

Minutes for the November 16th Nevada Sesquicentennial Planning Committee. The Committee convened in two locations, connected via video-conference. The northern Nevada location was at the law offices of McDonald, Carano & Wilson, 100 W. Liberty Street, Reno, NV. The southern location was the law office of McDonald, Carano & Wilson at 2300 W. Sahara Avenue, Suite 1200, Las Vegas, NV 89102.

1. OPENING AND CONFIRMATION THAT MEETING WAS PROPERLY POSTED- Bob Brown

Co-chair Brown called the meeting to order at 9:31 am. The meeting was properly posted.

2. ROLL CALL AND DETERMINATION OF QUORUM – Bob Brown

Members Present:

Bob Brown (Las Vegas)
Neena Laxalt (Reno)
Bud Hicks (Reno)
Andy Kirk (Las Vegas)

Excused:

Mike McGinness
Lori Nelson
Ted Olivas

Staff/Consultants Present:

Peter Barton
Dana Bennett
Maryann McAuliffe

Others Present:

Karen Baggatt
Ruth Dawn
Jack Greenhouse
Wayne Header – Sons of Union Veterans
Tim Hellian – Tour de Nez
Jane Holeman – Integrated Corporate Communications
Caroline Hoover – Stephens Books
Mary-Sarah Kinner – Governor’s Office
Emerson Marcus – Reno Gazette Journal
Kathy Nonoman – Nevada Women’s History Project.
John Riggs – Sons of Union Veterans
Rick Sherman – Stephens Books
Alex Tanchek – Neena Laxalt
Brian Worster – Sons of Union Veterans

3. PUBLIC COMMENTS AND DISCUSSION – Bob Brown

Mr. Worster informed the committee about the nonprofit organization the Sons of Union Veterans, noting they have equipment and uniforms related to the Civil War and would be willing to help in sesquicentennial events. Mr. Header stated he had put together a fact sheet with events the Sons of Union Veterans are looking for next year which he would be willing to share with the committee.

Ms. Nonoman reminded the committee that Nevada's sesquicentennial is also the centennial of women's suffrage in Nevada and recommended working together to reduce the duplication of efforts.

Mr. Greenhouse expressed his interest in there being an all-horse drawn carriage parade as part of the celebration.

4. APPROVAL OF MINUTES – For Possible action

October 19, 2010 meetings

Mr. Hicks made the motion to approve the minutes for October 19th. Dr. Kirk seconded the motion. The motion passes unanimously

5. COMMITTEE SECTION & LEAD REPORTS – For Possible Action

1. Committee Lead Reports – Committee

Fund Raising– Bob Brown

Report on fundraising strategies– For Possible Action

Discussion of Stephens Books, Nevada 150 Book Proposal– For Possible Action

Mr. Brown noted they will meet with Slanker on November 27th. Mr. Brown met with NV Energy and noted they will donate to the committee, though the total was not yet disclosed to Mr. Brown.

Ms. Hoover presented the committee with a proposal from Stephens Books on the development of a commemorative book for the sesquicentennial.

Ms. Hoover noted Stephens Books has done this for other states in the past and stressed the sponsorship pages in the back would not be advertisements but would provide historic background on the sponsor. Dr. Kirk stated past commemorative items were depicted in a similar fashion.

Mr. Brown stated he will recuse himself from the vote because Stephens Books is a sister company of his.

Ms. McAuliffe noted Janet Geary of Nevada Magazine prepared a second proposal which the committee was unable to discuss at the previous meeting due to time constraints. Two separate plans were presented

Ms. Laxalt asked what how much time Stephens Books would need to produce the book. Ms. Hoover stated they would need to know fairly quickly to have the book available for Nevada Day 2013, probably by December 1st. Ms. McAuliffe said Nevada Magazine would need it no later than the end of December. Ms. Laxalt suggested placing this item on the agenda for the December meeting to come up with a final decision.

Mr. Hicks stated it would be helpful to have both packages fully prepared before the meeting. Ms. McAuliffe asked Ms. Hoover to provide any additional items available, to which Ms. Hoover stated she would.

5. COMMITTEE SECTION & LEAD REPORTS – For Possible Action

1. Committee Lead Reports – Committee

Education– Dr. Kirk

Discussion of progress made with education liaisons– For Possible Action

Dr. Kirk updated the committee on what he's done in regards to education. Dr. Kirk informed the committee on a meeting which had taken place with Dwight Jones and Kirsten Serrer of the Clark County School District, who were interested in how the sesquicentennial could become part their ongoing programs. Dr. Kirk also met with representatives from the Andre Agassi Foundation on collaborating and participating with the committee through the creation of a legacy event to be incorporated into their curriculum. Dr. Kirk noted his upcoming meeting with individuals from Nevada History Day. Dr. Kirk also attended the Nevada Humanities Executive Board meeting, who has ideas to support sesquicentennial activities. Dr. Kirk also informed the committee the Nevada Online Encyclopedia will have the sesquicentennial as a theme for the entire year, but are awaiting direction from the committee how they can facilitate educational aspects.

5. COMMITTEE SECTION & LEAD REPORTS – For Possible Action

1. Committee Lead Reports – Committee

- Local/Sanctioned Events– Ted Olivas**
- Discussion on letter to county and local officials, signed by the Governor, to inform of the upcoming Sesquicentennial and seek support for same – For Possible Action**
- Report on NACO presentation– For Possible Action**
- Creation of Agency List and outreach schedule– For Possible Action**

Ms. Laxalt informed the committee of her presentation to the Nevada Association of Counties annual conference.

5. COMMITTEE SECTION & LEAD REPORTS – For Possible Action

1. Committee Lead Reports – Committee

- Public Relations– Lori Nelson**
- Report on public relations matters including logo unveiling- For Possible Action**

In Ms. Nelson's absence, the committee skipped over this item.

5. COMMITTEE SECTION & LEAD REPORTS – For Possible Action

1. Committee Lead Reports – Committee

- Legacy Projects/Signature Events– Senator Mike McGinness**
- Update on events including flagship, traveling museum concept and proposal– For Possible Action**

Mr. Barton updated the committee on the progress of the traveling museum with the history, inspiration, and importance of the exhibit. The contract with the vendor has been executed and design meetings have taken place to discuss which exhibits will be in the trailer. The rough outline schedule is in the process of being developed, beginning Nevada Day 2013. The cost for the tour will be between \$1.1 million and \$1.5 million, but may go up if the committee decides to extend the tour. Mr. Barton noted the trailer could be wrapped in sponsorships. The size of the trailer will be 53 feet wide by 10 feet 6 inches tall, with 530 to 550 square feet available for sponsorships and promotions.

Ms. Bennett added she discussed this with Senator McGinness who is pleased with the idea and believe it should be the way to proceed.

Ms. Laxalt noted the committee would take a list of all local governing entities throughout the state and select the 150 stops and possibly putting together criteria for signature events. For events not listed as signature events could

be listed as partner events where the event could use the sesquicentennial logo, hook in with commemorative items and use the name.

Mr. Barton noted the first schedule for the tour could hit 90 percent of Nevada's population; with 150 stops Mr. Barton has little doubt they could reach every Nevadan.

Dr. Kirk stated the mobile museum will be critical for the educational mission of the project. Dr. Kirk's original idea of a geocaching can also be tied in with the mobile museum, as well as a sesqui-scout program. Dr. Kirk noted he has a student working on an app that could function for the sesqui-scouts.

5. COMMITTEE SECTION & LEAD REPORTS – For Possible Action

1. Committee Lead Reports – Committee

- Commemorative Items/Licensing/Trademark or Copyright protection – Bud Hicks**
- Letter Agreement between the Committee and the Nevada Cultural Affairs Foundation– For Possible Action**
- Addendum No. 1 to the Independent Contractor Agreement between the Committee and Mary Ann McAuliffe– For Possible Action**
- Independent Contractor Agreement with Dana Bennett– For Possible Action**
- Discussion of Formation of a 501(c) (3) entity to assist in the fundraising and administration of events and projects undertaken by the NV 150 Committee. – For Possible Action**
- License plate status and recommendation – For Possible Action**

Mr. Hicks commented on the issues with the committee, and subsequently the full commission, in regards to administration. The charge of the committee has been to have no expense to the state other than having Mr. Barton involved. Particularly, Mr. Hicks noted the mechanical problems of handling funds with the committee working through the Cultural Affairs Foundation. It was asked by Bob Ostrovsky of the Cultural Affairs Foundation that an agreement be formalized between the committee and the Cultural Affairs Foundation due to the significant fundraising and expenses that will occur during. An alternative was developed which would create a similar foundation to act as a charitable foundation, accept donations from companies and individuals, and be charged with using those funds for events and commission purposes. Excess funds would go towards historical preservation and maintenance groups for historical landmarks. A draft foundation proposal has been circulated to the committee for review for approval in December.

Mr. Hicks made the motion to send the letter to Mr. Ostrovsky with the outline agreement and authorize Mr. Brown and Ms. Laxalt to sign on behalf of the committee. Dr. Kirk seconded the motion. The motion was passed unanimously.

Mr. Hicks introduced the addendum formalized the relationship with Ms. McAuliffe and the Cultural Affairs Foundation.

Mr. Hicks made the motion to approve the Addendum #1 to the independent contractor agreement with Ms. McAuliffe and to authorize Mr. Brown and Ms. Laxalt to execute on behalf of the committee. The motion was seconded by Dr. Kirk. Ms. Laxalt noted the contract will be up for review by the committee and questioned whether the committee wants to go back to Mr. Ostrovsky for several addendums. Mr. Hicks noted this decision could be carried over to the next meeting. Mr. Hicks withdrew his motion.

Mr. Hicks noted the independent contractor agreement with Dr. Bennett has been circulated to committee members.

Mr. Hicks made the motion to approve the independent contractor agreement submitted to the committee with Ms. Bennett and authorize the Mr. Brown and Ms. Laxalt to execute the agreement on behalf of the committee. Ms. Laxalt seconded the motion. The motion was passed unanimously.

Mr. Hicks presented a report on the license plate status. After meeting with the Governor and his staff, the Governor had creative ideas Mr. Hicks forwarded to Mr. Brown to see if the graphics department at the Las Vegas Review Journal could develop these concepts. Several proposals were presented and will be circulated to committee members to discuss in December.

5. COMMITTEE SECTION & LEAD REPORTS – For Possible Action

1. Committee Lead Reports – Committee

- Legislative/Government/Administrative – Neena Laxalt**
- Administrative update and report– For Possible Action**
- RFP for Executive Director– For Possible Action**
- Discussion of draft letter for the Governor to send to Congressional Delegation and Constitutional Officers – For Possible Action**
- Report on meeting with Governor Sandoval– For Possible Action**

In regards to the RFP for the executive director, Ms. Laxalt noted she needed a timeframe to hand over the recommendations to the full commission. With the letter for the congressional delegation, local governments, tribal councils and the like, Ms. Laxalt suggested delaying this item until it can be discussed with Ms. Nelson since much of what would appear in that letter blends into public relations.

5. COMMITTEE SECTION & LEAD REPORTS – For Possible Action

1. Committee Lead Reports – Committee

- Recommendations for membership on full Commission– All members – For Possible Action**

In Ms. Nelson's absence, the committee skipped over this item.

5. COMMITTEE SECTION & LEAD REPORTS – For Possible Action

2. Consultant's Report – Dana Bennett, PhD

- a. Overview of research findings to date – For Possible Action**
- b. Discussion of elements to be included in final plan – For Possible Action**
- c. Outline of next steps on proposed work session and work session document for December meeting – For Possible Action**

Ms. Bennett informed the committee she went on a listening tour to help develop a program and a timeline for events. In speaking with Senator McGinness, legacy projects should have an enduring piece so the projects will be around at least during the bicentennial and hopefully beyond. In speaking with Mr. Barton and Claudia Vecchio of the Commission on Tourism, there was discussion on an executable plan for the full commission. In speaking with Ms. McAuliffe, Ms. Bennett received access to all the information and files the committee has compiled. In speaking with Dr. Kirk, one piece discussed was the belief curriculum come from teachers and people actually working in education, rather than being a top down approach dictated from the committee. In speaking with Mr. Olivas, Ms. Bennett got the idea of how the sanctioned events will formulate.

Ms. Bennett suggested a work session for the meeting to formulate the recommendations presented by the committee. The structure should be for the committee to review all these options and possibilities within the areas the committee was tasked to conduct: fundraising; program events; and the statewide commission. Regarding events, Ms. Bennett suggested thinking about whether it was something the full commission would execute and be responsible for every aspect, or whether it's something the full commission would sanction.

Ms. Bennett also suggested the committee consider conducting the next meeting 2 day event, starting Friday afternoon, breaking for the evening, and finishing Saturday morning. Mr. Barton suggested bring this up to the committee when they meet via teleconference next week. Ms. Laxalt stated her preference would be a 9:30 am to 12:00 pm meeting then finishing in the afternoon. Ms. Laxalt noted she agreed to help Ms. Bennett fill out the details of the work session document. Mr. Hicks asked if it could be circulated to the committee members to suggested ideas, to which Ms. Laxalt agreed. The committee agreed to hold the next meeting at the state museum in Las Vegas on December 14th for an all day meeting.

5. COMMITTEE SECTION & LEAD REPORTS – For Possible Action

3. Staff / Interim Executive Director Report – Mary Ann McAuliffe

- a. Discussion on agency meetings; status assembling agency and local government event lists– For possible action**
- b. Discussion on Nevada 150 presence at upcoming Governor's Conference on Tourism; suggestion of table in Exhibitor Area – For possible action**
- c. Report on re-submitting application to City of Las Vegas for Centennial Grant funds for NV 150 project(s) – For possible action**
- d. Report on meeting with Freeman Williams Accounting – For possible action**
- e. Review new proposal from Nevada Magazine concerning development of a special 2014 publication/book – For possible action**
- f. Discussion on conversation with Gwen Clancy for videography (60-90 sec. spot) for use online and in exhibit at legislative building – For possible action**
- g. Monthly Activity Report**

Ms. McAuliffe reported she had called all the counties to try and compile a list of annual events. Generally, Ms. McAuliffe noted, the counties have referred her to the chambers of commerce. In Ms. McAuliffe's experience, most events are coordinated through the conversations and visitors authorities to enhance promotional opportunities. In speaking with the Commission on Tourism, Ms. McAuliffe received a list of CVA. Additionally, Ms. McAuliffe received 12 months of Word documents consisting of events held through the year. Ms. McAuliffe noted meeting with the Arts Consortium, who also expressed interest in getting involved with the sesquicentennial.

Ms. McAuliffe went on to discuss the Governor's Conference on Tourism, which Ms. McAuliffe believes will provide an opportunity to present the sesquicentennial to the tourism industry. Ms. McAuliffe spoke with Ms. Vecchio, who stated it would be acceptable and appropriate for the sesquicentennial to have a table at the conference. Mr. Barton suggested to Ms. McAuliffe having either the Governor or Lieutenant Governor mention the sesquicentennial during opening remarks. Mr. Barton stated the Governor's Conference is a tremendous opportunity getting out to business leaders and getting them thinking about event cycles during 2014.

Regarding the Las Vegas Centennial grant application, Ms. McAuliffe would need to discuss and identify a Las Vegas project the committee would like to become involved with to Ester Carter of the City of Las Vegas to have the application submitted to the Las Vegas Centennial Commission by early December. Ms. Laxalt asked Ms. Bennett to review the grant proposal as well. Dr. Kirk also offered himself to review the grant. Ms. Laxalt asked Dr.

Kirk and Ms. Nelson to oversee Mr. Barton, Ms. Bennett and Ms. McAuliffe on the grant application, and asked an agenda item be on the next committee meeting to provide an update on the process.

Ms. McAuliffe updated the committee on a meeting between Mr. Barton, Roger Williams and Rob Stodard with Freeman Williams accounting firm, and herself. Freeman Williams had expressed interest in providing financial accounting services. Mr. Barton stated Mr. Ostrovsky has already established a subaccount for the committee in the Cultural Affairs account and would like a member of the committee to become a signatory to that account.

Ms. Laxalt made the motion that she and Mr. Hicks meet with Mr. Ostrovsky to provide signatures for the subaccount. Dr. Kirk seconded the motion. The motion was passed unanimously

Ms. McAuliffe noted a meeting with Mr. Barton, Gwen Clancy and herself to discuss the development of a short video to appear online and with the legislative exhibit. Ms. McAuliffe sent an example from Arizona to committee members, as well as Ms. Clancy's proposal. In Ms. Clancy's proposal, a 2 minute video would cost \$1,500. The idea was for Ms. Clancy to record video of the Governor speaking of the sesquicentennial while also providing historical imagery. Mr. Barton provided additional context by going into Ms. Clancy's past works on history projects and programs in the state of Nevada.

Ms. Laxalt suggested she work with Mr. Barton on this to come up with a final product for the legislative exhibit. Ms. Laxalt expressed concern about using the Governor being perceived as political when viewed in the halls of the legislature.

Ms. Laxalt made a motion to work with Mr. Barton on the development of this video. Mr. Hicks seconded the motion. The motion was passed unanimously.

Ms. McAuliffe then presented her monthly activity report to the committee.

5. COMMITTEE SECTION & LEAD REPORTS – For Possible Action

4. Budget Update – Staff & co-chair Bob Brown

a. Review updated budget for the planning effort including additional detail on short, mid and longer term needs – For Possible Action

Mr. Brown noted, in research conducted by Ms. Bennett on celebrations of this kind in other states, budgets tend to roughly equal a dollar per citizen in the state. Mr. Brown noted most states also do not use state appropriations and operate solely through private donations.

Mr. Barton brought it to the attention of the committee that Ms. McAuliffe has updated the sesquicentennial fact sheet with the logo, mission, values, and the committee web address. Mr. Barton also informed the committee that a few organizations have contacted him about using the sesquicentennial logo for some of their events and suggested the criteria for use of the logo be developed. Ms. Laxalt stated she will follow up in regards to use of the logo since the establishment of the criteria may be outside the purview of the committee. Mr. Hicks suggested coming up with suggested criteria and licensing agreement for the full commission to act upon and for those groups interested in using the logo to anticipate following. Ms. Laxalt asked Mr. Barton to keep a list of individuals asking to use the logo.

Mr. Barton noted the Commission on Tourism has engaged in the second phase research effort on the arts and culture ideas and the Nevada consumer survey, and that results should be available before December 14th.

6. PUBLIC COMMENT AND DISCUSSION

Mr. Header asked an agenda item be placed on the agenda next month for two Sons of Union Veterans events related to the 150th anniversary of the Civil War and using the sesquicentennial logo in their events. Ms. Laxalt suggested a presentation would not be necessary, but did ask for Mr. Header to work with Mr. Barton.

Mr. Riggs added comment that the federal government has been commemorating the 150th anniversary of the Civil War over a 5 year period. Mr. Riggs noted events coming up in the next two years that deal with the Civil War nationwide, but specific Nevada events would be available. Ms. Laxalt asked information be submitted to Ms. McAuliffe to help plan the mobile museum route.

7. COMMITTEE MEMBER COMMENT ON NON-AGENDIZED ITEMS

No committee member comment.

8. FUTURE AGENDA ITEMS

No items discussed.

9. CALENDAR FOR NEXT MEETING

The next meeting is scheduled for Friday, December 14. The meeting will convene at 9:30am at the Nevada State Museum in Las Vegas (Las Vegas Springs Preserve, upper parking lot).

Mr. Brown noted the next committee meeting is scheduled for December 14th at the state museum in Las Vegas at 9:30am, and recommended scheduling the meeting until the building closes at 5:00pm. Mr. Barton commented they will try and set up the videoconferencing with the Commission on Tourism in the north.

Ms. Laxalt reminded the next committee meeting will be November 16th via teleconference to discuss the interim executive director contract and the legislative exhibit.

10. ADJOURNMENT

Co Chair brown adjourned the meeting at 11:38am

Nevada Sesquicentennial Planning Committee

November 19, 2012

McDonald, Carano, Wilson Reno & Las Vegas

NAME	ADDRESS	E-Mail	Phone
Bob Brown, co-chair (LV)			
Neena Laxalt, co-chair <i>Neena Laxalt</i>			
Bud Hicks <i>Bud Hicks</i>			
Dr. Andy Kirk (LV)			
<i>Excused</i> Senator Mike McGinness			
<i>Excused</i> Lori Nelson			
<i>Excused</i> Ted Olivas			
<i>Excused</i> Claudia Vecchio, NCOT-CA			
<i>Peter Barton</i> Peter Barton, DM&H			
Mary Ann McAuliffe, Interim ED <i>Mary Ann McAuliffe</i>			
Dana Bennett, Bennett Hist. Research (LV)			

Nevada Sesquicentennial Planning Committee

November 19, 2012

McDonald, Carano, Wilson - Reno & Las Vegas

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& Old Timers**

Sons of Union Veterans

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