

Nevada Sesquicentennial Commission
Meeting Minutes
April 23, 2014

This meeting was convened in the Kenny Guinn Room of the Nevada State Capital, 101 North Carson Street, Carson City, Nevada and was video conferenced to the Grant Sawyer Building, Room 4412, 555 East Washington Avenue, Las Vegas, Nevada. Additionally, a teleconference line was established. This meeting complied with Nevada's open meeting law. The notice and agenda were properly posted at the following locations: State Capitol Building; Nevada Department of Tourism and Cultural Affairs in Carson City; Nevada State Library and Archives in Carson City; Division of Museum and History in Carson City; and the Grant Sawyer Building in Las Vegas. The public may acquire the agenda and supporting materials pursuant to NRS 241.020(2) by contacting Mr. Matt Robinson, Nevada 150, at (775) 687-0608 or via email to matt.robinson@nevada150.org. Materials are available from the Nevada 150 office, Laxalt Building, 401 North Carson Street, Carson City, Nevada.

1. OPENING

-Call to order and Roll Call- Lt. Governor Brian Krolicki, Chairman

Chairman Brian Krolicki called the meeting to order at 10:04 am.

Members Present:

Lt. Governor Brian Krolicki – Chairman
Neena Laxalt – Vice Chair
Bob Brown
Bud Hicks
Andy Kirk
Myron Martin
Lori Nelson
Don Newman
Randy Snow

Members Absent/Excused:

Patty Cafferata
Oscar Goodman
Sherri Rupert
John Tyson

Staff Present:

Scott Carey
Kara Kelley
Matt Robinson
Pam Robinson
Susan Moore

2. PUBLIC COMMENT

This portion of public comment is limited to items directly relevant to the agenda. Public comment is welcomed by the 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 agendized and included as an item for possible action at a later meeting, per NRS 241.020.

State Senator Barbara Cegavske introduced herself to the Commission.

Patricia Martinelli-Price of the Pulidor Foundation addressed the Commission, notifying the Commission about plans to hold a rodeo September 12th through September 14th in Logandale. Ms. Martinelli-Price noted they were in the process of submitting paperwork to Commission staff for the rodeo and had questions regarding the coordination

between event organizers, the Commission, and event sponsors. Mr. Scott Carey encouraged her to continue with the event application process and staff can get the event posted online.

Helen Stewart impersonator Linda Miller addressed the Commission, expressing her gratitude for the Commission's help with the Helen Stewart Birthday Tea event. Ms. Miller also expressed concern the Las Vegas Review-Journal was not placing some events in their community event calendar.

Chuck Mendborough of Shootout Rodeo in Logandale notified the Commission they have working with Ms. Martinelli-Price on the Rodeo.

Ken Hamilton of Nevada Day Inc. briefly updated the Commission on the progress of the Nevada Day parade in Carson City, noting they've had several entry inquiries despite applications not being accepted until May. Mr. Hamilton also displayed to the Commission a rough copy graphic of the parade's theme.

Katherine Baran of Nevada Day Inc. expressed her excitement to be helping with the opening ceremonies and with the parade. Ms. Baran also commented the use of augmented reality by Nevada Day Inc. through the development of the program.

Ron Hendrix, volunteer with the Wells Chamber of Commerce, expressed his gratitude for the help of the Commission with the Nevada State Fiddler's Contest in June.

3. MINUTES - FOR POSSIBLE ACTION

- March 12th meeting

Commissioner Neena Laxalt made a motion to approve the minutes for March 12, 2014 meeting. Commissioner Bud Hicks seconded the motion. The motion was approved unanimously.

4. DISCUSSION TOPICS

4.1: Chairman's Report - Lt. Governor Brian Krolicki, Chairman

Chairman Krolicki provided the Chairman's Report to the Commission, highlighting the attendance by staff and himself at the Nevada Tribal Tourism Conference at Lake Tahoe for the 27 recognized Native American tribes in Nevada. Chairman Krolicki also commented on the third medallion design to be selected by Nevada school children, which will end voting April 30th. For commissioners who had not reviewed the designs, Chairman Krolicki stated staff can make those available to all commissioners. Additionally, Chairman Krolicki discussed the Nevada Sesquicentennial Celebration Mural Hunt Passport keepsake by Wells Fargo, where Wells Fargo will have paintings commissioned for various branches depicting historical Nevada themes and kids will have the opportunity to attain a passport keepsake that can be stamped at each of the branches with the paintings.

Chairman Krolicki announced new staff members and consultants have been added to the Lieutenant Governor's office and to the Commission: Chaunsey Chau-Duong will serve in the Lieutenant Governor's office; Karen Baggett will serve as business manager for the Commission; and Dana Bennett will produce the historical record for the Sesquicentennial celebration.

Chairman Krolicki also asked Commissioners to consider a project to preserve legacy for the Commission through a public display. As an example, Chairman Krolicki noted the time capsule created by the Nevada Centennial Commission and suggested doing something similar, possibly being buried at the Grant Sawyer Building in Las Vegas or at other location throughout the state. Chairman Krolicki suggested working in collaboration with the tourism territories to find a suitable location, if the Commission were to choose this route.

Commissioner Bob Brown suggested the possibility of geocaching various locations, providing an opportunity for Nevadans to travel and learn about the state's history and culture even after the celebration.

Commissioner Laxalt offered to work with staff and follow up with ideas presented.

4.2: Nevada 150 Foundation Financial Report-Bud Hicks, President, Nevada 150 Foundation-For Possible Action

Commissioner Hicks provided an update on the finances of the Nevada 150 Foundation. Commissioner Hicks noted a recent contribution of \$50,000 from Wynn Resorts, as well as \$700 in commission from Silver State Industries for merchandise, about \$54,000 from sales of the Sesquicentennial license plate, and \$33,500 from sales of tickets for the Harley Davidson raffle. Commissioner Hicks stated the Foundation has roughly \$302,000.

Chairman Krolicki expressed his appreciation for those who had donated, and further expressed his optimism a contribution from Newmont Mining would soon be coming into the Foundation's coffers.

4.4: Commissioner Updates

Commissioner Laxalt discussed the new page on the Commission's website, the Nevada Authors section, used to promote and highlight Nevada books and authors from the state's past and present. Commissioner Hicks suggested potentially including a page specifically dedicated to Nevada's artists.

Commissioner Myron Martin updated the Commission on the September 22nd celebration at the Smith Center in Las Vegas, noting some entertainers have given him a verbal commitment. Commissioner Martin also commented on how nice it would be to secure the attendance of Nevada's Congressional delegation.

Commissioner Kirk commented on the upcoming Nevada History Day on April 26th, as well as movement on several education programs aiming towards the summer and the fall.

Commissioner Newman noted Rural Roundup will be taking place at the end of April in Ely in coordination with various rural partners.

4.3: Special Events and Community Outreach-Scott Carey

Mr. Scott Carey provided the Commission an update on the various events and community outreach activities of the previous month, specifically providing highlighting the Battle Born Birthday Cake Celebration. To date, Mr. Carey stated, 245 official and signature events had been approved with 132 events having been held. Mr. Carey noted with the addition of Goldfield Days in Esmeralda County at least one event has been designated in each county. Mr. Carey concluded by stating the Commission is still looking for events to commemorate the celebration and encouraged all parties wishing to submit applications to do so through nevada150.org or to call Mr. Carey at (775) 687-0645 with questions.

4.5: Executive Director Report-Kara Kelley

Mr. Matt Robinson began by providing an update on legacy projects on behalf of Commissioner Patty Cafferata, commenting on projects to help replace trees at the Dangberg Ranch in Minden and to replace the plaque for the USS Nevada memorial at the State Capitol complex. Anyone with interest in supporting these projects is encouraged to contact Mr. Robinson. Additionally, Mr. Robinson stated a temporary location for the Nevada Mining Diorama had been secured at the Nevada Legislature for a partial segment of the 2015 legislative session.

Chairman Krolicki asked for an estimated dollar amount on the projects. Mr. Carey replied for the USS Nevada plaque replacement it would be \$1,700, but noted middle school classes and museums are looking to help raise funds for that project as well. To not discourage outside individuals from raising funds for such a project, Chairman Krolicki suggested the possibility of providing matching funds, which Commissioner Hicks stated, from the Foundation's perspective, could be done.

Ms. Kara Kelley began her report by expressing gratitude toward Enterprise Rent-a-Car and Hampton Inn in Carson City for providing services to her on the state plan, resulting in savings to the Commission. Ms. Kelley provided an

update on commemorative medallions, which have sold just over 1,000 silver and 571 copper, and the Sesquicentennial license plate, which has sold just over 6,500.

Continuing, Ms. Kelley provided an update on Sesquicentennial Harley Davidson motorcycle, noting its upcoming appearances in Northern Nevada in June at Street Vibrations in Sparks, the Elko Motorcycle Festival, possibly at Octane Fest in Churchill County, and the Nevada Board of Tourism meeting. Regarding raffle ticket sales, Ms. Kelley stated, after analyzing sales for the first 6 weeks, they are not projected to sell all 2,000 tickets and that she will be enlisting the help of all commissioners to sell raffle tickets. Ms. Kelley informed commissioners 376 tickets had been sold to date, most of which have not necessarily gone to motorcycle riders. Ms. Kelley further noted that if the Commission were to not sell another raffle ticket the Commission would lose out on roughly \$255,000 in potential revenue. To help advertise the raffle, Ms. Kelley stated Nevada Magazine will be donating a quarter of a page in each publication to promote the motorcycle.

Commissioner Hicks commented on previous conversation with Ms. Kelley in which she said the best tactic for selling tickets to a non-motorcycle rider was to suggest loaning the motorcycle to a museum or donating to a favored charity if won. Ms. Kelley stated she'll usually lead with that since people will tend to disregard the raffle if they do not ride. Ms. Kelley also stated Peter Barton had indicated to her that the Division of Museums and History would accept the motorcycle as either a donation or a long-term loan.

Commissioner Martin sought clarification that the drawing would take place in October. Ms. Kelley replied that the drawing is intended to occur on October 31st at the new Harley Davidson dealership in Las Vegas. Commissioner Martin stated he's put in a request with Mr. Tim Cashman to have the motorcycle placed in the lobby of the Smith Center during Sesquicentennial event in September.

Commissioner Martin also asked if commissioners were legally prohibited from purchasing the raffle tickets or if there were rules against a commissioner winning the raffle. Ms. Kelley replied that the only prohibition is against officers of the Nevada 150 Foundation.

With regards to merchandising, Ms. Kelley updated the Commission on the various activities and ideas, including a Sesquicentennial belt buckle proposed by State Senator James Settelmeyer, commemorative firearms, and the continuing sales of Silver State Industries.

Ms. Kelley noted fundraising activities are continuing, but also notified commissioners staff will be applying for a Library of Congress grant for teaching at historic places.

Ms. Kelley offered the next 3 months of meetings for the Commission: May 14th at 2:00 pm; June 18 at 10:00 am; and July 15th at 10:00 am. Chairman Krolicki asked Ms. Kelley to email those dates and times to commissioners.

Ms. Kelley also offered several Save-The-Date's for commissioners and for sponsors: May 29th for the US Postal Service unveiling of the Sesquicentennial stamp; June 12th for the Sesquicentennial commemorative book launch; and September 22nd for the Smith Center event.

Commissioner Laxalt asked if an event for the Sesquicentennial commemorative book had been planned in Reno. Ms. Kelley stated the intent is to also hold one in Reno, though one has not been planned yet.

4.6: PR-Media Update-Tiffany East, The Glenn Group

Tiffany East of The Glenn Group provided the Commission an update on public relation and media activities over the previous month. 450 press stories about the Sesquicentennial occurred since the last meeting, 32 of which were about the Sesquicentennial Battle Born Birthday Cake event, including an online time-lapse video of the cake being constructed produced by Sharon Spangler from the City of Reno. Ms. East continued, highlighted several upcoming press opportunities, including television coverage on Channels 8 and 13 in Las Vegas and the upcoming US Postal Service stamp unveiling. Ms. East also asked members of the public who wish to have their events publicized to contact Commission staff or The Glenn Group as soon and as early as possible, noting 4 days before an event would generally be too late.

4.7: LV Parade Update-Esther Carter

Before providing an update on the Las Vegas Parade, Esther Carter of the City of Las Vegas notified commissioners Betsy Fretwell, city manager for the City of Las Vegas, operates a blog for the City of Las Vegas and that she would likely be willing to provide posts for the Commission if Commission staff provides details for a post.

Ms. Carter continued, updating commissioners on the status of the Nevada Day Parade in Las Vegas, noting an agreement between the Las Vegas Centennial Committee and the Nevada 150 Foundation had been finalized. Ms. Carter noted the agreement would provide \$100,000 to the Foundation for activities relating to the parade to be carried out by the City of Las Vegas. Ms. Carter stated that the Centennial agreement will be completed and signed within the day, that Ms. Kelley will receive an executed copy, and that money won't be spent on the parade unless permission is granted. Regarding parade applications, Ms. Carter stated she's waiting for the completion of Helldorado Days before placing information online, but that she is prepared to accept applications for the Nevada Day parade. Ms. Carter expressed confidence in meeting the September 22nd timeline to narrow down the number of entrants to 150. Ms. Carter also suggested using this opportunity for Southern Nevada school marching bands to march in the Northern Nevada parade and vice versa.

Commissioner Martin offered Rick McIntyre as the contact at the Clark County School District in regards to music, and used the opportunity to praise the district for being named one of the top districts in the nation for public school music education.

Ms. Carter asked if any media plan was in place to highlight the parade. Ms. East stated she'd need to check with The Glenn Group office and can get back with additional information. Ms. Carter offered the assistance of the individual responsible for communications at the City of Las Vegas.

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Dr. Marlene Adrien of the Nevada Women's Legacy Project commented on her experiences with her project in rural communities, noting various media stories being written about it. Dr. Adrien noted the progress of her project has come along nicely, with only a few more counties remaining where women need to be interviewed. Dr. Adrien stated she anticipates a June completion date. Dr. Adrien suggested the possibility of conducting an event with the Women's Legacy Project book in coordination with the official Sesquicentennial commemorative book. Dr. Adrien reminded the Commission of an upcoming event in Boulder City on May 31st. Dr. Adrien also expressed concern over minutes not being posted on the website for public consumption. Ms. Kelley stated she believed the minutes were on the website, and if that was not the case or if they were not in an easy-to-find location that mistake would be rectified.

6. ADJOURNMENT - FOR POSSIBLE ACTION

Chairman Krolicki adjourned the meeting at 11:24am.