

Minutes for the November 14, 2013 Meeting of the Nevada Sesquicentennial Commission

This meeting convened in the Guinn Room, 2nd Floor, of the Nevada State Capitol Building in Carson City and was video-conferenced to the Governor's Conference Room, 5th Floor, of the Grant Sawyer Building in Las Vegas. Additionally, a teleconference connection was established. This meeting complies with Nevada's open meeting law and has been properly posted at the following locations:

www.nevada150.org

Nevada Department of Tourism and Cultural Affairs, 401 North Carson Street, Carson City, Nevada

Nevada State Capitol, 101 North Carson Street, Carson City, Nevada

Grant Sawyer Building, 555 E. Washington Ave., Las Vegas, Nevada

Nevada State Library and Archives, 100 North Stewart St., Carson City, Nevada

Division of Museum and History, 708 North Curry Street, Carson City, Nevada

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Mr. Matt Robinson, Nevada150, (775) 687-0608 or via email to matt.robinson@nevada150.org. Materials are available from the Nevada 150 office, Laxalt Building, 401 N. 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 9:05am.

Members Present:

Lt. Brian Krolicki, Chairman

Neena Laxalt, Vice Chairwoman

Bob Brown

Bud Hicks

Andy Kirk (marked present at 9:16am)

Lori Nelson

Don Newman

Randy Snow

Members Absent/Excused:

Patty Cafferata

Oscar Goodman

Myron Martin

Sherry Rupert

John Tyson

Staff/Vendors Present

Scott Carey

Tiffany East

Kara Kelley

Matt Robinson

Pam Robinson

2. PUBLIC COMMENT

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.

Bob Fairman of Carson City expressed gratitude for Scott Carey's leadership in the coordination on Nevada Day 2013 by presenting him with a gift.

Linda Newman of the Nevada State Board of Geographic Names addressed the Commission, stating they have submitted an application for a signature event regarding the naming of a cove in Lake Tahoe after Samuel Clemens.

Kelly Clark of the United States Department of Agriculture, Rural Development, addressed the Commission regarding the works of her agency across Nevada, as well as commenting on her personal activities with the Citizens for a Walkable and Bike-able Carson City and the Nevada Bicycle Coalition. Ms. Clark informed the Commission that USDA Rural Development had worked with the Governor's Office of Economic Development and Cooperative Extension on issues relating to economic development and analyzed the opportunities tourism provides for rural economies. Additionally, Ms. Clark stated she and the Nevada Bicycle Coalition will seek support from the Commission and submit an application for a statewide bicycle ride called Nevada By-Cycle that will be tied into the next Nevada Day Parade.

Commissioner Andy Kirk marked present at 9:16am.

Marlene Adrien of the Nevada Women's Legacy Project expressed her gratitude towards Mr. Carey for his assistance in posting as a signature event the upcoming event to be held on January 11, 2014 in Las Vegas of former Nevada First Ladies.

3. MINUTES-FOR POSSIBLE ACTION

Review and approval of minutes from the August 29th, March 15th, April 4th, July 30th, Sep 16th, Sep 26th, and October 22nd meetings.

Kara Kelley noted a typo regarding the spelling of Esther Carter's name in one of the copy of the minutes, which Ms. Kelley stated will be corrected.

Commissioner Bud Hicks made a motion to approve the minutes with the correction noted by Ms. Kelley. Commissioner Bob Brown seconded the motion. The motion was approved unanimously.

4. DISCUSSION TOPICS-FOR POSSIBLE ACTION

(A) Chairman's Report- Lt. Governor Brian Krolicki, Chairman

Chairman Krolicki expressed his appreciation to all involved with the kickoff over Nevada Day weekend and commented on the positive press the celebration has received, specifically from Ed Vogal of the Las Vegas Review-Journal.

4. DISCUSSION TOPICS-FOR POSSIBLE ACTION

(B) Nevada 150 Foundation Financial Report

Commissioner Hicks presented the financial report for the Nevada 150 Foundation, stating the Foundation had brought in just over \$153,000 during the previous month, primarily from logo sales and merchandise. Commissioner Hicks further stated sales of the medallions had brought in roughly \$32,000 and proceeds from the specialty license plate brought it roughly \$67,000. Commissioner Hicks stated the current Foundation balance is \$253,150.29.

Regarding the medallions, Commissioner Hicks stated Pam Robinson brought to his attention that the first one-thousand medallions had sold out and asked whether the Commission should acquire more silver for a second round. Commissioner Hicks recommended the Commission support that and asked whether formal action was necessary. Chairman Krolicki agreed and stated formal action should be taken, and reiterate the silver acquired should be mined from Nevada.

Commissioner Neena Laxalt made a motion to alert the Foundation of the Commission's approval to purchase additional silver to be pressed into medallions. Commissioner Hicks seconded the motion.

The motion was approved unanimously.

Chairman Krolicki asked if there was an update on copper medallions. Ms. Kelley replied 1149 copper medallions had been sold.

Commissioner Lori Nelson asked if a donor acknowledgement document had been developed to give donors for tax purposes. Commissioner Hicks stated the Foundation is working on a process to provide an invoice upon request. Ms. Kelley added the Commission will also acknowledge contributors on the website.

4. DISCUSSION TOPICS-FOR POSSIBLE ACTION

(C) Executive Director Report-Kara Kelley

Ms. Kelley provided the Commission on a report of the activities of staff over the previous month. With regards to educational outreach, Ms. Kelley stated Commissioner Kirk and Christine Hull of the Nevada Department of Education had outlined 5 projects for the celebration, and that Commission staff is working to identify sponsors, venues, and other opportunities for those projects. Regarding events and legacy projects, Ms. Kelley provided a brief update on some of the projects the staff has been involved with, including coordination with State Historical Preservation Office on the refurbishment on state historical markers, for which Ms. Kelley stated she is in the process of developing a plan to seek in-kind donations to fund the project. Regarding merchandizing, Ms. Kelley provided an update on the delivery of the medallions and the popularity of the specialty license plate. Ms. Kelley also stated merchandizing vendor applications are available on the website for any third party who wants to sell local ware, for which the Commission will receive 10% of the proceeds, and for third party requests the use of the logo. Regarding the website, Ms. Kelley encouraged Commission members and members of the public to submit personal stories that could be provided on the Nevada Stories portion of the website. Ms. Kelley also discussed the presence the Commission will have at the upcoming Governor's Conference on Tourism.

Commissioner Nelson asked how Ms. Kelley was settling into her position from a managerial standpoint. Ms. Kelley replied that she believes she will be in a very solid position within the next couple weeks and that she is confident staff will be able to have a solid plan to utilize individuals who have offered to volunteer for the Commission.

4. DISCUSSION TOPICS-FOR POSSIBLE ACTION

(D) Special Events and Community Outreach

Mr. Carey updated the Commission on special events and community outreach, noting staff has received roughly 90 applications for events while roughly 40 events have already been held. Mr. Carey encouraged all interested parties to submit applications for signature and official events.

4. DISCUSSION TOPICS-FOR POSSIBLE ACTION

(E) Nevada150.org website update-Randy Snow

Commissioner Randy Snow expressed his happiness with the website and noted that waiting to roll out the website until it was ready to go was the appropriate decision. Commissioner Snow further stated it was his hope at one of the next Commission meetings to have key performance indicators to provide a sense of how the website is performing.

Commissioner Laxalt commented on a video produced by Commissioner Brown's organization and expressed her opinion that it should be placed on the website. Ms. Kelley noted Commissioner Brown had offered use of the video for Sesquicentennial presentations.

4. DISCUSSION TOPICS-FOR POSSIBLE ACTION

(F) History and Legacy Update-Matt Robinson

Matt Robinson updated the Commission on the work done regarding history and legacy projects, noting the working group of Commissioner Patty Cafferata continues to cultivate relationships and utilize resources statewide.

Commissioner Nelson asked whether historical ambassadors would be benefited by being identified on the Sesquicentennial website for Nevadans to reach out to or whether they tend to work independently. Mr. Robinson replied they've primarily been allowed to do their own work, but would be open to the idea allowing the website to provide guidance.

5. Commissioner Updates

Chairman Krolicki noted that, due to a scheduling conflict, Mark Basset of the Nevada Northern Railway will not be able to present before the Commission at the meeting but will do so at a later date.

6. Nevada Day Event Recap-Scott Carey

Mr. Carey provided a recap of all of the events and activities the Commission was involved over Nevada Day weekend, highlighting many of the key events. Mr. Carey expressed gratitude to the following sponsors in helping make the kick-off a success: Bob Fairman of No Stress Express in Carson City for his financial support and providing a space to build the float; Bently Ranch of Minden for providing a truck, trailer and driver Scott Brixey for the float; GES Exposition Services of Reno for designing and providing the graphics used on the float; The Flag Store Inc. of Sparks for donating the miniature Nevada flags that the kids waved and the use of the large state flags on the float; Silver State Industries of Carson City for donating the t-shirts for kids and volunteers on the float; Les Schwab Tire Centers of Carson City for sending personnel to help build the float; Carson Station Hotel and Casino in Carson City for providing a delicious lunch for the volunteers who built the float; David Stone of Nevada Association Services of Las Vegas for donating funds to print up 5000 Nevada 150 buttons that staff and volunteers handed out during the parade; Fritch Elementary School in Carson City for providing children to ride on the float; and Nevada Day Inc. of Carson City for waiving the parade entry fee for the float. Additionally, Mr. Carey thanked the following volunteers: Scott Brixey; Brian Clark; Jane Carey; Shaun Carey; Erinn Thomas; John Votel; Guy Dominguez; Jacob Dominguez; Neena Laxalt; Don Newman; Stacy Parobek; Alan Parobek; Pam Robinson; Leticia Burke; Christine Hull; Christian Passink; Barbara Smeland; and Debbie Murdock.

Chairman Krolicki provided a recap of the Lieutenant Governor's Chili Feed.

7. Public Relations/Media Update- The Glenn Group

Tiffany East from The Glenn Group provided an update on the previous month's activities regarding media and public relations, highlighting the press interest generated by the kickoff resulting in 92 statewide media stories which included 22 in-person interviews. Ms. East also noted the Commission's Facebook page received over 175 new fans and that the Governor's Poster and Essay contest has received over 1300 essays and posters from school kids across the state.

Commissioner Nelson asked what The Glenn Group priorities for November and December will be. Ms. East replied there will be a tool kit for business to become involved with educational components, more social media engagement, international outreach, and the development of a newsletters. Commissioner Nelson requested the upcoming month's priorities henceforth be included in the monthly reports.

Ms. Kelley stated the Commission and The Glenn Group would actively seek Nevadans to contribute stories for the Nevada Stories portion of the website.

Mr. Carey also informed the Commission the second edition of Nevada Magazine addressing the sesquicentennial is on newsstands.

Chairman Krolicki opened the floor for commissioners and staff to provide general comments.

Commissioner Laxalt commented on her work with Ms. Robinson to help organize Ms. Kelley and to act as a liaison between Ms. Kelley and Commission members, primarily to allow Ms. Kelley to focus on Commission priorities.

Mr. Robinson expressed appreciation to staff in the Legislative Gift Shop and to Marty Colwell from the Northwest Territorial Mint regarding their assistance with the medallion process.

Chairman Krolicki expressed appreciation to all the retail folks involved, noting Prison Industries was at the Lieutenant Governor's Chili Feed on Nevada Day selling Sesquicentennial products.

Ms. Robinson noted Silver State Industries will also have a booth at the Governor's Conference on Tourism where they will be selling Sesquicentennial ware.

8. PUBLIC COMMENT

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Jennifer Keller of Sparks expressed her appreciation for the work of the Commission, and suggested the Commission provide some sort of assistance to beautify rest stops and travel stops. Chairman Krolicki noted there was legislation this past legislative session that allows Nevada Department of Transportation to work with the Nevada Commission on Tourism to care for rest stops, and that the idea was floated to have the Territories provide advertising.

Dr. Adrien commended the Commission for the use of the Battle Born Logo at the event at the Old Mormon Fort on October 30th, and stated the logo should have been prominently used at the Battle for the Fremont Cannon football game. Dr. Adrien also informed Commission staff that people giving email addresses on the meeting sign in sheet were not receiving email notification about the Commission meetings.

Sam King stated she'd like to see activities relating to women and diversity, and expressed her appreciation for the Commission and the celebration.

9. ADJOURNMENT-FOR POSSIBLE ACTION

Commissioner Hicks made a motion to adjourn. Commissioner Laxalt seconded the motion.

The motion was approved unanimously.

The Commission adjourned at 10:33am.