

Meeting of the Nevada Sesquicentennial Commission

March 15, 2013

Commissioners Present:

Lieutenant Governor Brian Krolicki
Governor Brian Sandoval
Bob Brown
Neena Laxalt
Lori Nelson
Oscar Goodman
Bud Hicks
Patty Cafferata
Andrew Kirk
Myron Martin
Don Newman

Randall Snow
Sherry Rupert
John Tyson

Staff Present:

Sarah Bradley
Peter Barton
Claudia Vecchio

Public Present:

Ken Hamilton

Lt. Governor brought the meeting to order and called the roll alphabetically. Those commissioners present were Bob Brown, Patty Cafferata representing History and Heritage, Oscar Goodman representing Fundraising, Bud Hicks, representing the general public, Andrew Kirk, Education, Myron Martin, Arts and Culture, Don Newman, Rural Nevada, Randall Snow Marketing and Communications, John Tyson, Neena Laxalt and Lori Nelson. Sherry Rupert joined the meeting by phone. The Lt. Governor Krolicki noted that there was perfect attendance for the first meeting.

He asked that everyone introduce themselves in the Carson City room and in Las Vegas room. At that point, Governor Sandoval joined the meeting in Las Vegas and Lt. Governor Krolicki welcomed him and said, "Since this is your brainchild and these are your appointments, if you want to just take a couple minutes and set the stage for us and your executive order, and we're delighted that you suggested 150 events that this crew gets to help shepherd through the next year. That's almost like one every other day. We're really excited about that. But, Governor, please, the floor is yours."

Governor Sandoval thanked the Lieutenant Governor for your leadership and his willingness to chair the committee. He thanked the members for their commitment. He remarked that people around the state were excited and that history was going to be made this year. He then showed the new license plate for the Sesquicentennial that would be put it up for auction and to help raise more money for the effort. He then presented a check for \$10,000 to donate to the Nevada 150, and remarked that he was hopeful that the other elected officials in the state would contribute, as well.

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Governor Sandoval expressed that he was honored and humbled to be Governor during this important time in our state's history. He again thanked the Commissioners and noted that they each brought experience and a depth of knowledge special to the state.

Lt. Governor Krolicki thanked him for dropping by. He went on to introduce and thank several of the people in; Deputy Attorney General Sarah Bradley, who serves the Commission on Tourism, and who will keep the Committee in order on Open Meeting Law; Peter Barton, who has been the heart and soul of the planning committee; Linda Frederick, from the Carson Office of the Lieutenant Governor and who helped organize the meeting; Claudia Vecchio, the extraordinary leader of the Tourism and Cultural Affairs Group, and honorary designee from the executive branch, who helped bring the effort to this point; Dana Bennett who helped with the Planning Committee and is still part of the endeavor.

The Lt. Governor asked the commissioners in Las Vegas to introduce themselves with a touch of their history and participation in the effort.

Randall Snow, Chief Strategic Officer and one of the principals at R&R Partners, native Nevadan, will be serving in a marketing and advertising capacity.

Lori Nelson, Vice President of Corporate Communications for Station Casinos and on the original Planning Commission and is please to participate because of her love of the history and her pride for Nevada. Lori had an active role in the Las Vegas Centennial celebration;

Oscar Goodman, former Mayor of Las Vegas, and presently Chairman of the Host Committee for the Las Vegas Visitors and Convention Authority, expressed concern that his job of fundraising for the celebration would be more difficult than when they raised funds for the Las Vegas Centennial, as the times are different economically than in 2005. He thanked the Governor for starting off the fundraising today and said he understood that some of the hotel/casinos are ready to write a check, but that those who will be involved with him in the fundraising - and he hopes there will be many - will have a real job ahead of them here in order to assure that we're able to raise the funds to have a first-class 150th Anniversary. He let the Committee know that he was looking forward to the challenge and thanked them for the privilege.

Andy Kirk, history professor at UNLV, Director of the Public History Program and Director of Preserve Nevada. His specialty is the history of the American West and he has traveled extensively through the state studying Nevada's culture and history. He was a member of the

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Planning Committee is honored to continue to be a part of the effort going forward with the things the Planning Commission started;

Bob Brown, Publisher of the Las Vegas Review Journal, expressed his excitement in being part of the group creating this wonderful experience State of Nevada and for its citizens;

Myron Martin, President and CEO of the Smith Center for the Performing Arts, that just celebrated its first anniversary, stated that in the past 365 days, they had produced 487 shows and that he is happy to be part of this effort so we can be in show business as we celebrate the Nevada 150.

Lt. Governor Krolicki welcomed former Lieutenant Governor Lonnie Hammargren who just joined the meeting.

John Tyson told the committee that he had 25 years in television news covering rural Nevada. He is semi-retired, a locomotive engineer on the Nevada Northern Railroad in Ely, and does public relations and television commercials;

Neena Laxalt is a lobbyist in Nevada, was appointed by the Governor, along with Bob Brown, to be the Co-Chairs of the Planning Committee which over the last year was the start-up of the present commission;

Don Newman, Executive Director of the Elko Convention and Visitors Authority, and a Commissioner on the Nevada Commission on Tourism representing Rural Nevada. He expressed his happiness at being member of the Sesquicentennial Commission;

Patty Cafferata, Former State Treasurer, District Attorney for Lincoln Lander County and former State Legislator, a lawyer by education and a hearing officer for the State, Patty writes Nevada history and has written books on Goldfield, the Mapes Hotel, Piper's Opera House and other areas around the state. She and writes a column for the Reno paper twice a month limited to local history, not the State. She is excited and delighted to be part of this commission.

Lt. Governor Brian Krolicki introduced himself as employee of the State of Nevada, and noted that as he would be doing most of the talking, he would save his remarks, passing the floor to;

Bud Hicks, a partner in McDonald, Carano, Wilson, a law firm in Las Vegas and Reno; formerly in the State Attorney General's Office. Bud served on the Planning Committee that preceded this Commission and is looking forward to working with the other Commissioners;

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Sherry Rupert, Executive Director of the State of Nevada's Indian Commission and Chairwoman for the Indian Territory, shared that she very honored to be on this commission and to ensure that the Native American community and culture is included in the celebration. Lt. Governor Krolicki added that she's got a lot of energy, and has been a dear friend and a valuable resource to the Commission on Tourism. He thanked her for all that she would be doing and all that she does.

Lt. Governor Krolicki asked who was in attendance in Carson City.

Claudia Vecchio noted that there were eight guests in Carson City, and a couple of people on the phone.

Lt. Governor Krolicki proceeded to give an overview to lay the ground work and get a sense of the group and the things that are before it. They would meet as needed, probably in the next couple weeks after conversations today. The group is subject to the Open Meeting Law, being created by Executive Order. The Attorney General's Office will represent the Commission. All will be conducted according to the open meeting law, and he asked that the members be mindful of the Open Meeting Law and to review the notice that Claudia Vecchio sent out a couple weeks prior.

He went on to thank the Commissioners, saying he expected it to be a whole lot of fun - an excellent adventure. He noted that there would be frustration at times, but by the end of the adventure, the folks in Nevada would be well served for the Sesquicentennial celebration. With so much to do, the meeting today is to set out the scope. Of the thirteen Commissioners, five were part of the Planning Committee which really gives the effort a huge head start. The institutional memory is here and the task is to take the work product of the Planning Committee as a roadmap. On behalf of the Governor and himself, he thanked to the Members of the Planning Committee, and especially, to the Co-Chairs; Ms. Laxalt and Mr. Brown, for all the hard work that you did that makes this challenge much less of a challenge because of what we can use that's been presented.

Lt. Governor Krolicki asked - for Open Meeting Law purposes - if there anyone in Las Vegas who wished to make a comment.

Yvette Williams stated that she was excited about the celebration, and as a member of the African-American community and the south side historic district, she wanted to make sure that their history is preserved and celebrated in this 150th Anniversary.

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Patrician Martinelli-Price introduced herself as with the Polidor Foundation and instrumental in helping set up the Parade of Nations during El Dorado 2005. She offered her assistance in any capacity and said that she had talked to the Vice President of Coca- and would give that connection to the Mayor for his fundraising efforts. She is part of the Spirit of the Nations, which she would expand on in July when they would do the groundbreaking. She shared that she is a native of Nevada and this is about the entire family here in Nevada celebrating. .

Mimi Robert expressed her pleasure at being a small part of this celebration and said that she intended to work very hard for the effort.

An unidentified female (speech mostly inaudible) introduced herself as a student of one of early Las Vegas' finest artists.

Lonnie Hammargren, former Lt. Governor, said that he has hosted Nevada day functions for 17 years, as well as other rather extensive functions, and is looking forward to being part of this celebration.

Lt. Governor Krolicki asked if anyone in Carson City had a public comment that they'd like to make.

Ken Hamilton, President of Nevada Day, Inc, congratulated the Commissioners on their appointment to the 150th Anniversary Commission, ad said that those at Nevada Day are looking forward to working with them. He gave a quick history and background on Nevada Day, Inc.; it was formed back in 1956 as a not-for-profit organization, responsible for financing, marketing and organizing the Nevada Day Celebration, known also as Admission Day. This year is the 75th year since the event was moved to the state capitol back in 1938 and for this reason, the theme is Nevada Day Parade Celebrates 75 Years, 1938 to 2013. The Nevada Day celebration is primarily funded by a small grant from the City and through fees and sponsorships. One of the main goals this year is to have all 17 counties -- well, 16 counties, I'm sure Carson City will be fine, participate in the parade with a float that best represents their county. They are putting together a lodging and meal package and will waive the entry fee help offset the cost for our more distant neighbors. Ken Hamilton stated that one of the biggest challenges today is making and keeping this a statewide celebration, not just a local Carson City event. He asked for help in encouraging all 17 counties to be involved this year. He reminded the Commission that there was discussion last year about having a NV 150 float in the parade, and offered to display any products that are related to Sesquicentennial in their storefront.

Teresa Lindsey, a member of the Executive Board for Reno Rodeo which has been a proud part of Nevada's history for 94 years and will be celebrating their 95th birthday when Nevada is

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celebrating its Sesquicentennial. Teresa let the Commission know that they are anxious to participate in any way they can and that they have a number of historical items, a chuckwagon. And a saddle that belonged to Charlie Bates, and some other items from celebrities and famous Nevadans and are very interested in participating in any way that we can help promote Nevada's history.

Lt. Governor Krolicki noted that anyone who has information to submit or a written comment can do so to the Lieutenant Governor's office until an Executive Director is hired.

Roger Diez, President of Sheep Dip Incorporated, introduced the sheep dip shows as where they dip a sheep in the vat of satire to cleanse them of their sins, and then look forward to doing it again. The very first sheep dip show was part of the Centennial Day -- or Centennial celebration, and as they approach their 50th sheep dip show, they would like to be one of the 150 designated events for the Sesquicentennial celebration. Each year, they donate the proceeds of the show to local selected charities.

Jon Killoran, CEO of the Reno Tahoe Winter Games Coalition and the upcoming Silver State Games, stated that their goal in the past years has been to return the Olympic Winter Games back to our region. And while they work on those plans, they are also now working on plans to bring other events to the region and to the State, one of which is to return one of the great sporting historical events of our past, the Silver State Games, and looking at launching it during the Sesquicentennial celebration. They are looking forward to working with the Commission on, not only the history of sports throughout our state and its 150 years, but also some of these new opportunities, one of which will make Las Vegas the desert capitol of curling. They are attracting a lot of Canadian visitors in January of next year for a major curling tournament, that's like the Ryder Cup is to golf, at New Orleans Arena, and then the Curling Federation's Congress annual gathering to the United States for the first time later in the year 2014 to Reno and Tahoe. He expressed their excitement at these early opportunities and that they are look forward to growing along with the NV150 celebration over the next year.

Lt. Governor Krolicki thanked Jon and mentioned that Thank he had worked with Jon for the last eight years on the Olympic effort and the Sports Commission concept to bring elite athletic events from around the world and the world-class athletes to Nevada. He invited any attendees on the phone to make comments.

Francine Burnge introduced herself and expressed her excitement and was there to see how they all fit into the big scheme of things.

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Barbara Kelleher was there to hear about how they could be part of the celebration plans. The Lt. Governor asked her to send information.

Lt. Governor Krolicki closed public comment and went to Agenda Item No. 3: discussion topics. Asking for a casual conversation to help bring clarity to the task of throwing the 150th birthday celebration on behalf of Nevada, he pointed out that there is some proposed structures and certainly they are going to look to have an Executive Director on board quickly. The task is pretty simple; to bring in all of Nevada, all different places, all different folks and all different cultures into it in some highlighted way and do it through at least 150 events throughout the year. It's a big task, but, the Commission needs to get their arms around it, and that's what they're doing here today.

Lt. Governor Krolicki went on to Item B, the formation of the entity to house NV 150 operations, staff, and finances. He hoped everyone had a chance, at least online, to see the documents that have been created, and urged everyone to get a sense of what is in here. They would be talking about finances and budgets and some other operational things, certainly RFP's and the different things that they want to secure and the types of services as they want to go forward. The structural operation is probably one of the more important directions this Commission needs to provide today.

The Planning Committee has suggested more of a private sector, not-for-profit entity, to be the mother ship for these activities going forward. He agreed but hoped to see some kind of hybrid opportunity within the Commission on Tourism – to have some things within the state purview, but as getting things done through a state system is often more difficult than it would be were the not-for-profit entity doing things. We will be as transparent as possible, and I think completely transparent, because this body must approve some of these activities, if not all of them. We do have a Nevada Cultural Affairs Foundation that has, for example, housed those monies that have come in for the effort. Bob Ostrovsky is here with us today and has been very gracious in allowing the Planning Committee to put two significant donations - and just for the record, those two large donations - actually three, because the Governor gave us a first installment of his payments today –Barrick Mining Corporation, Barrick Goldstrike has given a \$100,000 contribution and NV Energy recently gave a \$250,000 contribution. So the bank account today is about \$240,000, I believe. So the handoff to us, but still housed within the Cultural Affairs Foundation is almost quarter of a million dollars.

The Planning Committee has started the paperwork to file corporation papers for an NV 150 not-for-profit corporate entity. The Commission may wish to continue pursuing that it doesn't have an IRS tax exempt certificate at this point, so Mr. Ostrovsky's entity is still terribly important for those who want the charitable contribution. That is the layout of the structure.

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Working groups will absolutely be essential to what is done, and the members have all been largely designated in certain roles. There will be cross-training and helping in all areas, certainly the fundraising and marketing efforts, the calendar maintenance, education, some of the historical accuracy, and to make sure we have fidelity to Nevada's history.

Probably, the most important thing needed in terms of Item B is that part that says, "Staff." An Executive Director, someone who all they will worry about and think about is how to move this project forward, and how to take the best of this group and all the volunteer energy in these rooms and on the phone and throughout the state, and put it into some sensible working entity as we plan these different events and take responsibility and do the things we need to do in a way that everyone can be proud of, both from the administration, bureaucracy, the finances, but to the integrity of what it is that we're trying to do moving forward.

There will be, beyond the Executive Director, one or two folks who will be hired. There's a financial component to this, but beyond the Executive Director, in a preliminary way, we see someone who is really a dedicated events person. There are many turnkey projects and offers for some kind of celebration that can be given credibility and be sanctioned. There will also be events that the Commission will be far more personally engaged in. A master of the calendar is needed, but also someone who knows how to put on events in a professional way. And also some kind of administrative person who can really take care of the details; make sure the communications are current.

With all respect to the size and importance of our friends in the Clark County area, the place where these activities should mostly be domiciled, just because of proximity to the Commission on Tourism to the different divisions within the Department of Tourism and Cultural Affairs, the tribal folks, the museums, cultural affairs, arts, it makes strategic sense to have it centered in Carson City. That would be in the Laxalt Building with the Commission on Tourism, and, especially for the first couple of months, physical proximity, getting together, team meetings literally on a weekly basis, this will be very important as we jumpstart these activities. Lt. Governor Krolicki asked the Commissioners for comments.

Mayor Goodman asked if there was a bank account.

Lt. Governor Krolicki answered that there was in the sense that the Nevada Cultural Affairs Foundation has served as the bank account for the Planning Committee. He asked Bud Hicks to talk about the status of the NV 150 Corporation?

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Bud Hicks explained that during the planning phase, there was a need for a vehicle to handle those things such as opening a bank account, paying the bills, et cetera. The Planning Committee had been working with Bob Ostrovsky and he expressed his gratitude to Bob for his assistance. Going forward it's going to become more complicated and more work than what our committee did getting us to this point. So in anticipation of that additional workload, they went ahead and formed a Nevada 150 Foundation. The formative documents are in the materials that were given out. It is set up to become a 501(c)3 charitable organization that will qualify in its own right to receive contributions with the thought that a transition from Nevada Cultural Affairs Foundation to the Nevada 150 Foundation would take place.

The next step is to apply for the Internal Revenue exemption. Under the relevant federal laws and revenue provisions, that entity can now operate and it can accept contributions, but there's always that question as to getting the exemption. In the short-term, they could activate that group and get a bank account while proceeding with getting the exemption from the IRS, which could take anywhere from four to six months. And in the interim, donations could be made to Mr. Ostrovsky's foundation and use the Nevada 150 Foundation as the bookkeeper to write checks and whatever, while drawing money from the Nevada Cultural Affairs Foundation as needed. Of course, all this has to be transparent as the Lieutenant Governor pointed out, but that's probably the vehicle that we could use taking on the administrative burden of handling all of the check writing. That's my recommendation.

Lt. Governor Krolicki re-opened public comment again for Mr. Ostrovsky, because it's germane to what was being discussed.

Bob Ostrovsky shared that the Cultural Affairs Foundation, previously known as the Museum, Library, and Arts Foundation has been pretty much a pass-through organization. They've accepted money from numerous foundations and individuals that are passed through usually to the Department of Museums and Cultural Affairs in support of various projects. They have bank accounts - a single-signature account. He has prepared a dual-signature account prepared and ready to be used, waiting to see if this committee wants to add a signature in addition to his own, as an additional signer. The Foundation tracks all their hours and have an accounting firm to assist that donates their services, because the Foundation is only staffed by himself.

Continuing to do that on a long-term basis, meeting payroll requirements or transferring money for payrolls and so on, can get to be more than the Foundation has the structure to support. So they can do one of two things; beef up the foundation by allowing it to spend some of the dollars in support of its own efforts, or create, as Bud Hicks has suggested, an NV150 Foundation, which would need a board and some kind of staff organization to support. If upward of \$5 million will be spent, there are bookkeeping firms to do that if you want transparency, and you

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want independent outside auditors, which I think you ought to have so that the citizens and the contributors know exactly how their dollars are spent which is very important. His personal suggestion is that a new foundation be created and his foundation would support and eventually transfer the remaining balance directly into the new foundation.

Lt. Governor Krolicki added, from the Chair's position, that they would prefer not to burden Bob with these activities, that it is a role for the Executive Director and others to help you staff that account. And, to Mayor Goodman's question; yes, there is a bank account today that can be used for charitable purposes, for, contributors' benefit with the tax return. There is an NV 150 Foundation that is incorporated, and a decision should be made right now to proceed with the IRS submission, so in the next, several months they can transition away from the Nevada Cultural Affairs Foundation into their own entity. It makes sense, so it is hoped that that's something that will happen.

Financially, there's a third piece in this, the hiring of staff. Does the Commission have the ability to incur the costs, to hire these people within the state's structure so they would be an employee of the State of Nevada and a state agency, envisioning the Nevada Commission of Tourism, taking on certain expenses or potentially certain staff people and the costs of their benefits The Steering Committee has made it very clear that they would like all of these activities to be funded privately and there is certainly the ability to move monies from a foundation, whatever it is, and through either a finance committee or into the Commission on Tourism, for example, to pay for those costs within the state system.

Lt. Governor Krolicki asked for a motion as to if they should move forward with submitting the papers to the Internal Revenue Service for NV 150 Foundation, to hopefully obtain that tax exempt status and the 501.

Claudia Vecchio let the Lieutenant Governor know that there was one other public comment is Carson City as public comment was open.

Patricia Martinelli-Price described the set up of the foundation she worked with and suggested they contact Senator Reid's office or one of the other Congress people to expedite the process

Lt. Governor Krolicki thanked her for her input, closed the public comment and asked for further discussion. He asked if it is the desire of the Commission to provide in the NV 150 Foundation, the tax-exempt status and to provide professional services that are transparent to Mr. Ostrovsky's group, or to transition the tax exempt aspect into the NV 150 Foundation.

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Mayor Goodman made a motion that they go forward and form the 501(c)3 for NV 150. And once the Executive Director is chosen, that person would be one of the signatories on that account.

Lori Nelson seconded that motion.

Lt. Governor Krolicki asked if there were any questions on the motion. Hearing none, he asked all those in favor, to signify by saying aye. The motion was carried unanimously.

Lt. Governor Krolicki directed Bud Hicks to move forward with the 501(c)3 Application. Bud added that they have already formed a Nevada 150 Foundation. It is a legal entity. They would proceed with applying for the federal tax exemption and set up an operating account to write checks right away. A transfer of funds from the Nevada Cultural Affairs Foundation would be requested as needed. He asked if the Nevada Cultural Affairs Foundation should continue to accept donations and reference those immediately to the new 150 Foundation, as they are not prepared yet to accept donations. At present the checks should be made to the Nevada Cultural Affairs Foundation and when the NV150 Foundation is ready a transfer of the remaining balance will be made.

Bob Brown stated that an entity was formed, the NV150 Foundation Board of Trustees, with three of the committee members; himself, Neena Laxalt and Lori Nelson and he suggested that, at some point, the Commission give some consideration to expanding the Board of Trustees to include more of the Commission members here, and possibly persons from the outside the Commission.

Lt. Governor Krolicki said they would address that at the next meeting and asked if Bob Brown would be prepared to discuss the status and the arrangements that they will approve as a best management practice going forward. Bob Brown said he would do so.

Additionally, Lt. Governor Krolicki asked for a timeline on the charitable contributions, and the mechanism that would allow them to use the Nevada Cultural Affairs Foundation to be the bank account for those who wish to donate. If there are checks received in the next few weeks they should be made to the Nevada Cultural Affairs Foundation and in the note, they can say Nevada 150 to make sure there's no confusion.

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Lt. Governor Krolicki asked Mr. Ostrovsky, if his bank allows him to deposit a check that's made out to Nevada 150? It was discussed that the Governor's donation had been made to NV150.

Lt. Governor Krolicki moved on to Item 3-B. He pointed out that the executive director position is probably the biggest decision they're going to make going forward. The Steering and Planning Committee started the process to reach out to those individuals who might be interested in this position and 17 people made an application. Bob Brown was the recipient of many of those and they were reviewed by a working group. Some of this was done prior to the Governor's executive order, but in the transition period, Lori Nelson, Neena Laxalt, Brian Krolicki, Claudia Vecchio and Susan Moore, Office Manager, Senior Policy Advisor for the Lieutenant Governors in Las Vegas, did have conversations with some of those candidates who showed particular potential for this opportunity. The working group also identified other individuals, who perhaps didn't apply, but who might be interested in this opportunity, and they were also visited with.

If acting as the state of Nevada, they would be going through a personnel system and notice and some things that would make this decision not as swift, and if there's questions, please feel that this can be reformatted. Lt. Governor Krolicki told the Commission - again, conforming to Open Meeting Law, that conversations had been had and one individual was identified to be what they consider a leading candidate. That person currently is employed in public service, working for a governmental entity and they would likely use the foundation to have some kind inter-local agreement should this person officially be hired. But, for swiftness, he asked if the Commission would delegate to him the authority to move forward, possibly on a 30-day basis, with to make an arrangement for this person to be the official Executive Director for the duration - serving at our pleasure - however we decide to employ this person. But in 30 days or at the next meeting, we would come back and ratify the arrangement, the details of that potential employment.

Lt. Governor Krolicki didn't feel it appropriate to share that individual's name at this point as there are lots of conditions that still need to be had. That is one route, the other route is to have another meeting shortly, in the next week or two, and they would as a group, interview this person or other individuals depending on the decision of the Board. Because they are subject to Open Meeting Law - Lt. Governor looked to Sara Bradley to confirm - and other things, there are some dynamics in play, but the Lt. Governor hoped that they could have one of the foundation not-for-profit separate entities help arrange and facilitate thee employment, and then we can visit the details at our next meeting.

Lori Nelson pointed out that, in the interest of time, from the structure standpoint, there is a great sense of urgency to get this person up and running. There's a lot of work to be done and that's a

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key position. I felt that the Internal working group, that moved the initial Commission's planning forward, did a good job of looking at candidates, and there were some top-leading candidates that she would be comfortable with depending on the direction of the Commission, and she felt getting that person up and running will make our Commission more efficient and would allow them to start putting fundraising and events and volunteer programs all in place and alleviate some of the flux right now.

Lt. Governor Krolicki asked if the folks who were involved in these interview conversations had a unanimous opinion on a particular candidate. If so, it would seem to be the pleasure of the group that was engaged. He asked if Sarah Bradley was comfortable with everything he had said.

Sarah Bradley replied that she was and I am and wanted to make sure everyone was clear. She clarified that what was being talked about was if the Commission went with the faster route, so that the person would actually be employed through the Foundation, through the non-profit.

Lt. Governor Krolicki replied yes.

Sarah continued, saying that the person would not be employed directly by the Commission, because if that was done, there are some different things that need to happen. That essentially, they would call the person the Executive Director of the Nevada 150 Planning, but the person would be working for the Foundation, just to be clear.

Lt. Governor Krolicki replied that compensation, reimbursement, and expenses -- all of those things would come through the Foundation, not through the State of Nevada or the Commission on Tourism, certainly at this point. Future employees may be dealt with differently. Sarah Bradley agreed.

Bud Hicks added that what was described is what the Sage Commission did. They formed their own 501(c)3 organization to raise funds to pay their expenses. And the Sage Commission employed its own Executive Director. So there's a precedent for that.

A discussion followed as to the time frame involved and if there would be another meeting. Lt. Governor Krolicki asked the Commission to consider delegating to him the authority to pursue negotiations with the individual and their employer, which is a municipal entity, a public entity that would, serve their purposes while benefiting the Commission. There would be a need to investigate through all the appropriate legal channels, whether it's a contract or inter-local agreement or memorandum of understanding, that how that person would be compensated -- to create that setup to the satisfaction of everyone. We would want that person -if we were

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successfully able to negotiate - to as quickly as possible. But with an understanding that this package, this arrangement, this individual will be brought back to this Commission at our next formal meeting for introduction and essentially approval of all of these things, and the individual selected.

Bob Brown suggested a phone meeting if needed before the next formal meeting to get things moving. Lt. Governor Krolicki agreed that that could be done.

Bob Brown made a motion to give the authority to the Chair, Lieutenant Governor Krolicki, to make the hire; to organize the structure and to make sure that the committee is represented in terms of the decision and do that with expediency.

Krolicki: Thank you, Mr. Brown, for the motion. Can I have a second?

A second was made (unidentified female).

Lt. Governor Krolicki asked for any questions on the motion, saying he wanted everyone to be comfortable. Hearing no questions, he asked all those in favor to signify by saying aye. The motion was unanimous.

Lt. Governor Krolicki thanked everyone and expressed that they would all be very relieved when this day-to-day professional was engaged. He promised to get back to the group with the results of conversations, negotiations, leave of absence, and all of those kinds things as quickly as possible, so they could set up a phone meeting to ratify that arrangement

Lt. Governor Krolicki moved on to 3-C, review the Governor's Planning Committee Celebration marking the anniversary. He turned the meeting over to the co-chairs of the Planning Committee, Bob Brown and Neena Laxalt. I don't know how you've choreographed this or how you want to do it, but the floor is yours, please.

Neena Laxalt pointed out that the Planning Committee really worked hard on so many details, discussing, analyzing, looking at several options for everything. She recommend that before the next Committee meeting, the Commissioners look at, not only the final report that was provided, which is the largest document of all, but also the list of recommendations, to help prevent having to really start all over from the beginning. She went on to describe the set up of the planning committee, the individual contribution of the dedicated members and outside assistance, the challenges of fund raising without staff. How they decided that the whole motto was to be all inclusive, no matter what – that no one would feel that they were left out. She discussed some of the area covered by the Final Report of the Planning Committee, the Governor's desire to have

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150 events throughout the state, the Mobile Museum that they felt could become the centerpiece of the whole Nevada 150 celebration, the commemorative license plate and the challenge of getting it approved in the Legislature, and the historical research begun on the commemorative coffee table books. She thanked the people that were submitting materials for the book. She again recommended that the Commission review the 90-page package of recommendations in the final report.

Bob Brown added that he was very proud of the committee members - every single one of them did a wonderful job.

Lt. Governor Krolicki asked if there were any questions for either Neena or Bob and hearing none moved on to the Mobile Museum Theater, 3-D.

Peter Barton said that the Nevada State Museum brought forth the idea of the original Mobil Museum in 1959 because they recognized that it was impossible to expect Nevada's mostly rural populations to be able to come to Carson City, particularly school children, to avail themselves of Nevada's history, whether it was presented at the State Museum, Library and Archives and through the many buildings in the capitol city. That outreach led to the idea of a present day Mobil Museum to reach Nevadans challenged with a rural population and vast distances in this Sesquicentennial Celebration. Peter Barton went on to describe how the Mobil Museum would be created, discussion that had taken place with manufacturers,. The cost of construction – 1.2-1.8 million dollars - and management and staffing of the travel schedule.

Lt. Governor Krolicki directed the Commissioners to a two-page quick summary budget and pointed out that mobile museum would be about half of the budget.

Lori Nelson spoke on behalf of the Early Planning Commission to say that one of the challenges/opportunities was really to take the Governor's order as literal as possible and find executions that could be celebrated statewide. And to say that Peter Barton was really thorough in a lot of the planning and thought came up with a concept. She expressed her support of the Mobil Museum saying that it's one wonderful way to really have all-inclusiveness for the state

Sherry Rupert, who had joined the meeting by phone, questioned if the Mobile Museum be used after the Sesquicentennial celebration.

Peter Barton replied that it will not. They wouldn't own the trailer, merely leasing it.

Andy Kirk seconded Lori's comments, and added that the Mobile Museum was an integral part of the discussion about education throughout the state.

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Peter Barton thanked Dr. Kirk, and added that they do intend to capture some oral histories as it travels around the state expanding a program that was pioneered by the Nevada Arts Council called Nevada Stories - people get to contribute their story to Nevada's historical record.

Lori Nelson added that they also looked at this as a fundraising piece where people could advertise on the side of the trailer and perhaps buy miles along the way, as well, sort of like adopting a highway. They looked at utilizing it as a fundraising piece, as well.

Lt. Governor Krolicki noted this is clearly a vigorous recommendation by those who've engaged in the process. There is a benchmark budget of approx. \$1.5 million, but because it is such a large piece of money, I think our due diligence must be to explore, other offers or other budget proposals for a similar equipped vehicle. May 31st is apparently the deadline and we may have a better idea about some of the money things between now and then. He loves the idea thinks that putting a logo or something on the back of the bus or the front of the bus is very intriguing,

Lt. Governor Krolicki asked that two or three Commission members who would like to volunteer to assist Peter Barton in one of our working groups that will be the Mobile Museum. Two people volunteered.

Lt. Governor Krolicki went on to Item E, the Planning Committee's marketing/public relation's effort and response to RFQ's. There was also a fundraising request for qualifications also sent out. He discussed that the Planning Committee felt they may need to secure private services on different areas. He asked Lori Nelson to discuss public relations.

Lori Nelson noted that, from her experience with the Las Vegas Centennial, public relations can really drive a celebration in an exciting way. That there was little reason to carve out advertising dollars because the media opportunities that existed through telling the stories of history, promoting the events and initiatives and getting everyone excited, could really be done under the umbrella of public relations, social medias, collateral materials.

Several proposals that came in and the Planning Commission looked at and ranked them, and had a discussion that decide there were a top three -- actually, top four choices in public relations, but to be candid and to keep the conversation going because there was a lot in there, there was a first place recommendation for an agency called the Glenn Group, which is a statewide agency.

The recommendation by the Commission is to ask for your support in having a formal presentation by the top two agencies, to challenging them to put a plan together of how they would work with the Commission and what they would do. The other way to go is take the Planning Commission's recommendation of what we felt was the agency that was in first place.

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This is a really important role and she recommended seeing formal presentations at least by the top two agencies, but for the expanded committee to make that final determination on how they want to move forward

Claudia Vecchio agreed that, with the Nevada Commission on Tourism and our Department of Tourism and Cultural Affairs actively involved and assisting in the event. They will be working closely with this agency - and it is critical to get an agency - because of the incredible labor intensity of this program.

(Unidentified male) disclosed that the company he is a partner in, is one of the contenders, so he I would have to abstain from voting, but I'm happy to sit in on any of the presentations and provide his opinion.

Myron Martin thanked the Group for the heavy lifting. He had read the proposals and agreed with Lori Nelson that one - the Glenn Group - really did stand out. He also said that they (The Smith Center) have a good work relationship with them, and would be willing to make the recommendation.

Lt. Governor Krolicki agreed that this is an important item to address quickly and comfortably, and suggested that the presentations be given at the next formal meeting hopefully in about two weeks. He was also comfortable with the number one ranked firm, having dealt with them in the past also, but did not want to jump to conclusions either. He asked if the Commission wished to have a presentation by the top two firms on the PR piece at our next meeting in two weeks, and also have the candidate for Executive Director present.

Lori Nelson pointed out that a two-week window is really aggressive to invite PR agencies to formally present and would require some advanced work by herself and Claudia Vecchio to craft what they want them to present. She is hesitant to put that in a two-week window unless they scale back what we were looking for from them. This is a very important partner and everyone really needs to feel good, have a say and they want to see in the capabilities, then one group or both groups getting in front of us is key.

Lt. Governor Krolicki agreed that the action should be limited to what was in front of them. There was not an expectation that they would have studied all of these RFP responses or that they were going to take an action on it, including identifying, perhaps, one PR firm. He was happy to move forward in two weeks with just the Executive Director, and being oversensitive to the need of swiftness, invite the top two firms a month from now at the next meeting, not by phone. He asked to hear the pleasure of the Commission, how would they would like to move forward.

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John Tyson suggested the faster the better, of course, with the Attorney General's blessing, because this thing is going to start rolling up on us and before you know, we're going to be chasing the moon.

Lori Nelson suggested a vote on it.

Lt. Governor Krolicki stated that if that route is the pleasure of this Commission, and if the Commission is comfortable - five of them having participated in the process - he's not uncomfortable. He asked if Sherry Rupert were still on the phone. She replied that she was.

John Tyson reminded the Commission that once they have these different entities in place with contract, they better make sure that they have enough money to cover them.

Lori Nelson agreed that it was a good point. The other point to bring up was that the finalists they were told by the Planning Committee that there would be a presentation opportunity. It would go the direction that the Board is saying there was a clear first place and there was a very distant second and third place, to say when the full commission expanded, that they chose the direction of the Planning Commission's recommendation. Lori Nelson wanted to go on record as saying that these firms were told that they were finalists and would come back for a presentation. If they go with the recommendation of the Glenn Group, it is important they we communicate very honestly and openly that the expanded Committee; chose a different route to secure them.

A discussion of the best way to proceed resulted in the option of inviting the top two to make a presentation with Lori Nelson's direction on timing and what is sufficient notice, or, if unanimous around the table, to essentially enter into negotiation - as with the executive director - with that top firm identified in this process.

Lori Nelson agreed with the recommendation to invite the top two agencies to make a limited in person presentation by mid-April to the whole Commission for a decision. She offered to work with Claudia Vecchio to put together what would be required in the presentation. She made a motion to that effect.

Bob Brown seconded it..

Lt. Governor Krolicki asked if there were any questions on the motion. Seeing none he asked all those in favor, to signify by saying aye. The motion is carried unanimously.

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Lt. Governor Krolicki moved on to the website proposal and responses, asking Claudia Vecchio to explain.

Claudia noted that there were top three finalists for the website and the same sort of environment was there in terms of the favorite. She suggested the same process with the website group as with the marketing PR site. NCOT's website can certainly help in many ways, but anything that needs to be done with this website and certainly any events should have strong collaboration from this group in developing.

Lt. Governor Krolicki added that he and Claudia Vecchio had discussed that the website could be incorporated into the PR piece.

Claudia Vecchio replied that often those two come together as one agency, and they produce a real integrated effort which is a good way to go.

Lt. Governor Krolicki asked that she along with Lori Nelson add that time to the meeting and really put down the different options in a menu-way on how they could move forward as a Commission on that item, whether it's attached to PR or not.

Neena Laxalt added that some of the responses were, in fact, a response for each one of them -- the same companies, so that they're well prepared to do that.

Krolicki: So any other comment under the Item F; the website?

Unidentified Male made a motion that they move forward using the same procedure as previously decided.

It was noted that there was a top two, and then a distant third; Noble Group, the Glenn Group, and then D-4. It was decided to include D-4 though their proposal wasn't as (inaudible) as the other two.

Myron Martin seconded the motion.

Lt. Governor Krolicki asked for questions on the motion? Seeing none, he asked for the vote.

Neena Laxalt asked if the website presentations be presented at the same meetings as the PR firms. It was confirmed that that was the plan.

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Lt. Governor Krolicki said, with that clarification, all those in favor of the motion, please signify by saying aye. The motion is carried unanimously.

Lt. Governor Krolicki went on to Item G, merchandising.

Bud Hicks told the Commission that at some point they would have to make a decision about persons who seek exclusive provisions or exclusive rights, should they reach out and try to bring in even more merchandisers, and address that some of the parties have offered to pay royalties. He suggested creating a subcommittee and getting someone who knows about merchandising and licensing of these types of things to work with the committee. He suggested that someone associated with NCOT and someone from Randall Snow's organization might have that expertise. He also stated that the Executive Director would need to get in tune with this area.

It was agreed that no action would be taken on the Item.

John Tyson asked when the license plates are going to become available.

Unidentified Male explained that there is a bill going through the legislature now, and hopefully that bill will get passed and the plates would be effective as of July 1st if DMV can get into manufacturing them. DMV will take the orders and get them out.

Lt. Governor Krolicki added that they had been approached by DMV who believe there's a good chance that the license plate will be approved.

Unidentified Female: Passage upon approval.

Lt. Governor Krolicki led a discussion on the potential to auction off some of these plates as a fundraising component, and to reserve some of the plates for all of the Commissioners as an award for their pro bono public service and certainly for the Governor.

He went on to mention that there was a fundraising RFP and as it is not on the Agenda they would not take action. He asked why it was not on the Agenda for discussion.

Claudia Vecchio replied that it was based on the Executive Director discussion and once that person was onboard they would know how to proceed.

It was decided and approved by Sarah Bradley that a discussion of the fundraising aspect would be acceptable under Item 4 even though it wasn't on the agenda.

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Lori Nelson recapped that they were talking about fundraising with the aggressive goals for the short time frame of needing nearly \$3 million, and that there was some interest by the Commission to have a third party actively soliciting. That the staff should be dedicated to all the infrastructure of the celebrations and probably to fundraising, but not making that their primary responsibility because of all of the other responsibilities. And putting that forward in the RP process was part of the full recommendation in the Final Report that was submitted.

The Lieutenant Governor passes the meeting over to Bud Hicks to finish the meeting as he was scheduled to preside over the Senate session. Bud Hicks asked if any other Commission members had comments they wished to make.

Neena asked that the fundraising issue and the RFQ be put on the Agenda for next meeting as it is really an important issue to talk about and decide how to go forward in setting up the structure and what type of system to use. She noted that it is the most important.

Neena Laxalt also recommended that Claudia Vecchio or the Lieutenant Governor or somebody else sit down with Mayor Goodman to brief him on all the options so he could make a recommendation at that next meeting as the Commissioner charged with the fundraising effort. So I don't know who the most appropriate person is on that front, I think that (inaudible), as well.

Bud Hicks agreed and said they would ask the Lieutenant Governor's office to help organize that meeting with the Mayor and to have it on the Agenda at the next meeting so they would have something firm to discuss and action to take.?

Don Newman asked if the original Planning Group had discussed the minting of a State coin.

Bud Hicks replied that they had.

Don Newman also wanted to bring to the table an opportunity - the G.S. Garcia World Fair saddle that is in the museum - and in conversations with DeeDee Garcia, the granddaughter said that she holds some of the silver stamps in a bank vault in Monterrey, California, and is willing to make those available to the Commission if they wanted to have a re-creation or a similar type of saddle built. Capriola's in Elko, where that original saddle came from, is also interested in this opportunity,. Don pointed out the potential there for an auction item; to build the saddle and auction it to raise proceeds from that. He also commented that Boise, Idaho is also going through the 150th anniversary and in the Idaho Statesman, there are historical buildings and things that they're showcasing now with their celebration. Having grown up in Las Vegas, Don

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suggested that the history of Twin Lakes and Lorenzi Park and some of the other areas should be seen, not just as events, but adding the Valley of Fire, Midas, Tuscarora; some of the rural places. He hoped they could have future discussion and see where they could go with that.

Bud Hicks agreed that they would put that on a future Agenda.

Peter Barton responded to the matter of coining a special coin. He thanked the Planning Committee Co-Chair Bob Brown, who had worked very closely with the mining community, and announced that the Coeur Rochester Mine has graciously donated Nevada silver for the purpose of striking some coins. He told the Commission that they were working with the folks at the Nevada State Museum on the process to get the silver refined appropriately, and created into planchettes so that we can do a coin, and that they were about to start the process on actual design of a coin. It would be native Nevada silver for at least 500 of the coins that'll be struck, and he was confident, based upon past experience, that they would sell out very quickly.

Don Newman added that DeeDee has mentioned that the gold metals that were won at the World's Fair were in that vault, and she would make those available if that saddle were to travel in our museum. She would make use of those gold medals available, as well.

Peter Barton mentioned that they certainly want to talk with the folks from Reno Rodeo and that they had bought the Halsey saddle and it is now back in Nevada, and they are working on getting some repairs and cleaning done to that. And they are certainly hopeful that at the 2014 Reno Rodeo, they are hoping to have perhaps both the Garcia and the Halsey saddles, at least, at that location. Whether it can travel in the Mobile Museum is something their curators have to work on in terms of the security for it as it would be out of a museum environment, per se. Peter went on to say that they are in conversation with the Union Pacific Railroad about how their heritage train might be incorporated on a special tour through Northern Nevada. The Governor has strongly expressed his interest in being onboard that train and making stops in Elko, and Winnemucca, and Battle Mountain, and then Lovelock. They are trying to time that so that it could arrive in Reno on Friday, the week of Reno Rodeo, and also coordinate something with the Reno Rodeo.

John Tyson said in addition to that, the Southern Pacific steam locomotive out of Portland, Oregon - and they're a daylight train - it would be a great thing to have them both here at the same time.

Bud Hicks asked if any other commissioners had any comments. Seeing none, he opened the meeting to final public comment.

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Patricia Martinelli-Price spoke about her personal event organizing and fundraising experiences and asked how a gaming and banking component might be incorporated. She went on to speak about the need to incorporate the diverse cultures and listing some of the events that take place in Nevada every year.

Bud Hicks noted that they hope to put the Nevada 150 brand and insignia on those events throughout the state, but the people that are organizing the events need to know they aren't going to take those events over, they just want, for example, Reno Rodeo to use our logo and to be a designated partner. A significant amount of money will be spent on public relations and that will benefit all of these events because they will be advertised as part of the Nevada 150 Celebration. It will be a direct benefit for all of these other events, as they will help benefit us to bring the message to Nevadans about this celebration.

Someone asked if Peter Barton would address the gaming issue. He replied that it is included in the exhibit area that speaks to One Sound State; talks about the significant changes that occurred in the period of the great U.S. depression here in Nevada and the rebranding of Nevada and the onset of gaming in 1931. The story is included there, as well as in the modern story, and the story of Nevada's contemporary history and its future.

Yvette Williams, introduced herself and thanked Commissioner Nelson, for the comment that she made about teaching important pieces of history. She mentioned how important it was to remember Nevada's diverse community and to make sure that everyone's piece of history is included. She didn't hear about the historical West Side, which happens to be the home of the Westside School which is now designated as a National Historical Site; and it should be included. She mentioned that the grand opening of their beautiful new community center and the school site could be part of this celebration. She hoped they could tie in and bring some cultural awareness and contributions of the African-American community. She asked if the Commission, and of course, the Governor, would be wanting to engage the community and taking ownership of the event and feeling their own piece of their pride and participation, and if so, then she suggested that might want to consider some ideas of how they could participate. That there may be community members who have other important pieces of our history that they may want to submit for consideration, as well. She said she was looking forward to helping on a work group or two.

Fernando Praias introduced himself as originally from Bel Air, California, but living in Nevada for the past two years, and painting murals, and exhibiting at galleries. He said he loved Las Vegas and the mountain that inspire him. And offered, as an artist, to help out in any way

Bud Hicks thanked him and asked him to leave his contact information.

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Bud Hicks asked for any public comment in Carson City?

Ken Hamilton expressed his hope that they could all work together on the NV150 celebration that would be launched on Nevada Day. He mentioned that they have a merchandising director on their board, and a website that's been around for over 20 years and offered to provide a link to the NV 150 site to promote anything that we can to help move the effort along.

Someone asked if Nevada Day is non-profit? Someone else replied that it was.

Bud Hicks asked for a motion to adjourn.

There was a motion. That was seconded.

Bud Hicks asked for all in favor to say aye. The meeting was adjourned.