to be released by Nevada Day 2013. Chairman Krolicki suggested creating a working group made up of peoples who know how to do the minting or have an interest in coin collecting and bringing the design back to the Commission for approval.

Commissioner Nelson asked what the timeline for some of these decisions. Mr. Barton stated having a recommendation for the August meeting with a design, cost, and quantity of a series of medallions to be minted by Nevada Day 2013 would be adequate.

Commissioner Hicks expressed concern over the potential complications of the proposal with the restricted timeline to have an available supply of medallions before Nevada Day 2013, and suggested appointing a small committee of the Commission to meet with the experts involved for the development of the first series.

Chairman Krolicki deferred to Mr. Barton and Mr. Nysten as to what would be necessary for a sesquicentennial medallion to be prepared to meet a Nevada Day 2013 deadline. Mr. Barton stated he liked the idea of engagement with a larger community, but urged the Commission to consider one of the designs presented by Commissioner Brown if the first series is to be prepared in time for Nevada Day 2013.

Commissioner Laxalt expressed concern with having the 150th logo on a medallion for the 149th anniversary potentially creating confusion. Chairman Krolicki agreed, but asked Mr. Barton for a timeline of selection for a medallion design in the availability for Nevada Day 2013. Mr. Barton stated it is doable if they came back to the August meeting with two or three proposed designs prepared for approval they can be prepared for Nevada Day 2013. Mr. Barton further stated they will need roughly 4 weeks to create the die and make sure it is consistent with the desired finished product.

In regards to the US Postal Service commemorative stamp, Mr. Barton stated the normal process for the development of a commemorative stamp takes roughly 3 years to be prepared by the US Postal Service and that it appeared it would not happen for the sesquicentennial celebration. After reaching out to the federal delegation, it was discovered former Congressman James Bilbray sits on the US Postal Service Board of Governors, and that the Board of Governors has adopted a policy whereby they will automatically prepare the issuance of a commemorative stamp celebrating each state's entrance into the union every 50th anniversary following the day of admission. Mr. Barton further stated there was not a confirmed design but the process had begun whereby an artistic rendition of the Valley of Fire will appear on the commemorative stamp to be released on October 31, 2014.

After meeting with Congressman Bilbray to discuss the stamp, Commissioner Martin stated the Commission will not have input into the design due to US Postal Service Board of Directors procedures, but expressed gratitude that a commemorative stamp would be commissioned in time for the sesquicentennial.

Commissioner Nelson asked if a request could be made to have “Sesquicentennial” or “Nevada 150” placed on a letter when it gets stamped and postmarked. Mr. Barton stated the Commission could apply for a special cancellation that could say something along those lines. Ms. Carter stated the Las Vegas Centennial did provide a special cancellation for the day of the Las Vegas centennial.

4. DISCUSSION TOPICS – FOR POSSIBLE ACTION

(6) Education – Dr. Andy Kirk

Commissioner Kirk stated a working group has been assembled for the educational component with the help of Christine Hull from the Nevada Department of Education, with the primary focus being how the sesquicentennial would be successfully incorporated into the K-12 curriculum. Commissioner Kirk added events and activities will be tied into the educational component. With the aid of the working group, Commissioner Kirk expressed his confidence the key audience will be properly addressed.

Commissioner Nelson asked about the incorporation of the colleges and the universities. Commissioner Kirk noted the universities have plans to address their students and constituents. Commissioner Kirk also noted Rebel Meeting Day, done at UNLV in conjunction with CCSD, to bring students in contact with university athletes to discuss aspects of history.

4. DISCUSSION TOPICS – FOR POSSIBLE ACTION

(7) Arts & Culture – Myron Martin

(a) Poet Laureate

(b) Commissioning “Official” NV 150 art

Commissioner Martin briefly updated the Commission on a meeting between he and staff where the potential position of an honoree sesquicentennial poet laureate was discussed, though Commissioner Martin stipulated much will depend on the available funding.

Susan Boskoff of the Nevada Arts Council discussed potentially forming a working group of people from around the state who possess the skillsets to bring forth artistic projects. The working group would get input from the workforce often utilized by the Nevada Arts Council to discuss using the arts as a form of outreach and community investment, as well as looking on a county-by-county basis, then assist the Commission with identifying the best way forward with those pieces as they are developed. Regarding the poet laureate, Ms. Boskoff stated the Nevada Arts Council has been working on establishing the poet laureate position for the state. It was suggested a more celebratory title for this position may be necessary for somebody who fits into the mission of the celebration and has a profile high enough to be easily recognized. With the iconic image, Ms. Boskoff stated major public art pieces are often created for major anniversaries and that there are ways to engage local communities to create a piece that best represents their community including art competitions and exhibits. As for educational portions, Ms. Boskoff stated there is a poetry competition throughout schools in the state, where the winner goes to a larger competition in Washington D.C. Ms. Boskoff also stated a potential exhibit could be a quilt, similar to what was created for Nevada’s 125th anniversary, or 150 banners created that can potentially be displayed along the sides of roads or on streetlights.

Mr. Carey discussed his meeting with Nevada Humanities on potentially developing a Nevada Speakers Bureau for the state made up of state historians, piggybacking off existing programs to help promote history and culture throughout the various communities.

Commissioner Nelson asked whether fundraising initiatives to completely underwrite the funding of these projects would be an appropriate goal, which Commissioner Martin stated he believes it would be an appropriate.

Chairman Krolicki agreed having a sesquicentennial poet laureate or ambassador would be an appropriate position, and suggested having a game plan for the next meeting on how to start reaching out to individuals to fulfil many of

these positions discussed. Ms. Carter stated she had spoken to individuals at the City of Las Vegas' Office of Cultural Affairs asking whether she could utilize members of their staff to assist with this sort of outreach, which Ms. Carter said they were amenable to.

Commissioner Tyson stated he had met with Ms. Carter and Ms. Vecchio to discuss the possibility of commercials distributed through various media outlets with a series of historical stories of Nevada linking the past to the present, while highlighting various aspects and locations around the state such as the Pony Express Trail and the Immigrant Trail. Commissioner Tyson stated it is an effort he'd be willing to spearhead. Chairman Krolicki stated it is something that should be on the table, and further noted Cox Communication has reached out and may be interested in working with the Commission. Chairman Krolicki further suggested Commissioner Tyson discuss with Mr. Carey a plan and a budget for moving forward with such a project.

4. DISCUSSION TOPICS – FOR POSSIBLE ACTION (8) Fundraising Update – Lt. Governor Brian Krolicki

Chairman Krolicki stated the legislatively prohibited timeframe against the Governor and Lieutenant Governor raising funds for causes 30 days after the legislative session has passed. The day before the meeting Chairman Krolicki met with one of the Las Vegas Strip properties to discuss fundraising and has a meeting scheduled later that the afternoon with another. Chairman Krolicki reiterated the gratitude for the previous donations contributed by NV Energy for \$250,000 and by Barrick Gold for \$100,000, as well as the contribution provided by the Governor and a potential payment plan provided by Station Casinos, but that the Commission will still need to find the top 25 corporate giving entities in the state and that the Commission will welcome any benefactor, foundation, or individual who would like to give to the Nevada 150 Foundation.

Commissioner Nelson stated part of the success in fundraising will be how corporations will be branded and incorporated into the event, and asked if a sponsorship kit was being developed that highlighted the value of those assets. Ms. Carter stated they are working on a sponsorship package, in coordination with Ms. Vecchio and The Glenn Group, and expects the package to be finalized soon. Further, Ms. Carter stated, it will be available on the website and will be given to each of the commissioners.

Chairman Krolicki discussed the break-points with the different tiers of donations and the importance of those actual points, which Chairman Krolicki stated was discussed at his meeting the previous day with a potential donor. Ms. Carter stated they anticipate the highest tier will be set at \$1,000,000.

Commissioner Martin stated that while he could imagine a higher percentage of donations being given as some sort of sponsorship with a benefit included, he could also see a situation where people give without the expectation of being recognized, and asked whether there were parallel tracks for such a situation. Chairman Krolicki stated that this will be tax deductible and even anonymous donors may want records for their tax returns, but the package could be offered which they could choose not to utilize.

Commissioner Laxalt asked if there was a process for people who may want their donation specifically earmarked. Chairman Krolicki and Commissioner Nelson both stated they do not have a problem with donors specifically earmarking their donations for specific projects. Chairman Krolicki suggested noting specific earmarking opportunities of a significant size, such as the mobile museum. Commissioner Hicks agreed with offering specific earmarks for sponsorships of the larger projects, specifically the mobile museum, but cautioned against dissuading potential donors from giving to support the general operating budget of the Commission.

Commissioner Laxalt asked if a decision had been made not to bring on a professional fundraising company. Chairman Krolicki replied that while a RFP was submitted and that several companies expressed interest, the consensus of the Commission was not to move forward for various reasons, particularly companies requesting a monthly retainer, without a guarantee of success, rather than working on commission. Additionally, Chairman Krolicki stated other resources, such as institutional Nevada contributors, the merchandizing and retail component, and national benefactors who like to support history, would be available for funding.

Commissioner Laxalt asked if there was anything she could do to help formulate a sheet indicating the long-term fundraising goals with specific timeframes. Chairman Krolicki stated there is a wish-list with much of it budgeted out, but stated the Commission is still trying to gauge the willingness of donors and that he would be reluctant to put out a number until a realistic handle on the revenue is reached.

4. DISCUSSION TOPICS – FOR POSSIBLE ACTION

(9) Marketing Report – Randy Snow

Commissioner Snow updated the Commission on the happenings of the working group between The Glenn Group and himself, including their recent meeting with Ms. Carter, Mr. Carey, and representatives D4 to discuss the website. Commissioner Snow informed the Commission that the marketing working group has established various deadlines, including a deadline for the launch of the website.

Tiffany East of The Glenn Group noted a report had been prepared for the Commission but was not distributed prior to the meeting due to technical difficulties. Ms. East noted over the past couple months a public relations plan had been developed, along with a brief timeline which will continue to unfold as items from the various working groups begin to be flushed out. Ms. East informed the Commission The Glenn Group had been having weekly status meeting with Ms. Carter and Mr. Carey to allow the vetting of different marketing ideas. With regard to the various projects the Commission has laid out, such as the mobile museum and the commemorative medallions, specific plans will be developed for those projects once as they come closer to fruition. Regarding media relations, Ms. East stated The Glenn Group will begin a media tour, meeting with major news outlets in northern and southern Nevada over the next two weeks; once that has been completed they will expand into the rural outlets. Regarding social media, YouTube, Facebook, Twitter, Pinterest and Instagram accounts have been established and will be further developed over the coming weeks. Ms. East also requested all Commission members send all media requests through The Glenn Group to allow the appropriate vetting of all stories for purposes of consistent messaging and allowing the Commission to get ahead of any possible stories, specifically using the recent article regarding the production of the sesquicentennial license plate as an example. Regarding community relations, Ms. East stated an outline presentation has been developed to assist commissioners and the Speaker's Bureau when speaking before various organizations. The tool kit outline is in the process of being developed and will be accessible online to allow community groups, businesses, educators, and other interested parties to learn more as to how they can become involved. Regarding the website, Ms. East stated one portion will be a blog, for which Ms. East encouraged all Commission members to prepare blog posts on their favorite Nevada stories and experiences.

Commissioner Nelson suggested integrating the public relations, social media and communications into a single monthly report for a status update due to the interlinking relationship of these areas.

Regarding the website, Commissioner Snow commented on the website being the one marketing aspect the Commission will have total control over and stressed the importance of getting it right. After meeting with Ms. Carter and D4, a deadline for a launch date of September 1st 2013 has been established, though Commissioner Snow recognized leeway of a few days would be acceptable due to the scope and importance of the project.

Commissioner Snow continued that the dissemination of information will be a vital part of the marketing campaign, but that the sesquicentennial needs to be grasped by everybody in the state, particularly in Clark County to get southern Nevada residents completely engaged. Commissioner Snow suggested developing a message strategy and a brand for the sesquicentennial, highlighting the importance of creating the relationship between the celebration and citizens. Commissioner Snow stated he will work to put together a preliminary brand statement by the next meeting, with input from Ms. Carter and Ms. Vecchio, for The Glenn Group and D4 to consider in linking every piece of communication for the sesquicentennial.

Commissioner Martin expressed concern about the specific communications regarding the sesquicentennial, noting the differing uses between "Nevada 150th", "Nevada 150", and "NV150", and creating a consistent phrasing. Commissioner Snow agreed, stating a simple brand standards manual is probably something that should be

developed to help keep the phraseology consistent. Commissioner Martin noted Fries Foley Warren, who developed the sesquicentennial logo, said they would be willing to go back and tidy up the logo if the Commission desired.

Chairman Krolicki asked if there would be alternative languages for the website, such as Spanish. Commissioner Snow stated multiple languages were brought up during working group discussions, but that the website would likely only be available in English and in Spanish.

5. COMMENTS FROM COMMISSION MEMBERS

Sesquicentennial Commission members may offer comments on any topic whether included on this agenda or not. No action may be taken on an item not listed on this agenda, but the item may be agendaized for action at a future meeting.

Commissioner Newman commented that he agreed with Commissioner Tyson's suggestions earlier in the meeting regarding broadcast segments, and that he'd met with representatives from Ruby Radio in Elko who informed him they'd be willing to produce a 30 or 60 second spot highlighting historical aspects of the state for local distribution. Commissioner Newman stated he'd also spoken with representatives from the Nevada Broadcasters Association if they'd be willing expand on the idea pro bono; while they turned down the offer, Commissioner Newman stated they did offer \$4,000,000 worth of advertising for \$100,000, as well as offering to brand the 2014 Nevada Broadcasters Association Hall of Fame gala dinner with the sesquicentennial. Commissioner Newman also emphasized the importance of communicating with one another in regards to asking individuals and groups for fundraising as to not duplicate efforts. Commissioner Newman further commented on event banners in Elko being flown down Idaho Street and that the Commission's logo could be shrunk down into something that could fit on a banner could hang on streetlamps.

Chairman Krolicki stated he believes the Nevada Broadcasters Association offer should be pursued. Chairman Krolicki further stated the clearing house for information should be Ms. Carter.

Commissioner Newman also stated he had spoken with the representatives with Western Folk Life, where it was discussed potentially rolling out the mobile museum at the Cowboy Poetry Festival. Commissioner Newman stated the Western Folk Life people would be willing to assist with fundraising opportunities and bringing performance opportunities to southern Nevada.

Ms. Carter noted commissioners need to be cautious that Cox Communication made an offer to the Commission similar to what Commissioner Newman had discussed; Ms. Carter stated as those proposals are submitted staff will collect those and pass them through Commissioner Snow and The Glenn Group. Ms. Carter also asked commissioners to send contact information for individuals commissioners may be working with to her to limit having commissioners duplicating efforts.

6. PUBLIC COMMENT

Public comment is welcomed by the Sesquicentennial Commission, but may be limited to three minutes per person at the discretion of the Chair. The Commission may not take action on any matter brought up under this agenda item until agendaized and included as an item for possible action at a later meeting, per NRS 241.020.

Ms. Martinelli-Price commented that the printing of the commemorative medallions should consider Native Americans, pioneers, ranchers, miners, and gamers when selecting a mold. Regarding the education component, Ms. Martinelli-Price recalled during the Parade of Nations that middle schools conducted an essay contest on the Native American Pueblo tribes on the state and national level, while elementary schools conducted a banner contest. Regarding the historical markers, Ms. Martinelli-Price remarked the Mormon Church had been working on a similar project. One concern Ms. Martinelli-Price expressed was where the applications and other paperwork for projects

will be located. Ms. Martinelli-Price further stated she is aware of various groups who would be interested in applying for some sort of funding and that she could pass those names along to Mr. Carey.

Linda Miller, a Helen Stewart interpreter, commented on a book on early Las Vegas she had created for the centennial, as well as a video on the Helen Stewart which had been distributed to high schools in northern and southern Nevada, around who a curriculum had been developed. Ms. Miller asked the Commission consider some of the educational resources that already exist.

Ms. Adrien asked a questions in regards to the application form, whether it would have to come before the entire Commission to authorize approval for projects to be advertised as part of the sesquicentennial, and how soon that authorization could be given. Ms. Carter stated a process is in place with a working group who will approve applications, who then send the logo to the groups who can begin to use the logo; if a group requests funding, however, Ms. Carter stated those applications it will require a more thorough vetting.

7. SCHEDULE FOR UPCOMING MEETINGS

- a. August 29, 2013, 9a.m.
- b. September 26, 2013, 2p.m.

There being no concerns among commissioners, the next meetings will be scheduled for August 29, 2013 at 9:00am and September 26, 2013 at 2:00pm.

8. ADJOURNMENT – FOR POSSIBLE ACTION

Commissioner Nelson made the motion to adjourn the meeting. Commissioner Hicks seconded the motion. The motion was approved unanimously.

Chairman Krolicki adjourned the meeting at 12:17pm.