

Minutes for the March 12, 2014 Meeting of the Nevada Sesquicentennial Commission

This meeting was convened at the Nevada State Legislature, Room 2134, 401 South 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 2:06 pm.

Members Present:

Brian Krolicki – Chairman
Neena Laxalt – Vice Chair
Patty Cafferata
Bud Hicks (marked excused at 2:58 pm)
Andy Kirk
Myron Martin
Lori Nelson
Don Newman
Randy Snow

Members Absent/Excused:

Bob Brown
Oscar Goodman
Sherry Rupert
John Tyson

Staff Present:

Scott Carey
Kara Kelley
Susan Moore
Matt Robinson
Pam Robinson

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 agendaized and included as an item for possible action at a later meeting, per NRS 241.020.

Sam King of the Nevada Women's Legacy Project expressed appreciation for the Commission allowing use of the banner at two of Women's Legacy Project events. Ms. King noted they have been recognized in Nevada Magazine for their events First Ladies First and Recognizing Rural Women, and also informed the Commission they are planning another event in Boulder City on May 31st.

Helen Stewart impersonator Linda Miller informed the Commission that on April 12th at the Old Mormon Fort in Las Vegas will host the event Helen Stewart Birthday Tea, and that Commissioners are invited to attend.

Mimi Rodden of the Tonopah Historic Mining Park informed the Commission her organization finishing up their program for the championship drilling competition held over Memorial Day weekend, as well as conducting exhibits for blacksmithing as an art and for gold-panning.

3. MINUTES - FOR POSSIBLE ACTION

- January 14th meeting

Commissioner Hicks made a motion to approve the January 14, 2014 meeting minutes. Commissioner Cafferata seconded the motion. The motion was approved unanimously.

4. DISCUSSION TOPICS

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

Chairman Krolicki presented his report to the Commission, highlighting the striking of the second medallion in late February. In anticipating for the third medallion striking, Chairman Krolicki stated they are hoping to use the skills of Nevada students to vote on the third design. Additionally, Chairman Krolicki expressed gratitude to Wells Fargo for making funds available for the second medallion striking.

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

Tiffany East of The Glenn Group reported to the Commission on media and public relations activity, noting the Commission and the celebration had been the topic of over 300 articles in the past month.

Commissioner Lori Nelson commented on three separate high-profile upcoming events commemorating the Sesquicentennial, highlighting the Battle Born Birthday Cake celebration on March 21st, the commemorative medallions, and the addition of a Nevada Day Parade in Southern Nevada.

Commissioner Patty Cafferata provided details regarding the significance of March 21st in Nevada history, being the day in 1864 when President Abraham Lincoln signed the Admissions Act, permitting the Territory of Nevada to begin the process towards statehood. Commissioner Cafferata provided additional information regarding the politics of the Act and requirements the Act placed on the Territory. To commemorate the anniversary, Commissioner Cafferata stated an event will be held at the Carson-Tahoe Medical Center with a giant birthday cake from 1:00 pm to 6:00 pm on Friday, March 21st.

Chairman Krolicki added that, while the event is open to all Nevadans, a special invitation is extended to all Nevadans who have an October 31st birthday to show up for a piece of cake.

Chairman Krolicki continued, providing details on the third commemorative medallion pressing. In working with Nevada Department of Education Superintendent Dale Erquiaga, Chairman Krolicki announced the third medallion design will be determined by a vote of Nevada school children in a manner similar to the selection of the Nevada state quarter.

Finally, Commissioner Nelson announced that for the Sesquicentennial's closing celebration, four parades have been scheduled throughout the state over Nevada Day weekend in Carson City, Elko, Las Vegas and Virginia City. Regarding the parade in Southern Nevada, Commissioner Nelson stated the Las Vegas Centennial Commission has extra funds available and will produce the first Nevada Day parade to be held in Southern Nevada on Saturday, November 1st.

Esther Carter, producer of the Southern Nevada parade, addressed the Commission, stating parade applications have almost been completed. Ms. Carter, additionally, expressed her excitement for being involved in Southern Nevada's first Nevada Day parade.

Ken Hamilton of Nevada Day Inc. addressed the Commission, noting the early stages of planning the Carson City Nevada Day Parade are underway, and that the theme for this year's parade will be "Happy 150th Birthday, Nevada."

Denny Dotson, director of Tourism for Virginia City, addressed the Commission, commenting on the parade in Virginia City, as well as highlighting various other activities in Virginia City planned for Nevada Day.

Jed Block addressed the Commission, informing Commissioners of work underway to coordinate having the bell in the Paul Laxalt Building play "Home Means Nevada."

Commissioner Don Newman expressed to the Commission the excitement in Elko over this year's Nevada Day parade.

Commissioner Nelson added that, while four parades had been scheduled, the Commission is open to supporting additional parades for any other communities across Nevada commemorating Nevada Day.

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

Commissioner Bud Hicks updated the Commission with a report on the financial status of The Nevada 150 Foundation, stating the balance currently is just over \$322,000. Commissioner Hicks commented on the various sources of income, including sales of the commemorative medallions generating over \$37,000 over the past few weeks, and income from corporate sponsors, such as \$25,000 from Station Casinos, \$10,000 from Wells Fargo, and \$8,000 from Harley-Davidson of Las Vegas for raffle ticket sales for the Sesquicentennial Harley-Davidson motorcycle.

Adding on to the Harley-Davidson raffle, Ms. Kara Kelley stated only 2,000 tickets will be sold, and further highlighted the design of the motorcycle being stamped with the state seal and hand-signed by the Governor. Ms. Kelley went on to state tickets could be purchased by calling (702) 431-8500 at the price of \$150 per ticket.

4.3: Special Events and Community Outreach-Scott Carey

Mr. Scott Carey provided an overview on the status of the signature and special events held in conjunction with the Sesquicentennial celebration, stating a total of 207 event had been approved with 101 events having already occurred. Mr. Carey announced the Commission is still looking for communities to submit events, and that applications can be submitted through the website, nevada150.org, and that he can be contacted by phone at (775) 687-0645.

Commissioner Hicks marked excused at 2:58pm.

4.4: Commissioner Updates

Commissioner Myron Martin notified the Commission the Smith Center has locked in a date for the Southern Nevada celebration on Monday, September 22nd and will include a number of entertainers who make their home in Nevada.

Commissioner Randy Snow updated the Commission with statistical information on the Sesquicentennial website, noting the site receives between 35,000 and 40,000 visits per month, with 70 percent of those being new visitors.

Commissioner Neena Laxalt stated staff is working to update the Constant Contact distribution list to begin sending press releases and other topics people may be interested in. Commissioner Laxalt also commented on the importance

of Commission members and members of the general public to submit their personal histories to be provided on the Nevada Stories portion of the website.

Commissioner Cafferata stated they are still looking for potential permanent legacy projects in various Nevada communities for the Commission to support.

Commissioner Andy Kirk expressed his delight with the Nevada Reads Literacy Initiative, which had been discussed during the Planning Committee and allowed the Commission to interact with the schools and their students.

Commissioner Newman commented on an email sent out by Senator Reid commemorating the March 21st, 1864 signing of the Admissions Act for the State of Nevada.

Chairman Krolicki commented on comments regarding the Sesquicentennial made by Senators Reid and Heller, as well as the comments and activities by Nevada's House of Representative delegation. Chairman Krolicki also commented on poetry produced and performed by Sesquicentennial poet laureate Waddie Mitchell.

4.5: Executive Director Report-Kara Kelley

Ms. Kelley provided the Executive Directors Report to the Commission, providing various updates related to Commission activities including: the Nevada Reads Literacy Initiative and the Home Means Nevada essay contest; the Sesquicentennial commemorative stamp unveiling with the US Postal Service on May 29th; the official Sesquicentennial book to be launched June 12th; continuing fundraising and merchandizing opportunities; the federal Bureau of Land Management Sesquicentennial calendar; and the 4th Sesquicentennial issue of Nevada Magazine published. Regarding commemorative medallions, Ms. Kelley stated 1,922 silver medallions and 1,697 copper medallions bearing the first design had been sold, and that 831 silver medallions and 463 copper medallions bearing the second design had been sold. Ms. Kelley also stated over 52,000 Sesquicentennial license plates have been sold. Ms. Kelley concluded her report by discussing the raffle tickets for the Sesquicentennial Harley-Davidson motorcycle, noting nearly 200 tickets had been sold while outlining potential strategies for selling tickets.

5. 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 agenda item is agendaized and included as an item for possible action at a later meeting, per NRS 241.020.

Mr. Block informed the Commission that on August 14th the Historical Society will have a viewing of Nevada paintings and pictures, and that later in the evening there would be a preview open for Commissioners to attend.

Mike McNeil of Hawthorne stated that it appears 10 million newspapers will be talking about his school on Civil War reenactment battles on Armed Forces Day. Mr. McNeil further stated Armed Forces Day in Hawthorne will include the Nevada USO and, possibly, the National USO.

6. ADJOURNMENT - FOR POSSIBLE ACTION

Commissioner Cafferata made a motion to adjourn the meeting. Commissioner Nelson seconded the motion. The motion was approved unanimously.

Chairman Krolicki adjourned the meeting at 3:18 pm.