

*Nevada Sesquicentennial Commission*  
*Meeting Minutes*  
*July 11, 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**

**Neena Laxalt, Vice Chair**

Vice Chair Neena Laxalt called the meeting to order at 1:00 pm.

**2. Roll Call**

**Neena Laxalt, Vice Chair**

Commissioners Present:

Neena Laxalt, Vice Chair  
Bob Brown  
Patricia Cafferata  
A.J. “Bud” Hicks  
Myron Martin  
Lori Nelson  
Randall Snow  
John Tyson

Commissioners Absent/Excused:

Lt. Governor Brian Krolicki, Chairman  
Oscar Goodman  
Andrew Kirk  
Donald Newman  
Sherry Rupert

Staff Present:

Kara Kelley  
Scott Carey  
Matt Robinson  
Karen Baggett  
Pam Robinson  
Chaunsey Chau-Duong

**3. Public Comment**

No public comment.

**4. Minutes ~ For Possible Action**

**4a. Approval of Minutes of the Meeting held on May 14, 2014 in Carson City, Nevada**

Commissioner Patricia Cafferata noted a spelling mistake on page three of the May 14<sup>th</sup> minutes in need of correction.

Commissioner Cafferata made a motion to approve the May 14<sup>th</sup>, 2014 meeting minutes with correction noted. Commissioner A.J. “Bud” Hicks seconded the motion. The motion was approved unanimously.

#### **4b. Approval of Minutes of the Meeting held on June 17, 2014 in Carson City, Nevada**

Commissioner Bob Brown made a motion to approve the June 17<sup>th</sup>, 2014 meeting minutes. Commissioner Hicks seconded the motion. The motion was approved unanimously.

#### **5. Discussion Topics ~ For Possible Action**

##### **5a. Chairman’s Report**

**- Neena Laxalt – Vice Chair**

Vice Chair Laxalt provided a report of her activities over the previous month, noting the involvement of various volunteers in helping her to organize the Commission’s participation in the Nevada Day Parade in Carson City. Vice Chair Laxalt also discussed the involvement of staff, volunteers and herself for ten days at the Reno Rodeo. They also sold the new Sesquicentennial belt buckles at the rodeo.

##### **5b. Nevada 150 Foundation Financial Report**

**- Bud Hicks, President ~ Nevada 150 Foundation**

Commissioner Hicks provided a financial report for the Nevada 150 Foundation, noting the balance was a little over \$383,000. Commissioner Hicks also noted all bills are current, and that the previous month was not a big month for cash inflow, but that the Foundation is still in good financial condition. Additionally, Commissioner Hicks provided comment on the sales of the Sesquicentennial belt buckles, the medallions, and the Las Vegas Harley Davidson Motorcycle raffle tickets.

##### **5c. Legacy Projects**

**- For Action ~ Neena Laxalt - Donation of five medallions by the Nevada 150 Foundation to be used on the “Garcia Saddle Legacy Project”**

Vice Chair Laxalt noted the presence of a letter submitted by Commissioner Don Newman, requesting the donation of five medallions for a commemorative saddle to be created by the Elko Convention and Visitors Authority, Dee Dee Garcia White, and JM Capriola Company of Elko.

Commissioner Myron Martin asked whether the medallions would be silver medallions, which was confirmed by Commission staff to be correct.

**Commissioner Brown made a motion to authorize a donation of five silver medallions by the Nevada 150 Foundation to be used on the “Garcia Saddle Legacy Project”. Commissioner Martin seconded the motion. The motion was approved unanimously.**

Mimi Rodden asked for more information on the saddle, noting she had helped raise funds for the Nevada Centennial saddle in 1964. Vice Chair Laxalt replied this saddle will be commemorating the sesquicentennial and will be donated and on display at the Nevada State Museum.

**- Patty Cafferata / Matt Robinson – Update on Legacy Committee, Belt Buckles, and Firearms**

Mr. Matt Robinson provided an update on new legacy projects, including an inter-faith quilt developed by various spiritual leaders in Nevada, and the Von Schmidt Monument, commemorating Von Schmidt who surveyed the Nevada-California Border.

Commissioner Cafferata provided additional information regarding legacy projects, noting the legacy project subcommittee will be meeting after the Commission meeting. Commissioner Cafferata stated she had met with Superintendent of Public Instruction Dale Erquiaga after the previous meeting to discuss the potential of transferring the Sesquicentennial website to the Department of Education after the celebration has concluded. Commissioner Cafferata added the cost for an update and transfer could be between \$10,000 and \$30,000.

Vice Chair Laxalt noted she had spoken with Dana Bennett and discussed potentially disbursing portions of the website to various bodies, and also reminded the Commission the website will be part of the final report. Ms. Kara Kelley noted that Claudia Vecchio from the Nevada Commission on Tourism had offered to house the Nevada Stories portion as a living legacy project. Vice Chair Laxalt suggested determining the appropriate bodies for disbursement would be suited for a later date.

Regarding the Sesquicentennial belt buckles, Mr. Robinson noted the first set had sold out immediately, with numerous sales occurring at the Reno Rodeo. Ms. Kelley added that, so far, 45 have paid, 18 are still receivable, 58 were sold at the Reno Rodeo, 11 were still in staff possession but have been allocated, and that the Legislative Counsel Bureau (LCB) Gift Shop has sold 118. For members of the public, Ms. Kelley added that belt buckles are available online or at the LCB Gift Shop, but will not be available at Nevada state museums.

Vice Chair Laxalt discussed Silver State Industries merchandise not being regularly available for purchase, noting The Flag Store in Sparks has some merchandise available but that special orders can be made with Kaci Capurro in the LCB Bureau Gift Shop, as well links to all the vendors selling merchandise on the Sesquicentennial website.

Regarding commemorative firearms, Mr. Robinson stated three pieces of Sesquicentennial firearms have been developed: a revolver, a shotgun, and a receiver. Mr. Robinson noted the developer of these firearms at Commemorative Firearms were involved in the development of the commemorative firearms for the 125<sup>th</sup> Anniversary of Statehood celebration in 1989, and further stated Commemorative Firearms will be responsible for the distribution of sales but that the Commission will receive royalties of \$150. Mr. Robinson also noted police forces are about to put in an order for their receivers.

Vice Chair Laxalt noted an email she had sent out relating to Sesquicentennial bourbon. Mr. Robinson added the first barrel was cracked open and signed by the Governor. He also noted other products such as Sesquicentennial candies and cookies are available.

Commissioner Brown asked if any thought was given to collecting the commemorative firearms for museums. Mr. Robinson replied that issue had been discussed.

Commissioner John Tyson asked whether the commemorative firearms would be marketed through gun shops. Mr. Robinson replied marketing will probably be through gun shows and big trade shows, likely events where collectors of commemorative firearms will be in attendance, as well as being available online. Commissioner Tyson asked if the Sesquicentennial firearms will be sold through federal firearms licensee (FFL) dealers. Mr. Robinson replied that they will be available through an FFL dealer. Mr. Robinson stated he and Commissioner Tyson can further discuss the legal ramifications.

#### **5d. Medallions –**

##### **- Pam Robinson – Chief of Staff for Lt. Governor Krolicki**

Ms. Pam Robinson provided an update regarding medallions, noting the fourth medallion design selection process is almost ready. Ms. Robinson noted designs were still being adjusted, but that voting will be open for two and a half weeks to all Nevadans online and in-person at various locations across the state. Ms. Robinson also stated an additional bar of silver will likely need to be attained.

Vice Chair Laxalt asked what process the online voting would be going through. Ms. Robinson stated D4 has set up the capacity for voting on the Sesquicentennial website.

Vice Chair Laxalt asked about the process of selling sets to people who have requested a set of all four medallions. Ms. Robinson stated they are currently working out the details regarding medallion sets.

Additionally, Ms. Robinson noted the third design had sold 599 silver medallions and 432 copper medallions.

#### **5e. Nevada Day Parades**

##### **- Lori Nelson – Las Vegas Parade**

##### **- Neena Laxalt – Carson City Parade**

Commissioner Lori Nelson provided an update on the activities regarding the Nevada Day Parade in Southern Nevada. Commissioner Nelson highlighted two paths have been emphasized: a communications plan and an operations plan. Commissioner Nelson noted the importance of educating and inviting various schools, businesses, and associations to help them understand the importance of participation, and asked commissioners to utilize existing relationships to reach out and encourage participation. Commissioner Nelson also noted Cox Communications has offered to partner and produce a television broadcast of the parade for free, showing the parade live and in rerun the next day, as well as the Las Vegas Review-Journal offering to donate ad space to promote the parade. Additionally, Commissioner Nelson stated the Subcommittee consisting of her, Commissioner Cafferata, and Susan Friedrich are working to reach out to schools to encourage involvement. Commissioner Nelson also stated, due to the grant provided by the Las Vegas Centennial Committee, entry fees will be waived.

Vice Chair Laxalt addressed confusion that the Commission is primarily focused on the Nevada Day Parade in Southern Nevada. Vice Chair Laxalt noted the Nevada Day Parades in Carson City, Elko, and Virginia City are already well-established community institutions which do not require the same development regarding entrants, design, or sponsors. Vice Chair Laxalt also noted the Sesquicentennial is an all-inclusive celebration, and the Commission is trying to ensure all of the parades held on Nevada Day are excellent.

Commissioner Nelson expressed support for Vice Chair Laxalt's comments, noting extra time was necessary to make all of the Nevada Day Parades successful.

#### **5f. Events & Community Outreach**

##### **- Scott Carey – Events & Community Relations**

Mr. Scott Carey provided an update on events and community outreach, noting 372 special and signature events have been approved. Mr. Carey highlighted events such as the 100<sup>th</sup> Anniversary of Launch Ceremony of the USS Nevada prior to the meeting; Native American Visiting Artist Michael Mahooty at the Old Mormon Fort in

Las Vegas on July 12<sup>th</sup>; the Nevada Proud Pioneer Picnic at Bowers Mansion in Washoe Valley on July 26<sup>th</sup>; the Panaca Sesquicentennial Celebration in Panaca on July 26<sup>th</sup>; and the Nevada Sesquicentennial Fair at Fuji Park in Carson City from July 30<sup>th</sup> to August 3<sup>rd</sup>. Mr. Carey concluded by stating the Commission is still looking for official and signature events and that applications can be submitted through nevada150.org.

### **5g. Commissioner Updates**

Commissioner Martin informed commissioners the Smith Center Celebration for the Sesquicentennial is moving along, that the talent list is growing, and that he, Ms. Kelley, and Ms. Robinson are in the process of developing sponsors for the after party. Commissioner Martin noted the Sesquicentennial Harley Davidson Motorcycle will be on display, and also asked if the Garcia Saddle could be available for display as well. Ms. Kelley suggested the Halsey Saddle would also be a good display item.

For Northern Nevada commissioners, Vice Chair Laxalt noted flights and rooms in Las Vegas are value-rich if booked now and suggested commissioners speak to Ms. Kelley about reservations.

Commissioner Brown stated he and Karen Baggett will be meeting with representatives of the Bureau of Land Management (BLM) after the meeting to discuss geocaching and will provide an update at the next meeting.

Commissioner Tyson stated the Northern Nevada Railway will be celebrating the anniversary of Locomotive 40 on July 26<sup>th</sup>, noting they will have various festivities at the historic railway in Ely. Vice Chair Laxalt asked Commissioner Tyson to provide an email to remind commissioners of the event.

Commissioner Randall Snow stated he did not have the analytics for the Sesquicentennial website available for the previous month. Mr. John Dunlap of D4 Advanced Media provided an update relating to the website, noting the number of visits continue to grow month over month. Mr. Dunlap stated the most popular page continues to be the Events page, with the Nevada Authors page also getting a lot of page visits. Mr. Dunlap also noted an increase in request forms for the fourth medallion, and further noted the medallion designs will be on the website for voting once the 4 medallion designs are ready.

Ms. Kelley stated it had been realized that the Nebraska Sesquicentennial website has imitated many aspects of the Commission's website. After contacting representatives from the Nebraska Sesquicentennial, Ms. Kelley stated they were very apologetic as they were still in the beginning phases of their celebration with no money and donated web help, similar to the position of the Commission in the early stages. Ms. Kelley also stated representatives from the Nebraska Sesquicentennial are interested in coming to Nevada and learning from staff and commissioners what to do and what not to do in regards to a sesquicentennial celebration.

Mr. Dunlap stated he had been contacted by representatives of the Nebraska Sesquicentennial, inquiring into the development of a website and further stated if there was no objection from the Commission that D4 would like to do the same for the Nebraska Sesquicentennial.

Commissioner Nelson asked for Mr. Dunlap's input regarding the appropriate place to house the website after the Sesquicentennial celebration has concluded. Mr. Dunlap replied the only elements needing to be maintained that would cost anything will be website hosting and registration of the domain name, which would cost \$25 per month and \$20 per year, respectively. Mr. Dunlap further stated they would be willing to train somebody how to make any changes or edits, or to perform the changes themselves, if the site is transferred.

## **5h. Executive Director Report**

### **- Kara Kelley**

Ms. Kelley began the Executive Director's report by noting the Sesquicentennial commemorative book has sold out, but that some copies are still available on Amazon. Ms. Kelley noted the Commission is in possession of a few hundred copies, which will require a distribution plan. Ms. Kelley also acknowledged Brady Industries, who have volunteered to house the Commission's stockpile of commemorative books for as long as the Commission needs.

Vice Chair Laxalt asked if there was consideration for a book signing in Northern Nevada. Ms. Kelley stated one has been scheduled in October with the University of Nevada Press, but noted there are not yet books available for a signing. Mr. Carey added that staff will be applying for grant funding through Nevada Humanities to host other book signing events around the State.

Commissioner Martin has asked if the Commission will supply copies of the commemorative book to libraries around the state. Ms. Kelley stated there has yet to be a plan for distribution, but that a framework for development can be brought forward for discussion.

Regarding fundraising, Ms. Kelley stated the Las Vegas Sands has generously donated a \$50,000 contribution. Ms. Kelley also stated she is developing and sending out a fundraising email for smaller business who may be interested in supporting the Sesquicentennial. Ms. Kelley also notified the Commission of an additional donation by the Las Vegas Review-Journal of \$50,000 worth of advertising to help encourage participation in the Nevada Day Parade in Southern Nevada. Regarding the Sesquicentennial Harley Davidson Motorcycle, Ms. Kelley stated the motorcycle will be on display at the Mandalay Bay over the month of July in high traffic areas. Ms. Kelley stated 600 raffle tickets for the motorcycle have been sold, generating \$60,000 for the Foundation, but that 1,400 tickets were still available; if left unsold, the Foundation would miss out on \$240,000. Ms. Kelley stated the drawing will be on or around October 31<sup>st</sup>. Regarding the Reno Rodeo, Ms. Kelley thanked staff and volunteers for their assistance at the Commission's booth, promoting the Sesquicentennial and selling Sesquicentennial merchandise.

Regarding the Sesquicentennial license plates, Mr. Robinson stated 8,658 plates in total had been sold.

## **5i. Public Relations - Media Report**

### **- Tiffany East ~ The Glenn Group**

Ms. Tiffany East of The Glenn Group provided an update on media relations over the past month, as well as providing an overview of media activities during the previous 6 months. Ms. East noted that, as of May 1<sup>st</sup>, over 1,500 stories have been identified from major news outlets relating to the Sesquicentennial, valuing over \$1,300,000 million in earned media. Ms. East also informed the Commission that a partnership has been developed with KOH Radio where events for each weekend will be discussed. Additionally, Ms. East discussed press garnered during the USS Nevada event, upcoming activities involving the 36<sup>th</sup> Star – Nevada's Journey event, and assistance in promotion from Nevada Business Magazine.

Commissioner Nelson expressed her appreciation to The Glenn Group for all the work they've done relating to public relations, and reminded the Commission that they have not had to pay for a single ad.

## **5j. Tentative Meeting Dates**

**- August 5, 2014 10:00 AM**

**- September 3, 2014 10:00 AM**

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

Vice Chair Laxalt stated the next two meetings have been scheduled for August 5<sup>th</sup> at 10:00 AM and September 3<sup>rd</sup> at 10:00 AM. Vice Chair Laxalt also stated discussion had been held regarding holding the September meeting in Elko.

Commissioner Hicks suggested, with Labor Day that Monday, holding the September meeting in the afternoon on Tuesday the 2<sup>nd</sup> to avoid holding a meeting in the middle of a 4-day week and to allow for travel. Ms. Robinson notified commissioners about the minting of the fourth medallion also needing to be considered when setting a date, time, and location for the next meeting. Vice Chair suggested leaving September 2<sup>nd</sup> as a tentative date to provide consideration for Lieutenant Governor Brian Krolicki's schedule.

Regarding the October meeting date, Ms. Robinson stated they will get back to commissioners with a few possible dates.

Commissioner Nelson asked if there was a deadline for the final report. Ms. Kelley stated she would need to review the Governor's proclamation, but believes the only reports required are the quarterly reports.

Commissioner Hicks also provided comments relating to the Nevada 150 Foundation relative to the ending of the Commission. Initially, Commissioner Hicks stated the understanding was the Commission would not exist past 2014 but realizes it will be likely the Foundation will need to continue into 2015 to file taxes and resolve financial issues. Commissioner Hicks asked the Commission discuss some of these issues at a future meeting.

Vice Chair Laxalt asked if Commissioner Hicks envisioned this wind-down being strictly business or if it would involve staff. Commissioner Hicks stated it would be a business wind-down, noting the Foundation will still have money coming in from merchandise sales and trademarks, and that a plan will be needed to hand off excess funds to the Nevada Cultural Affairs Foundation.

Vice Chair Laxalt suggested members of the Foundation meet over teleconference and bring recommendations to the Commission.

## **6. Public Comment**

Ms. Catlin Godbey of BLM Nevada provided an update on BLM activities relating to the Sesquicentennial. Ms. Godbey noted a photo contest for the BLM 2015 Calendars, for which the winners will be announced on Nevada Day. Ms. Godbey also stated all of the fire trucks have had a Nevada 150 sticker placed upon them, and expects they will get a lot of exposure during a busy fire season. Additionally, Ms. Godbey stated she is looking into the possibility of placing a Sesquicentennial shirt on Smokey Bear, but noted Smokey Bear has strict regulations on what he can and cannot wear.

Ms. Barbara Keleher of BLM Nevada added there is a BLM book with six stories from sites around Nevada, along with a GPS location, and suggested these locations could be further utilized for geocaching.

Vice Chair Laxalt asked where the BLM books are available. Ms. Keleher stated the books are available at all BLM offices at no charge. Ms. Keleher also noted it was determined not to use the Sesquicentennial logo on the BLM books since they hope the book will be used long beyond the Sesquicentennial.

Regarding geocaching, Ms. Godbey stated they will be having a meeting to discuss the matter further as to how the project can utilize sources statewide.

Roger Ludemann, Interim Executive Director for the Nebraska Sesquicentennial, apologized to the Commission for utilizing much of the existing Nevada Sesquicentennial website in creating the Nebraska Sesquicentennial website, and expressed his appreciation to Ms. Kelley for being tremendously gracious during their communications. Mr. Ludemann noted they are currently focusing on raising funds for their 501(c) (3), but that they intend to attend a future Commission meeting and keep in contact with Commission staff.

Vice Chair Laxalt noted she and Commissioner Brown had chaired the initial Nevada Sesquicentennial Planning Committee, that they understand many of the initial challenges the Nebraska Sesquicentennial will face, and that they utilized much of the structure in a similar manner to the Arizona Centennial.

## **7. Adjournment**

**Commissioner Hicks made a motion to adjourn. Commissioner Brown seconded the motion. The motion was approved unanimously.**

Vice Chair Laxalt adjourned the meeting at 2:28 pm.