

Nevada Sesquicentennial Commission
Meeting Minutes
June 17, 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 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. Call to Order

Lt. Governor Brian Krolicki, Chairman

Chairman Brian Krolicki called the meeting to order at 10:09am.

2. Roll Call

Lt. Governor Brian Krolicki, Chairman

Members Present:

Brian Krolicki – Chair
Neena Laxalt – Vice Chair
Bob Brown
Patricia Cafferata (marked excused at 11:18am)
A.J. “Bud” Hicks
Myron Martin
Lori Nelson
Donald Newman
Sherry Rupert
Randall Snow
John Tyson

Members Absent/Excused:

Oscar Goodman
Andrew Kirk

Staff Present:

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

3. 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. A person may also have comments added to the minutes in the meeting by submitting them in writing either in addition to testifying or in lieu of testifying. Minutes of the meeting will be produced in summary format. Written comments may be submitted in person or by e-mail or mail before, during or after the meeting.

Haley Caldwell of Harley Davidson of Las Vegas informed the Commission that the Harley Davidson Sesquicentennial Motorcycle will not be able to tour Northern Nevada due to conflicts in Gaming Control Board regulations, and will instead be displayed at the Mandalay Bay all through July. Ms. Caldwell commented on raffle ticket sales for the motorcycle, noting 585 tickets had been sold as of June 14th.

Commissioner Lori Nelson asked if somebody will be available to speak while the motorcycle is on display. Ms. Caldwell stated she and others from Harley Davidson of Las Vegas will be there. Commissioner Nelson suggested displaying the motorcycle at high traffic areas in Station Casinos.

4. Minutes ~ For Possible Action

Approval of Minutes of the Meeting held on May 14, 2014 in Carson City, Nevada

Commissioner Patricia Cafferata noted she had marked a few corrections in the May 14, 2014 minutes, but did not have those changes on hand. Chairman Krolicki stated the Commission will postpone approval of the minutes until the next meeting.

5. Discussion Topics ~ For Possible Action

a. Chairman's Report

- Lt. Governor Brian Krolicki

Chairman Krolicki noted one of the biggest events of the previous month had been the coining of the third medallion at an event accompanied by the Governor and by children from various schools. Chairman Krolicki further noted sales were on pace to sellout the entire thousand issuances in rather short order. Additionally, Chairman Krolicki stated, due to various reasons, minting of the copper version of the third medallion was delayed, pushing back the date for presenting Ms. Rebecca Lee's first grade class at Yerington Elementary School with the copper medallions.

Regarding the fourth medallion, Chairman Krolicki stated a process will be developed to allow all Nevadans to participate in the selection of the design. A committee has been set up consisting of Commissioners Lori Nelson and Randall Snow, as well as Ms. Pam Robinson, Ms. Linda Frederick and Ms. Kara Kelley, which will receive input on any design and the best way to coordinate a statewide contest.

Additionally, Chairman Krolicki commented on a recently attended event relating to the anniversary of the Pony Express, for which Chairman Krolicki accepted a letter congratulating the State of Nevada on its sesquicentennial. Additionally, letters were given to the Pony Express riders from Senators Reid and Heller, Congressmen Titus, Amodei, Heck, and Horsford, Chairman Krolicki, and from Mr. Bud Hicks on behalf of the Commission.

Chairman Krolicki also provided comment on the upcoming 36th Star event with the original Emancipation Proclamation and the United States Postal Service stamp unveiling at the Smith Center in Las Vegas. Commissioner Myron Martin expressed his gratitude for allowing the stamp unveiling event to be held at the Smith Center. Commissioner A.J. "Bud" Hicks commented on the elementary school class who sang Home Means Nevada at the stamp unveiling.

b. Nevada 150 Foundation Financial Report

- Bud Hicks, President ~ Nevada 150 Foundation

Commissioner Hicks began by introducing the bookkeeper for the Nevada 150 Foundation, Michelle Fox.

Commissioner Hicks updated the Commission on the financial status of the Foundation, stating the Foundation has over \$437,000, and highlighted 2 boosters in the past month: \$39,000 in medallion sales and a \$90,000 donation from Wells Fargo.

Commissioner Hicks also commented on the sales of the Sesquicentennial belt buckle. Commissioner Neena Laxalt stated the belt buckles will be on sale at the Reno Rodeo and that all buckles are numbered. Chairman Krolicki asked the cost of the belt buckles, to which Commissioner Laxalt stated they would cost \$100 each. Commissioner Martin stated that he would be happy to purchase a belt buckle, to which Commissioner Laxalt replied Ms. Kara Kelley would bring some down when she returns to Las Vegas.

c. Geocaching

- Bob Brown / Karen Baggett

Ms. Catlin Godfee of the Bureau of Land Management in Nevada (BLM) provided background on geocaching as one way for the BLM to provide support to the celebration of the sesquicentennial, focusing on BLM lands, state parks, and other publically managed lands. Ms. Godfee stated all interested agencies will meet after the July 11th meeting to further evaluate options.

Commissioner Bob Brown stated geocaching does not necessarily need to be an expensive project, suggesting it could be as simple as a lockbox with tchotchkes.

Commissioner Sherry Rupert asked whether tribal lands had been considered, and stated that various tribes had expressed excitement over the prospect of geocaching. Ms. Godfee stated that the tribal lands can be considered.

d. Legacy Projects

- Patty Cafferata / Matt Robinson

Commissioner Cafferata provided an update on the activities of the subcommittee developed to discuss legacy projects, which Commissioner Cafferata noted will meet the week after the Commission meeting. In discussion with Nevada Superintendent of Public Institutions Dale Erquiaga, Commissioner Cafferata stated they had brought up the possibility of a website to act as a central repository of Nevada history, connecting the various location containing Nevada history, and providing a resource for educators when teaching Nevada history. Commissioner Cafferata also discussed an idea suggested of creating a bust of President Lincoln and having that bust rest on top of a podium developed that also serves as a time capsule. Additionally, Commissioner Cafferata discussed the goal for every county to have a legacy project, hillside letters, and Nevada historical markers.

Chairman Krolicki suggested it may be helpful to notify legislators about potential projects in their districts.

Ms. Kelley noted she and Commissioner Nelson are working on securing funding and assistance from YESCO for the Nevada historical marker project

Chairman Krolicki stated he'd be happy to bring something into a future meeting. Commissioner Nelson stated that would provide a good opportunity, and noted YESCO was involved when the budget numbers for the project were originally developed.

Commissioner Laxalt noted the idea for Nevada historical markers were initially conceived during the Sesquicentennial Planning Committee, with one group interested in providing support being the Nevada Trucking Association. Regarding works with the counties, Commissioner Laxalt stated Mr. Scott Carey is working with the Nevada Association of Counties to get resolutions in each county, but that the counties are looking for good projects to join in. Commissioner Laxalt also added that Ms. Dana Bennett is developing the final historical document for the Sesquicentennial, which could be included on a web portal. Regarding hillside letters, Commissioner Laxalt suggested NACO would be the appropriate group to work with.

Commissioner Cafferata noted it was important to work county-by-county, as each county has their own idea on what constitutes “historical” and how historical improvements can be made.

Chairman Krolicki added that the Commission on Tourism and the Department of Transportation are working on projects to improve rest areas around the state, and may be willing to provide some sort of commemorative statement at the rest areas on behalf of the Commission

e. Nevada Artists’ Website Page

- Bud Hicks / Karen Baggett

Ms. Karen Baggett discussed research she had conducted in regards to developing a Nevada Artists’ page on the Sesquicentennial website. Ms. Baggett noted the complications in determining who constitutes an “artist” and suggested working with Susan Boscoff of the Nevada Arts Council to further refine that definition.

Ms. Baggett stated she’d discussed with D4 the possibility of vertical thumbnails, then allowing each potential artist 300 characters to describe the artist and what they do, as well as submitting 1 photo.

Mr. John Dunlap of D4 added much of the structure for a Nevada Artists’ section is already available from the Nevada Authors section and that set-up time would be minimal. Mr. Dunlap expressed his concern about the amount of actual submissions due to an indeterminate definition of “artist”.

Commissioner Rupert added that, as chair of Indian Territory within the Nevada Commission on Tourism, their website has a section dedicated to Great Basin Indian Artists, which she stated could be utilized for a Nevada Artists’ section.

Commissioner Cafferata asked if the Indian Territory site was linked to nevada150.org, which Mr. Carey replied it was.

Commissioner Donald Newman expressed concerns over how an artist is qualified, questioning whether street performers would be showcased on the website instead of traditional artists like painters and singer/songwriters.

Commissioner Hicks suggested the determination of what constitutes an artist can be taken on a case-by-case basis by the Commission. Commissioner Hicks stated Ms. Robinson had expressed to him the Commission come up with a definition or classification among artists, and suggested consulting the Nevada Arts Council for guidance.

f. Special Events & Community Outreach

- Sherry Rupert / Scott Carey

Commissioner Rupert began her report by discussing the success of the Father’s Day Powwow at the Stewart Indian Colony, which Commissioner Rupert stated had about 4,000 people attend. Commissioner Rupert also noted the crowning of Angelica Townsend from the Duckwater Shoshone Tribe as the Powwow Princess. Commissioner Rupert further commented on the Indian Princess contest held during the Nevada’s Centennial year, where her mother was named one of the 22 princesses. Commissioner Rupert noted this year they will be partnering with some of those princesses from the Centennial to have a reception October 30th and will submit application as a signature event.

Mr. Carey provided additional information on special events over the past month, noting 336 signature and official events have been approved. Events highlighted by Mr. Carey included the United States Postal Service stamp unveiling, the minting of the third medallion, the Pony Express event, the Sesquicentennial book launch, and the upcoming Chautauqua Festival in Reno. Mr. Carey also commented on the Sesquicentennial banners hanging along streets in Carson City, Elko, and Genoa. Mr. Carey concluded by stating the Commission is still

accepting applications, and that if anybody has an event they'd like to include applications can be submitted through nevada150.org.

Commissioner Rupert stated she will be participating with the Commission on Tourism in events in China, which will include Native American dancers. Commissioner Rupert noted this will be the first time American Indians have been included in the marketing of Nevada.

Chairman Krolicki added that representatives in China are captivated by the old American West and particularly Nevada, and expressed his delight that Commissioner Rupert will be a part of this mission. Chairman Krolicki suggested possibly including the event in Beijing as an official event.

g. Commissioner Updates

Commissioner Laxalt provided an update on her activities regarding preparation the Nevada Day Parade in Carson City, commenting on the assistance offered by 23 volunteers, merchandising opportunities, the 2 48-foot flatbeds to be used for the floats, and the exploration of sponsors.

Commissioner Newman provided an update on the development of a sesquicentennial saddle to make its first appearance as the Nevada Day Parade in Elko. Commissioner Newman asked if an agenda item for the next meeting could be dedicated to ascertaining the four medallions for the commemorative saddle.

Commissioner Rupert noted she had been contacted by several tribes who have a great interest in participating in the Nevada Day Parade committee and wondered whether the tribes could be placed with the Sesquicentennial float towards the front of the parade.

Regarding the Nevada Day Parade in Las Vegas, Commissioner Nelson stated she and Ms. Kelley had met with Ms. Esther Carter and the City of Las Vegas to discuss the necessary communication, staff work, financing, and local business sponsorship required for a Nevada Day Parade.

Ms. Kelley added the expertise of Commissioners Laxalt and Newman of putting on a Nevada Day Parade may be required. Commissioner Laxalt suggested she could put together an agenda or forward over her outline for meetings, but recognized that a parade in Las Vegas is much different from a parade in Carson City or Elko. Commissioner Nelson suggested providing the best practices would be appropriate.

Chairman Krolicki asked what the contemplated parade route was, which Ms. Kelley replied would be similar to the Wrangler Parade Route. Chairman Krolicki offered his help wherever it would be necessary.

Commissioner Snow asked how many volunteers are anticipated to be required. Commissioner Nelson stated Ms. Carter will go through the outline with her and Ms. Kelley.

Mr. Carey added that applications for the Nevada Day Parades in Carson City and in Las Vegas are now being accepted. Commissioner Laxalt asked if those links were on the website, which Mr. Carey replied they are, and that the deadline for submittal is in mid-September.

Commissioner Martin provided comment on the September 22nd event at the Smith Center in Las Vegas, noting some of the talent for the event will range from special productions from Cirque de Soleil to living Nevada legends like Jerry Lewis. Commissioner Nelson suggested tapping into the communication pool of The Glenn Group to compliment the current public relations efforts of the Smith Center.

Regarding the Smith Center event, Chairman Krolicki suggested invitations be extended to the Consul General's and other diplomatic people who've developed international partnerships with the state of Nevada.

Commissioner Snow provided information on the Sesquicentennial website, noting web-traffic had increased 50 percent in May, with 11,000 page views with 5,300 unique visitors. Commissioner Snow noted the website continues to be the primary source of outreach.

h. Executive Director Report

- Kara Kelley

Ms. Kelley began the Executive Director report by highlighting the United States Postal Service Sesquicentennial stamp unveiling at the Smith Center. Additionally, Ms. Kelley highlighted the Sesquicentennial book launch with Commissioner Cafferata and the contributing authors. Regarding the book launch event, Ms. Kelley noted 125 people were in attendance, and commented on Commissioner Cafferata's observation at the event that Southern Nevada author's histories tended focused on the history of The Las Vegas Strip and the impact of gaming on Southern Nevada, whereas Northern Nevada authors tended to focused more on history relating to mountains, trails, and geographic elements. Additionally, Ms. Kelley stated McCarran International Airport will be running a video from the Governor regarding the Sesquicentennial, as well as excerpts from the Spirit of Nevada video developed by Stephens Media.

Regarding sales of merchandise, Ms. Kelley stated 43 belt buckles, 8,100 license plates, and 514 silver and 313 copper medallions of the third design had been sold.

Ms. Kelley noted Ms. Caldwell had earlier discussed the Harley Davidson Sesquicentennial motorcycle. Chairman Krolicki expressed his appreciation for Ms. Caldwell's work relating to the motorcycle. Commissioner Hicks added the Gaming Control Board was sympathetic to the cause of the Commission, but that they are set within the parameters of the law and cannot permit sales by phone or internet in counties outside of Clark, Lincoln, or Nye.

i. Tentative Meeting Dates

<u>- July 11, 2014</u>	<u>1:00 PM</u>
<u>- August 5, 2014</u>	<u>10:00 AM</u>
<u>- September 3, 2014</u>	<u>10:00 AM</u>

Regarding the July 11th date, Chairman Krolicki noted he and Commissioners Newman and Rupert will be unavailable to attend, but did encourage the rest of the Commission to participate in the USS Nevada event set to happen that day in Carson City. Commissioners Brown, Martin, and Nelson stated they intended to travel to Northern Nevada for the USS Nevada event and for the Commission meeting, while Commissioner Snow stated he would not be attending in person. Chairman Krolicki stated staff will follow up and confirm the number of Commissioners available.

Commissioner Hicks added that the Commission funded the restoration work for the plaque for the USS Nevada memorial of just over \$1,900.

Ms. Robinson noted the fourth medallion striking will be around the September 3rd meeting date, which Chairman Krolicki noted could be viewed as another opportunity for enhanced Commissioner participation.

i. Public Relations - Media Report

- Tiffany East ~ The Glenn Group

Ms. Tiffany East of The Glenn Group provided the media report, noting most of the highlights of the report had been previously discussed. Ms. East noted 19 stories for the stamp unveiling were identified, but that they continue to receive stories and hits from Twitter. Ms. East also stated they'd like to gain access to the Pony Express letters for the Nevada Stories blog. Regarding the 36-Star event, Ms. East stated they are working with the Nevada Museum of Art to develop a plan for a kickoff event in August. Additionally, Ms. East stated they

are working with Commissioner Andrew Kirk on his Preserve Nevada Committee, identifying various sites most in need of protecting.

6. Public Comment

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Ms. Barb Kelleher of the Bureau of Land Management expressed her appreciation to the Commission for their work. Ms. Kelleher shared with the Commission brochures for connecting with communities across the state, which Ms. Kelleher stated was valuable since most Nevada communities are surrounded by BLM-managed lands. Ms. Kelleher also commented on other activities of the BLM for the sesquicentennial, including the calendar, a photo contest, geocaching, and a children's book. Ms. Kelleher stated all BLM fire command vehicles have sesquicentennial stickers on them.

Ms. Godfee added that she is on an internal committee that does adoptions for wild horses, and noted their next meeting will be the same weekend as the Nevada 150 Fair in August, creating an opportunity for a partnership along with the Northern Nevada Correctional Center, whose inmates train the wild horses for adoption. Ms. Godfee also suggested this partnership might be an opportunity for promoting the Sesquicentennial belt buckle. Ms. Godfee stated the only horse not available for adoption will be the Border Patrol flag horse, which may provide an opportunity for a Nevada Story.

7. Adjournment

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

Chairman Krolicki adjourned the meeting at 11:48 am.