

Nevada Sesquicentennial Commission
Meeting Minutes
August 5, 2014

This meeting was convened in the Guinn Room of the Nevada State Capitol, 101 North Carson Street, Carson City, Nevada and was video conferenced to the Governor's Conference Room, Grant Sawyer Building, 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; 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 Ms. Karen Baggett, Nevada 150, at (775) 687-0650 or via email to kbaggett@nevada150.org. Materials are available from the Nevada 150 office, Laxalt Building, 401 North Carson Street, Carson City, Nevada.

1. Call to Order

Lt. Governor Brian Krolicki, Chairman

Chairman Brian Krolicki called the meeting to order at 10:07 a.m.

2. Roll Call

Lt. Governor Brian Krolicki, Chairman

Commissioners Present:

Lt. Governor Brian Krolicki, Chairman
Neena Laxalt, Vice Chair
Bob Brown
A.J. "Bud" Hicks
Dr. Andrew Kirk
Myron Martin
Lori Nelson
Donald Newman
Sherry Rupert
Randall Snow
John Tyson

Commissioners Absent/Excused:

Patricia Cafferata
Oscar Goodman

Staff Present:

Kara Kelley
Scott Carey
Matt Robinson
Karen Baggett
Pam Robinson
Linda Frederick
Susan Moore
Chaunsey Chau-Duong

3. Public Comment

Helen Stewart interpreter Linda Miller stated she had noticed discrepancies regarding a Facebook posting relating to Helen Stewart and that she had notified family members about the necessary changes. Chairman Krolicki noted staff was aware of those comments and that changes would be made.

4. Minutes ~ For Possible Action

Approval of Minutes of the Meeting held on July 11, 2014 in Carson City, Nevada

Commissioner Neena Laxalt made a motion approve the minutes of the July 11, 2014 meeting. Commissioner A. J. “Bud” Hicks seconded the motion. The motion was approved unanimously.

5. Discussion Topics ~ For Possible Action

5(a) - Chairman’s Report

- Lt. Governor Brian Krolicki, Chairman

Chairman Krolicki began the Chairman’s Report by discussing the kickoff of the 36 Star exhibit at the Nevada Museum of Art. Chairman Krolicki discussed exhibits of the program, including some of the first known artifacts from Nevada, photos from early Nevada, copies of the original Nevada Constitution, and the telegram sent from Nevada to Washington DC transcribing the Nevada Constitution upon Nevada’s entry into the United States. Chairman Krolicki also gave special mention to the upcoming 36 Star exhibit displaying the Emancipation Proclamation for 36 hours over Nevada Day weekend.

5(a) (1) - Fourth medallion update

Regarding the fourth medallion design, Chairman Krolicki stated all four designs are online at the Sesquicentennial’s website to be voted on, for which nearly 5,000 votes have already been cast. Chairman Krolicki stated voting will end Thursday, August 7th, and that the winning design will be unveiled at the time of the printing. Chairman Krolicki also commented on the plan to have all medallions will be available for purchase.

Chairman Krolicki expressed his appreciation to Linda Frederick and Pam Robinson for their work in coordinating the voting, design, and printing of the medallion.

5(a) (2) - Union Pacific Heritage Train update

Chairman Krolicki provided an update on the Union Pacific Battle Born Express - Heritage Train, which will be traveling across Northern Nevada from the Wednesday, August 27th to Saturday, August 30th. Chairman Krolicki further stated all commissioners are invited and encouraged to ride at least some portion of the ride. Chairman Krolicki stated the Governor will accompany the train for some portions, and that certain individuals who helped make the Sesquicentennial financially viable will also be invited, as well as local dignitaries.

Commissioner John Tyson asked whether accommodations will be made for overnight stops or if commissioners should anticipate one-day travel only. Ms. Pam Robinson stated it will be highly choreographed but that the specifics are being worked out. Chairman Krolicki added that while staff will provide logistics, commissioners shouldn't expect to be sleeping on the train but that getting off of the train at a whistle-stop will be a viable option.

Ms. Robinson stated she will send out a draft schedule to commissioners of whistle-stops and overnight locations, and suggested commissioner's contact her for making plans. Ms. Robinson provided the basic schedule, starting in West Wendover on Wednesday August 27th; on Thursday August 28th a whistle-stop in Wells, then into Elko overnight; on Friday August 29th a whistle-stop in Battle Mountain, then into Winnemucca overnight; and on Saturday August 30th a whistle-stop in Lovelock, then end in Sparks.

5(b) - Nevada 150 Foundation Financial Report ~ For Action
- Bud Hicks, President ~ Nevada 150 Foundation

Commissioner Hicks provided the financial report for the Nevada 150 Foundation, noting a cash balance, as of August 1st, of \$436,000. Commissioner Hicks commented on incoming cash reserves, specifically: \$100,000 from the Las Vegas Centennial Committee; \$25,000 from IGT; \$50,000 from Las Vegas Sands; \$61,000 from Sesquicentennial license plate sales; and \$27,000 from raffle ticket sales from Harley Davidson of Las Vegas.

Regarding upcoming expenses, Commissioner Hicks commented on the contract with Dana Bennett on historical research and the final report for the Commission. Commissioner Hicks stated the Foundation has engaged her, and that her fee is \$20,000. Commissioner Hicks further stated he'd like to have authorization from the Commission to execute this agreement, and that he's like to have a formal action item for the next meeting, a suggestion which Chairman Krolicki accepted.

Commissioner Hicks noted an additional order for a 1,000 ounce bar of silver has been placed. Commissioner Hicks added that any silver left over can be sold back at cost, and that the previous order was purchased for about \$22,000. Ms. Robinson added currently a 1,000 ounce bar is on display with 500 rounds made.

Chairman Krolicki noted Ken Hopple has been pressing the medallions for the Commission and has only asked for a medallion at each coining. Chairman Krolicki asked commissioners to consider how the Commission can express their appreciation to Mr. Hopple as the Commission concludes its work.

Commissioner Hicks commented on sales of raffle tickets for the Harley Davidson Sesquicentennial Motorcycle, noting if every commissioner were to sell 10 tickets it would provide enough funding for the next project. Ms. Kara Kelley added that current unsold tickets account for unrealized income of \$180,000 to the Foundation. Ms. Kelley further stated the best strategy she's found when selling tickets to non-motorcycle riders is to suggest donating the motorcycle to a museum or charitable foundation.

Commissioner Laxalt asked how many tickets have been sold, to which Ms. Kelley replied 764.

5(b) (1) - Nevada 150 Foundation Commencement of Operations

Commissioner Hicks alerted the Commission that the tentative plan is for the Commission to finish out the calendar year on December 31st, 2014, but that the Foundation will need to continue operations until June 30th, 2015, and possibly longer, due to a rather complex tax return and other activities related to closing out the Foundation.

5(b) (2) - Distribution of the copies of the Sesquicentennial Book delivered to the Commission

5(b) (3) - A proposal to underwrite the printing and marketing of additional copies of the Sesquicentennial Book

5(b) (4) - Accounting and revenues due to the Commission on sales of the initial printing of the Sesquicentennial Book

Commissioner Hicks began the discussion relating to the commemorative Sesquicentennial books printed by Stephens Press, noting that 3,000 had been initially printed. Of the 3,000, Nevada State Bank purchased 1,000 to distribute as corporate gifts, while 500 had gone to the Commission for distribution, leaving 1,500 available for sale. Commissioner Hicks stated he'd like the Commission to begin planning for the distribution of the 500 books in the Commission's possession. Commissioner Hicks noted the Sesquicentennial Planning Committee had discussed making the books available for Nevada schools, but that the Commission should also consider the use of books as special gifts. Commissioner Hicks suggested using books autographed by Nevada's constitutional officers or the living Governors as possible gifts.

Chairman Krolicki stated he found the suggestion appealing and brought up the possibility of including it on a future agenda as an action item.

Commissioner Hicks asked if the Commission would consider approving a second printing, and noted he had received a quote from Stephens Press with pricing options of: 1,000 books at the cost of \$15.60 per book; 1,500 books at the cost of \$12.50 per book; and 2,000 books at the cost of \$10.70 per book

Commissioner Lori Nelson asked, with Stephens Press no longer in existence on a marketing front, who would assume the effort of the books being sold. Commissioner Hicks responded it would become the Nevada 150 Foundation's responsibility, but that further discussion needs to be held with University of Nevada Press as a distribution agent.

Ms. Kelley stated she had received a call from Joanne O'Hare at the University of Nevada Press, expressing concern and uncertainty regarding the market for the Sesquicentennial books.

Commissioner Laxalt commented that if printing began now the books would not be available until late October, which would be problematic with the timeframe desired by University of Nevada Press. Commissioner Laxalt noted the 500 books in the Commission's possession could be given to University of Nevada Press to sell, but that questions remained on what sort of

market existed for the books, due in part to the rapidity of which the first 1,500 books were distributed. Commissioner Laxalt also noted that the Planning Committee had discussed donating the books to Nevada schools, and that the Commission could probably work with Nevada Superintendent of Public Institutions Dale Erquiaga on the logistics of such a donation.

Commissioner Laxalt also requested an agenda item for the next meeting relating to the printing rights of the book.

Chairman Krolicki asked who currently owns the printing rights to the book. Commissioner Hicks responded Stephens Press held the copyright, but since they have ceased operations the successor owner is Stephens Media.

Commissioner Hicks stated his intention was to ask for authorization for the Foundation to negotiate the copyright from Stephens Media, if possible. Commissioner Hicks noted Stephens Media still owes the Commission for sale on the first set of books which could provide a basis to begin discussions relating to reprint and copyright. When the copyright issue is resolved, Commissioner Hicks stated, certain issues relating to the winding down the Commission and Foundation can be resolved as well.

Chairman Krolicki stated closure was necessary, but that aspects require further analysis and discussion. Chairman Krolicki asked if there was a comfort level from the Commission to grant approval for a subcommittee consisting of Commissioners Hicks, Laxalt, and Brown, and Ms. Kelley to carry on conversations with Stephens Media to determine pricing on potential reprints and issues relating to copyright.

Commissioner Myron Martin asked whether part of the recommendation should include the Commission receiving a certain amount of reprinted books while also allowing selling the current stockpile with the knowledge more books will become available. Commissioner Martin also stated his belief that books should be donated to every public library in the state as an important legacy of the Commission. Chairman Krolicki replied it would make sense, since the book may never be available again, but suggested authorizing the subcommittee to proceed with negotiations on a reprint of up to 2,000 books and if the subcommittee was uncomfortable with the proceedings than to not do it.

Commissioner Hicks noted Stephens Media can also make an electronic version of the book available for an additional \$580.

Commissioner Sherry Rupert asked the Native American Tribes and Native American Schools be included in discussions regarding recipients of the donated books, to which Chairman Krolicki agreed.

Commissioner Hicks made a motion to authorize the subcommittee previously mentioned to negotiate on behalf of the Foundation for the purchase of up to 2,000 books, engaging in expenditures of roughly \$21,480, and to task the subcommittee to work out the final details and all variations of the theme. Commissioner Newman seconded the motion. The motion was approved unanimously.

Commissioner Donald Newman asked if these books could be sold at the Smith Center event on September 22nd. Commissioner Hicks stated they could, but noted the reprinted books would not be available at the time. Chairman Krolicki suggested offering advance sales of the reprint, allowing people to pre-order copies of the book.

Ms. Kelley expressed her appreciation to Travis Grady and Grady Industries for allowing the Commission to store books in their warehouse.

Commissioner Laxalt asked Ms. Kelley to contact Joanne O'Hare of University of Nevada Press to let her know this item was discussed, to which Ms. Kelley replied she would.

5(c) - Events & Community Outreach
- Scott Carey – Events & Community Relations Update

Mr. Scott Carey provided an update on events and community relations, noting 415 official and signature events have been approved with 296 having been held to date. Mr. Carey highlighted a few of the events held over the previous month: the unveiling of the refurbished USS Nevada plaque in Carson City; the Panaca Sesquicentennial celebration in Panaca; the Sesquicentennial Fair in Carson City; the 36th Star: Nevada's Journey from Territory to Statehood exhibit unveiling at the Nevada Museum of Art in Reno; and the Send Off Event for Sage Ridge School students at the Reno-Tahoe Airport.

Additionally, Mr. Carey stated that the Events Subcommittee has established a deadline for accepting new event applications of 5:00 PM on Friday, September 12th.

Chairman Krolicki stated he doesn't disagree with the idea of establishing a deadline for accepting event applications, but asked what the reasoning behind the proposal was. Ms. Kelley stated, after meeting with Commissioners Hicks and Laxalt regarding winding up the work of the Commission, the idea had come up. Ms. Kelley continued, stating acceptance of event applications is something controllable by the Commission, and that announcing an upcoming deadline would provide the impetus to submit and process any outstanding events. Ms. Kelley also stated that, with the final report and various other aspects of Commission work needing to be worked out, ceasing this function would provide staff more time for other functions.

Chairman Krolicki questioned why September 12th was selected, but stated he agreed with the premise behind the deadline. Chairman Krolicki stated sending out a press release regarding a deadline would certainly get people's attention, but that he wouldn't want to disappoint individuals interested in having an event recognized by the Commission.

Commissioner Hicks suggested developing a plan for staff after the Sesquicentennial festivities on October 31st, and suggested cutting off funding for staff by the end of December, depending on the demands and workload of the Commission and the Foundation.

Chairman Krolicki stated that, while he does not disagree with the idea of a deadline, he didn't believe anybody would argue if the deadline was established for October 31st instead of September 12th. Ms. Robinson stated the final report will include all of the events that the

Commission has approved. Ms. Robinson suggested September 12th is perhaps the wrong day for a deadline, but that October 31st would be too late to ensure events are properly recorded in the final report.

Commissioner Nelson stated she agrees with the concept of establishing a deadline, noting the sanctioning of events began long ago and that if the Commission has not been notified of an upcoming event by mid-September a cut-off seems appropriate. Commissioner Martin agreed with Commissioner Nelson's sentiments.

Chairman Krolicki stated this was a staff level decision that didn't require action, but suggested commissioners and staff continue to discuss the matter. Chairman Krolicki also stated he'd urge staff work with The Glenn Group to ensure the message released to the public regarding an event application deadline is clear.

To keep consistent with discussion relating to the winding down of activities, Chairman Krolicki moved to agenda item 5e relating to the logo use expiration.

5(e) - Logo Use Expiration ~ For Action
- Kara Kelley

Ms. Kelley stated staff had received one request for use of the logo into 2015, which prompted staff to ask how approval of the logo should be handled after the celebration has concluded. While certain oversight would exist, Ms. Kelley stated, the Commission's discontinuance would mean staff would not be available to monitor how the logo is being used. Ms. Kelley stated perhaps this conversation could occur towards the end of the year, but that it will be a decision for the Commission to make.

Commissioner Randall Snow stated there would be no problem with a school using it, but noted the logo has the date 2014 on it and will become dated on January 1, 2015. Commissioner Snow stated he recognized vendors won't dispose of merchandise simply because of the date, but suggested at a certain point new agreements should not be approved.

Ms. Kelley added that elements relating to merchandizing and logo use agreements will need to be included in the final report.

Chairman Krolicki stated once commissioners and staff are no longer available it would be unfair to approve new logo use agreements, and further stated he would leave it to staff to have further conversations relating to day-to-day issues.

5(d) - Legacy Projects
- Matt Robinson –Legacy Committee Update

Mr. Matt Robinson provided an update on the activities of the legacy committee and legacy projects. Mr. Robinson noted the diorama was on display at the Sesquicentennial Fair in Carson City, and further stated a permanent location will be found for the diorama.

Commissioner Hicks stated it will be necessary to set a time limit on when the Commission can accept final ideas for legacy projects. Commissioner Hicks stated he anticipated many of these projects going beyond the conclusion of the Sesquicentennial, which will require the Commission to plan and budget prior to the conclusion of the Commission. Commissioner Hicks suggested the Commission determine the details of a deadline at the September or October meeting.

Chairman Krolicki stated it would be optimal to have more details of legacy projects as they are presented, and suggested, if the resources are available, to leave some sort of physical legacy if possible. As an example, Chairman Krolicki used the Nevada Historical Marker refurbishment project discussed during previous Commission meetings.

Commissioner Laxalt suggested legacy projects and events could be approved after Nevada Day of 2014, allowing the Commission and staff to focus more time on current activities. Commissioner Laxalt also suggested the creation of a legacy project list similar to the list for official and sanctioned events.

Commissioner Bob Brown provided an update on geocaching, noting further action will likely be necessary at the next meeting regarding the donation of copper medallions for the geocache locations.

5(f) - Nevada Day Parades - Commissioners

Commissioner Laxalt provided an update on the activities relating to the coordination of the Sesquicentennial float in the Nevada Day Parade in Carson City. Commissioner Laxalt stated they are developing sponsorship and merchandise packages with a level of \$2,000. Commissioner Laxalt also stated they will be working with individuals involved with Burning Man, Sage Ridge School, and Chautauqua about helping with various aspects of the float.

Commissioner Newman provided an update on the Nevada Day Parade in Elko, noting the Elko parade is a longstanding effort, similar to the parade for Carson City, but that the Commission will still have a presence.

Regarding the Nevada Day Parade in Las Vegas, Mr. Chaunsey Chau-Duong provided an update on activities of commissioners, staff, and supporters. Mr. Chau-Duong noted concerns from the Public Works Department at the City of Las Vegas regarding the height of the floats. Mr. Chau-Duong also stated discussions have taken place among commissioners relating to the design of the balloon, with 5 designs having been discussed. Mr. Chau-Duong added they are working with the Fremont Street Experience and Silver State Industries regarding the selling of Sesquicentennial merchandise. Additionally, Mr. Chau-Duong added float applications are being received, the Las Vegas Conventions and Visitors Authority has agreed to build a float, and that there has been a push to involve the schools and universities.

Commissioner Rupert noted she had received interest from the tribal communities on being involved in the Nevada Day Parade in Carson City with a Native American section of the parade. Commissioner Rupert stated she has met with Ken Hamilton of Nevada Day Inc., who

Commissioner Rupert stated was open to the idea, and that she will reach out to all tribal committees about involvement in the parade.

Commissioner Martin asked if Native American involvement was also applicable to the Nevada Day Parade in Las Vegas. Commissioner Rupert replied she had only spoken with organizers of the Nevada Day Parade in Carson City, but stated she'd be happy to reach out to the Moapa Tribe and the Las Vegas Paiute Tribe to gauge their level of interest. Mr. Chau-Duong stated they had reached out to the Moapa Tribe with a letter and are awaiting a response.

Ms. Robinson stated the Carson City Visitors Bureau will also have a float in the Las Vegas Nevada Day Parade, which will also include Carson City Mayor Bob Crowell and Carson City Visitors Bureau executive director Joel Dunn.

Regarding the Nevada Day Parade in Virginia City, Mr. Carey indicated that parade applications are now available on the website and that is no fee to submit an entry, although organizers are asking for a donation. Mr. Carey added that that the Sesquicentennial Masquerade Ball will be held in Virginia City that evening in conjunction with the parade.

5(g) - Commissioner Updates

Commissioner Tyson provided an update on the 104th Birthday Celebration of the Northern Nevada Railway Locomotive #40, which coincided with other events in Ely on July 26th.

Commissioner Andrew Kirk noted he has various interns working on educational group projects relevant to the Sesquicentennial which are expected to be completed by the end of August.

Commissioner Newman discussed the Garcia Saddle Legacy Project, noting the Garcia stamp had been secured. Commissioner Newman stated they are on track to have the saddle prepared for the Smith Center event on September 22nd. Commissioner Newman also suggested donating the saddle to Peter Barton of the Division of Museums and History.

Commissioner Martin provided an update on the Nevada Sesquicentennial All Star Concert at the Smith Center on September 22nd, stating ticket sales are strong, invitations are in the works, and that they will soon be meeting with script writers. Commissioner Martin emphasized the show will start promptly at 7:00 pm.

Chairman Krolicki also stated he and his office have been reaching out to consuls general and members of the international community regarding the Smith Center event. Ms. Robinson added she expects to begin receiving RSVP's soon and that the reception after the event will also provide an opportunity to meet the international dignitaries.

Ms. Robinson also notified commissioners that tickets have been set aside for commissioners and that they will be receiving information shortly. Chairman Krolicki asked if the Commission budget envisioned paying for these tickets, to which Ms. Kelley stated they have the ability to do so.

Commissioner Nelson stated she was able to provide hotel accommodations at Station Casinos for Northern Nevada commissioners and staff to help offset expenses.

5(h) - Executive Director Report

- Kara Kelley

Ms. Kelley began her Executive Director report by noting the interim Executive Director of the Nebraska Sesquicentennial will be coming to Nevada to learn from staff and Commissioner Laxalt on how to properly plan for and conduct a Sesquicentennial celebration.

Regarding the Sesquicentennial Harley Davidson Motorcycle, Ms. Haley Caldwell of Harley Davidson of Las Vegas noted she will be with the motorcycle at Fashion Show Mall on August 15th and at Town Square in Las Vegas on August 16th and 17th, as well as being at the first football game for the University of Nevada, Las Vegas.

Commissioner Nelson asked what day the motorcycle will be given away, to which Ms. Caldwell stated the drawing will be October 30th and giveaway date will be November 1st. Commissioner Nelson asked that the raffle drawing be included in the list of events for the celebration.

Commissioner Rupert asked what the deadline date is for purchasing raffle tickets, to which Ms. Caldwell stated they will be selling tickets right up to the drawing of the winning ticket.

5(i) - Public Relations - Media Report

- Tiffany East ~ The Glenn Group

Ms. Tiffany East of The Glenn Group provided the media report for the previous month, highlighting the 6th issue of Nevada Magazine to feature the Sesquicentennial on the cover. Ms. East also commented on articles relating to the 36th Star exhibit and the Smith Center event from the Las Vegas Sun and the Los Angeles Times. Ms. East also suggested developing a press release and social media content relating to the deadline for the acceptance of event applications.

Commissioner Martin commented on a Reno news reporter he'd met during Artown in Reno who had expressed interest in the September 22nd event at the Smith Center and asked Ms. East to encourage media from Reno to attend the Smith Center event.

5(j) - Tentative Meeting Dates ~ For Action

- September 3, 2014 10:00 AM

- October Meeting Date (s) – Need to pick a date / time

Chairman Krolicki stated they are planning on coordinating the September 3rd meeting to coincide with the striking of the fourth medallion.

Commissioner Nelson asked if it would be possible to push back the start time of the September 3rd meeting to grant more time to Southern Nevada commissioners who would like to come to Northern Nevada for the meeting, to which Chairman Krolicki stated the timing will be adjusted. Ms. Robinson suggested the timing could be adjusted to permit a working lunch meeting.

Chairman Krolicki also noted Commissioner Laxalt had mentioned holding a meeting in Las Vegas on September 23rd, the day following the Sesquicentennial All Star Concert at the Smith Center. Commissioner Martin stated he would be happy to host a September 23rd meeting at the Smith Center.

Regarding the October meeting date, Ms. Robinson suggested holding an October meeting during the week of October 13th.

6. Public Comment

Dave Womack of Mineral County expressed his gratitude to the Commission and staff for adding the 9/11 Mt. Grant Memorial Challenge to the calendar of events. Mr. Womack further stated more information for the event is available at 911challenge.org.

Marlene Adrian of the Nevada Women's Legacy Project addressed the Commission, noting the Nevada Women's History Project has passed out wrap cards for those who want them. Dr. Adrian also notified the Commission that the Sesquicentennial logo is not on the wrap cards because the Commission was unable to provide funding despite her repeated requests for financial support. Dr. Adrian also noted the existence of the Nevada Women's Legacy banner, which reads "Nevada Women's Legacy: 150 Years of Excellence" and its upcoming usage during the Nevada Day Parades in Carson City and Las Vegas. Regarding the Sesquicentennial commemorative book, Dr. Adrian suggested also donating copies to the various historical societies around the state.

Ashley Hall of Old Spanish Trail Association addressed the Commission, noting they are working with the Bureau of Land Management to address monuments from the Centennial celebration needing to be replaced.

7. Adjournment

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

Chairman Krolicki adjourned the meeting at 11:58 am.