



Meeting Notice and Agenda of the 1 October Memorial Committee

Wednesday, March 24, 2021, 09:00 AM
Web-Ex Only

MEETING MINUTES

This meeting has been properly noticed and posted in the following locations:

Clark County Government Center 500 S. Grand Central Pkwy. Las Vegas, NV 89155	Desert Breeze Community Center 8275 Spring Mt Rd. Las Vegas, NV 89117	Parks & Recreation Department Offices 2601 E. Sunset Rd. Las Vegas, NV 89120	Winchester Cultural Center 3130 S. McLeod Dr. Las Vegas, NV 89121
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Members: Chairperson Tennille Pereira, Vice-Chairperson Karessa Royce,
Harold Bradford, Dr. Robert Fielden, Rebecca Holden, Mynda Smith

Members Absent: Andrew Walsh

Staff: Sharon Cornell, Daniel Hernandez, Punam Mathur, Mindy Meyers, Michael Weber, Erik Pappa, Mickey Sprott, Tammy To, Lonny Zimmerman

Additional panelists: Bridget Kelly

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1. Call to Order, Roll Call, Pledge of Allegiance, and Moment of Silence.
 - **Meeting called to order at 9:06 AM by Tennille Pereira**
 2. Public Comments
 - **No public comments.**
 3. Agenda - *Approval of Agenda (for possible action)*
 - **MOTION by Dr. Robert Fielden**
2nd MOTION by Karessa Royce
Action PASSED (6-0) / Unanimous
 4. Minutes - *Review and approval of the February 24, 2021 Meeting Minutes (for possible action).*
 - **MOTION by Karessa Royce**
2nd MOTION by Mynda Smith
Action PASSED (6-0) / Unanimous
 5. Discussion of modification of logo colors (*for possible action*).
 - **Logo colors will be changed to orange and purple.**
MOTION by Mynda Smith
2nd MOTION by Harold Bradford
Action PASSED (6-0) / Unanimous

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6. Review survey responses and discuss and identify next steps (*for possible action*).
 - **Survey data collection ran from March 1 – March 14, 2021.**
 - **Final respondent count: 6,066 respondents.**

 - **Motion for staff to contact owner of site location for the memorial.**
MOTION by Karessa Royce
2nd MOTION by Harold Bradford
Action PASSED (6-0) / Unanimous

 - **Motion for staff to report back with further recommendation on exploration of 5 aspects of the memorial.**
MOTION by Dr. Robert Fielden
2nd MOTION Karessa Royce
Action PASSED (6-0) / Unanimous
7. Review memorial fundraising options (*not an action item*).
 - **Presentation regarding memorial funding by Sharon Cornell.**
8. Report by staff regarding monthly summary of activities (*for possible action*).
 - **Media outreach and coverage report by Erik Pappa.**
 - **Request for staff to engage with Clark County finance for presentation of state and local laws regarding fundraising.**
9. Identify emerging issues to be addressed by staff or by the Committee at future meetings; receive updates on activities and direct staff accordingly (*not an action item*).
 - **Report on ACA Memorial process by Rebecca Holden**
 - **Report on Pulse Nightclub Memorial process by Mynda Smith**
 - **Report on Flight 93 Memorial process by Mynda Smith**
 - **Request for staff to contact expert in 501(c)(3) and set up a presentation.**
10. Comments by the General Public.
 - **Public comment by public audience member, Sue Ann Cornwell, regarding memorial maintenance, integrating music in the memorial, and importance of Route 91 family.**

Public Comments received by 1OctoberMemorial@ClarkCountyNV.Gov before 03/22/2021:

From Patricia Moyer:

This is at the 9/11 Memorial.....really moved me! Something similar with 60 teardrops would be a nice memorial for Route 91

(Email end.)

From Ernest Hood:

The perfect location for the memorial is area adjacent to the "Welcome to Las Vegas" sign, there is a large enough drainage easement, across the street next to Bali Golf Course fairway, currently there is enough land to construct a memorial that is in visual

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sight of the event area and able to handle additional parking and also the Clark County already owns the land!

(Email end.)

- 11.** Future meeting schedule: 4th Wednesday of each month beginning at 9:00 AM *(not an action item)*.
 - **Next meeting: April 28, 2021**
- 12.** Adjournment – *(not an action item)*.
 - **Meeting adjourned at 12:58 PM by committee.**

1 OCTOBER MEMORIAL COMMITTEE
COMMUNITY SURVEY

MARCH 2021



Data collection

Collaborative survey development with Committee (Feb. meeting)

Survey data collection open March 1 – March 14, 2021

Survey link promoted extensively by Clark County Public Communications & 1 October Memorial Committee:

- dedicated website
- advertising and marketing campaign
- news media outreach
- outreach to survivor groups and other groups of local and government employees impacted
- word of mouth (snowball sampling)

Final respondent count: 6,066 respondents (answered 1+ Q), 14 in Spanish

- 7,204 accessed the survey link
- 4,338 answered all questions

Feelings to be experienced

Healing – 63.1%

Peace – 59.7%

Respect – 56.4%

Community – 52.2%

Strength – 45.9%

Unity – 45.8%

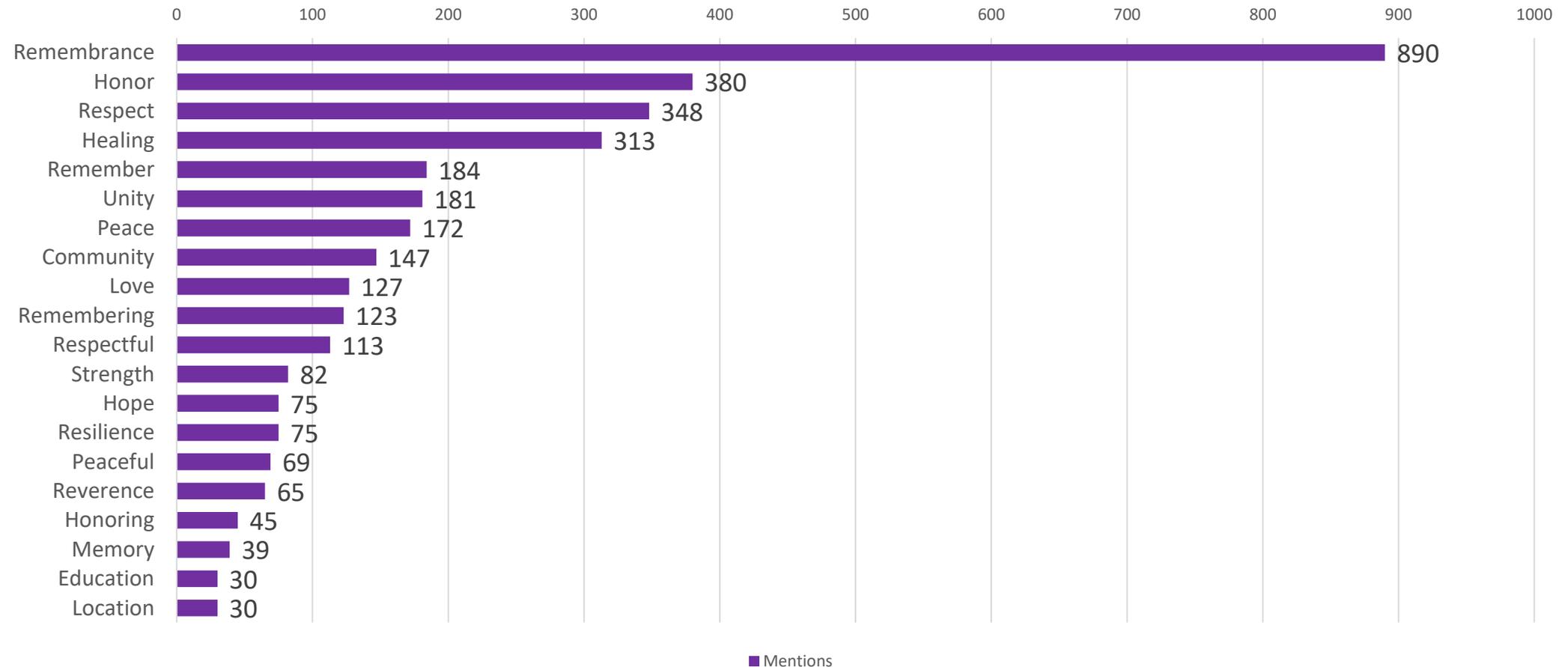
Love – 43.3%

Comfort – 42.6%

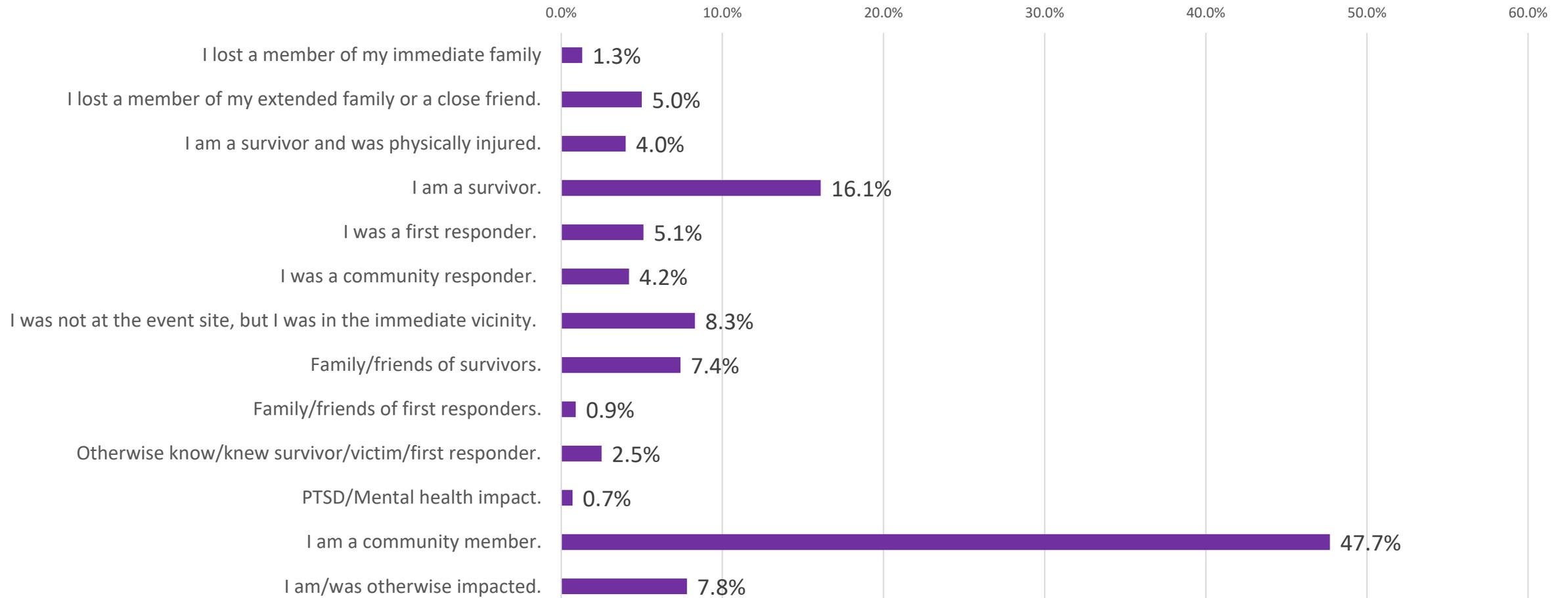
Honor – 42.6%

Resilience – 38.6%

Open Response: Most important aspect for memorial

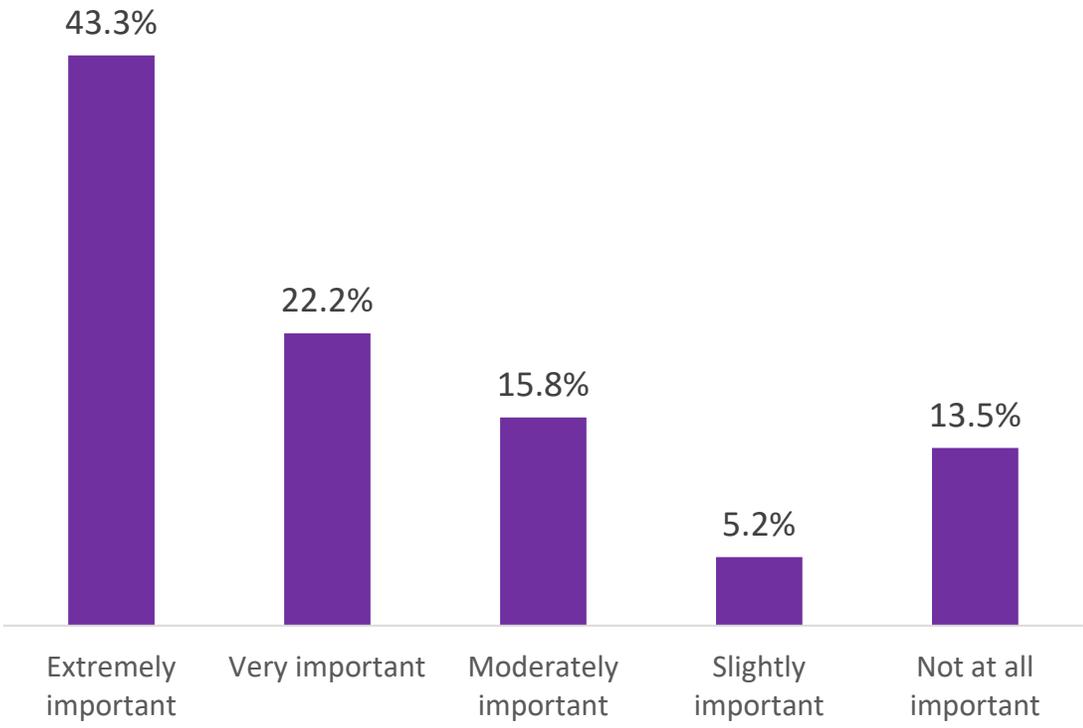


Impact of 1 October event on survey respondents

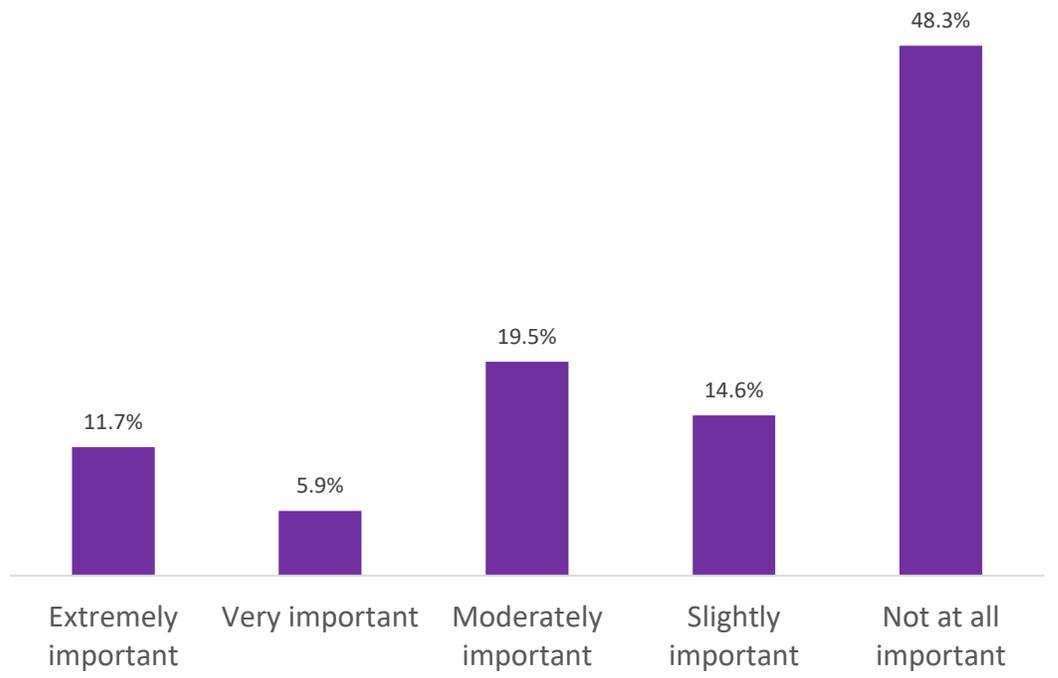


Location of memorial

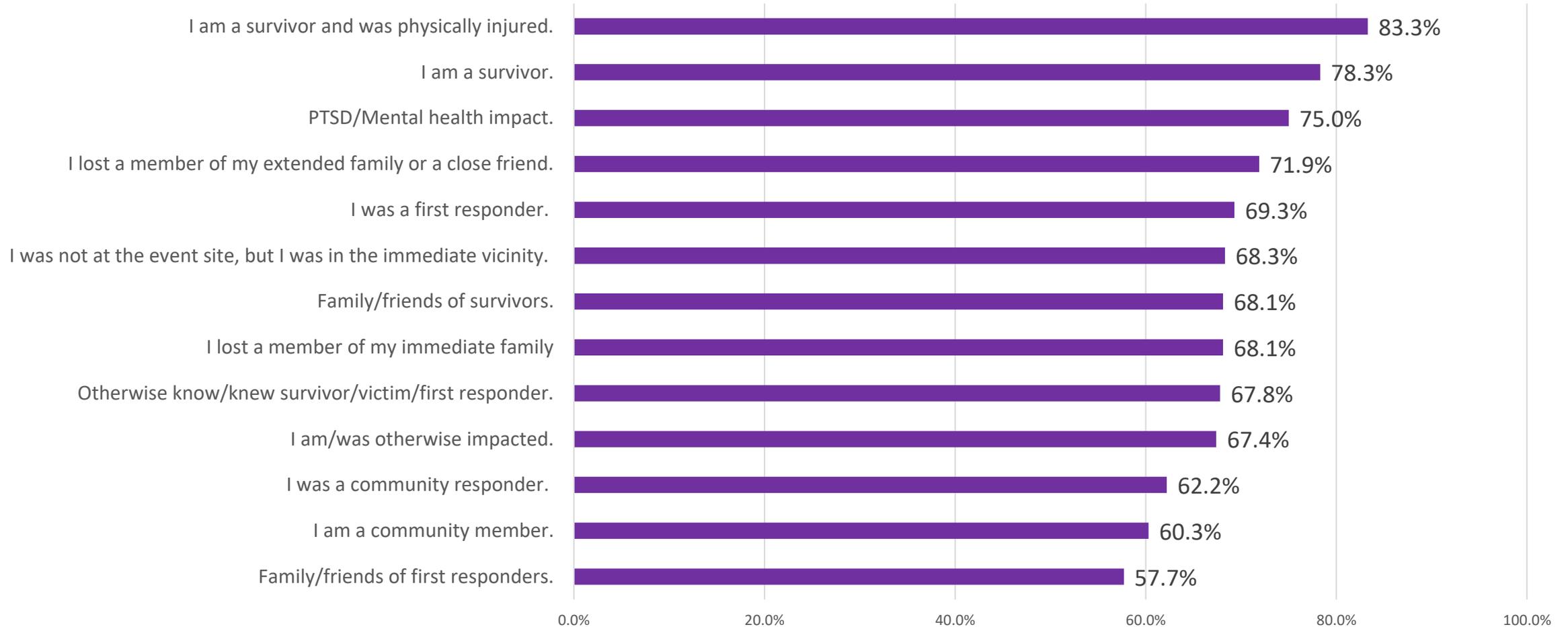
How important is it to you that the memorial is located at the event site?



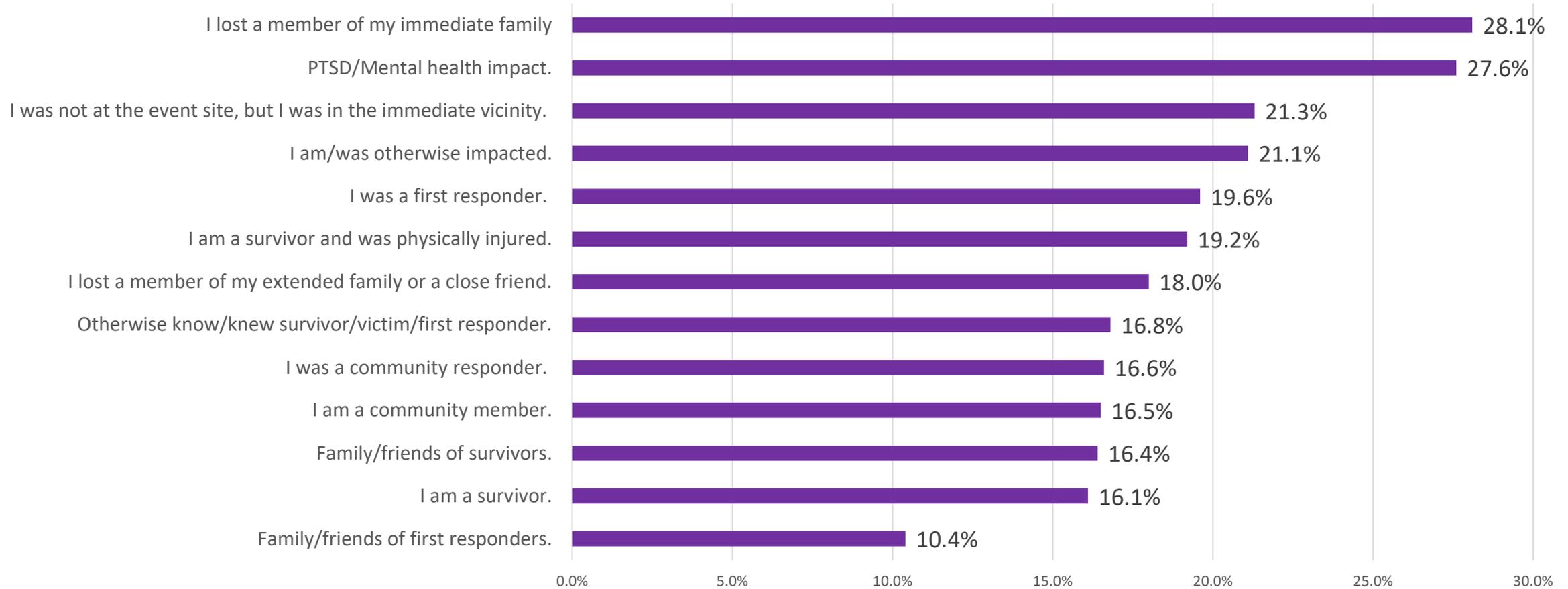
How important is it to you that the memorial is not located at the event site?



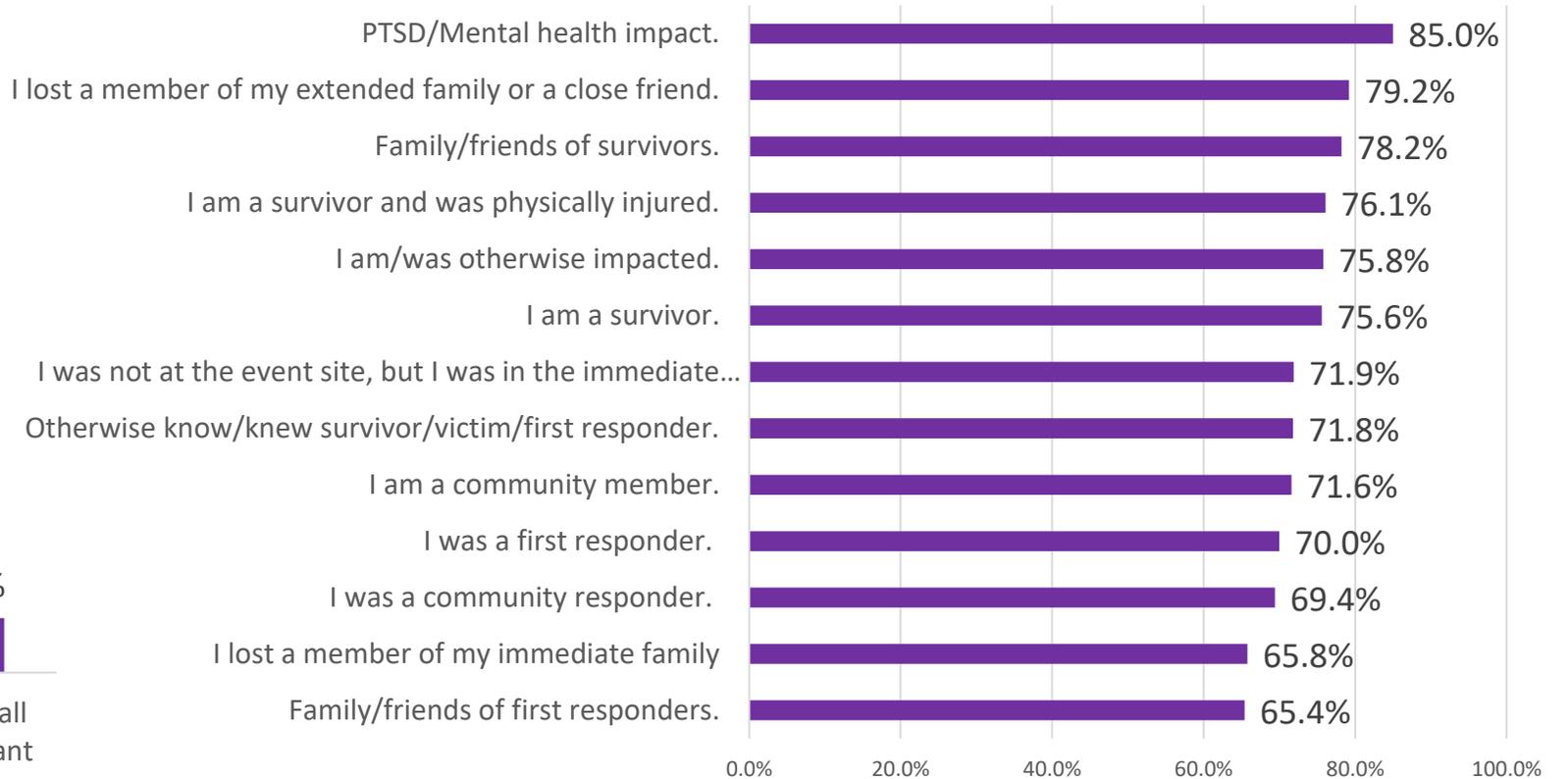
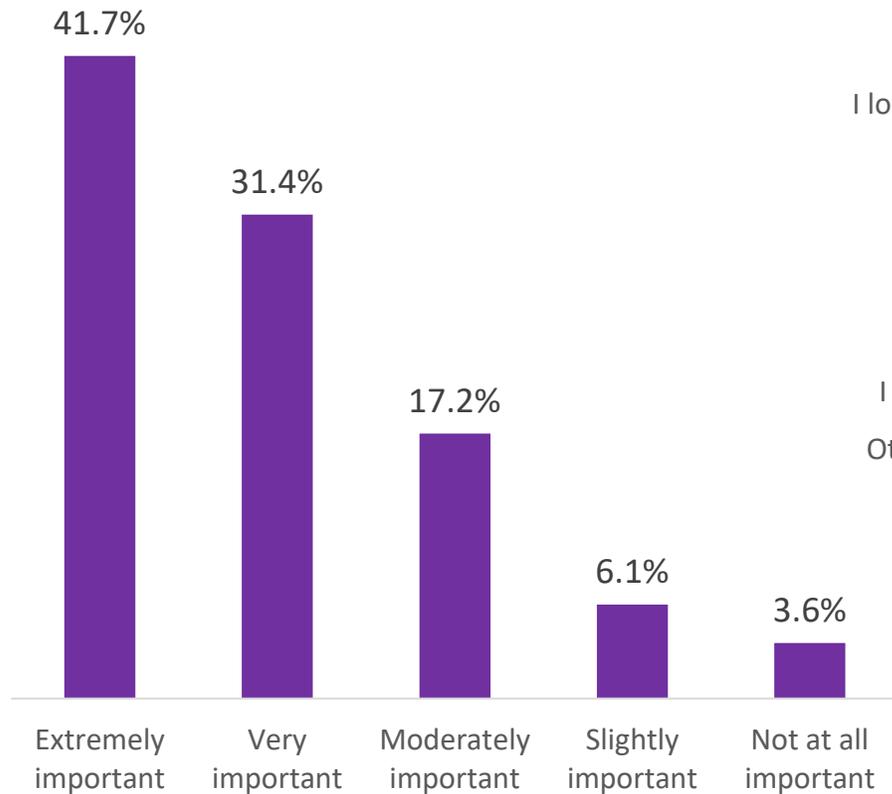
Extremely/very important that memorial is located at event site



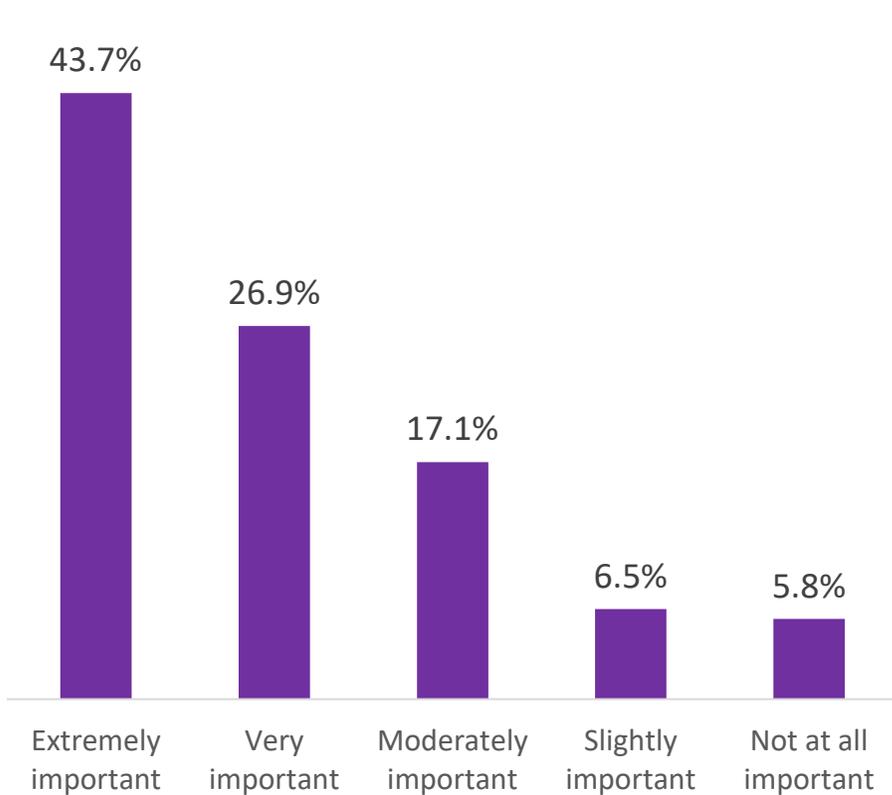
Extremely/very important that memorial is not located at event site



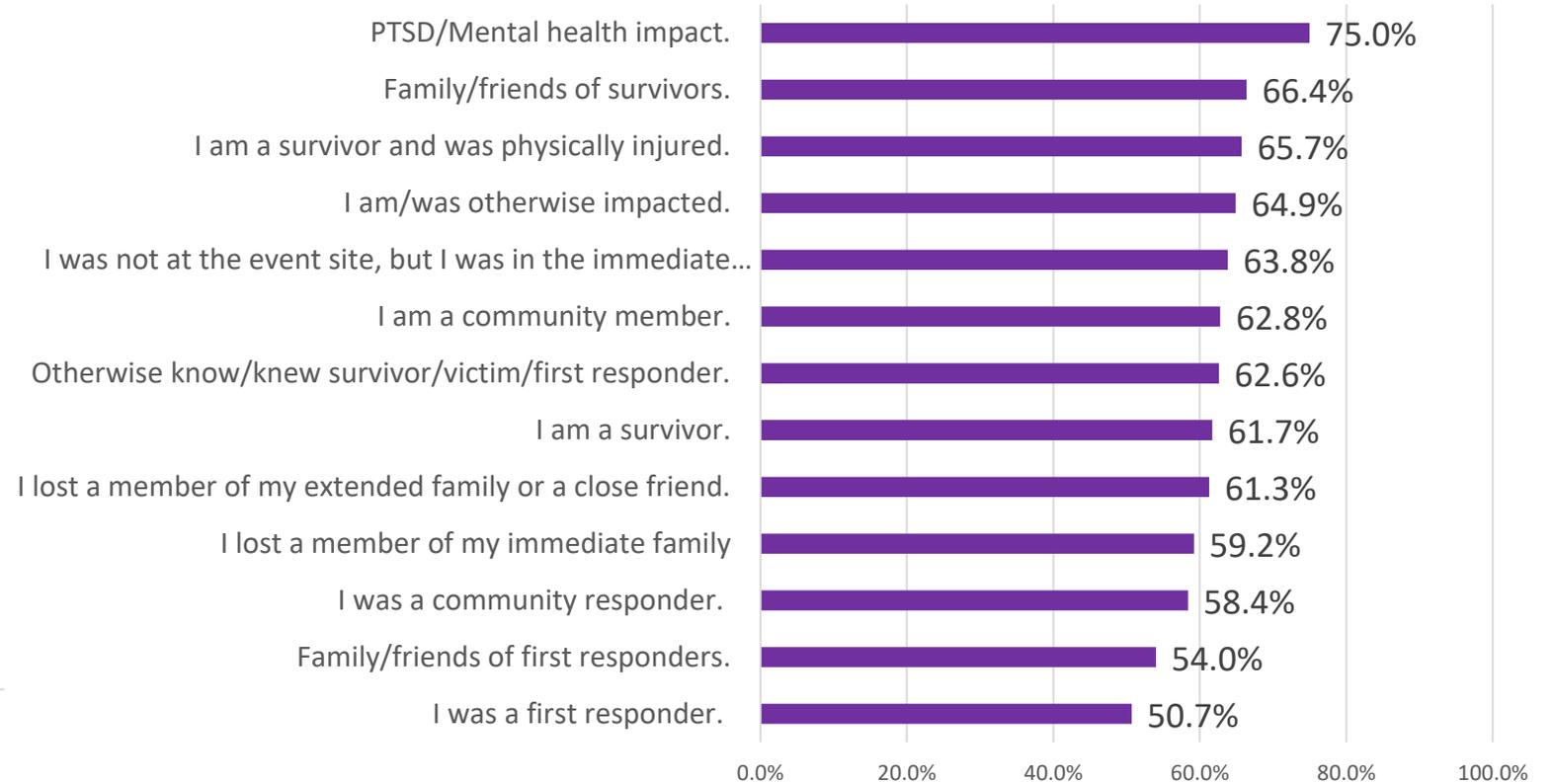
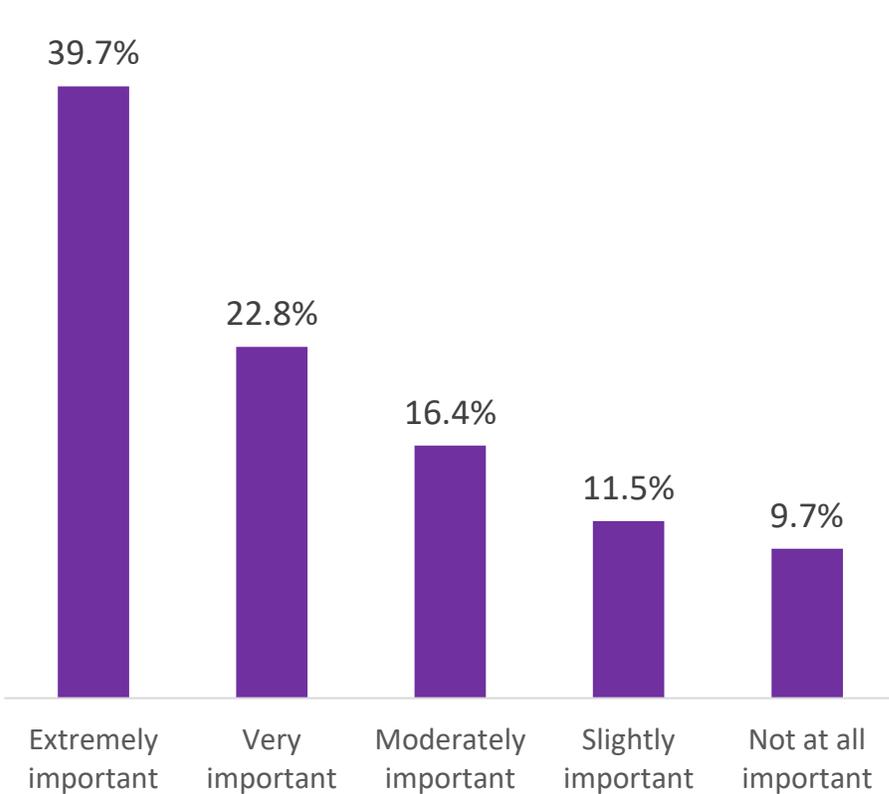
Importance of additional consideration: Education about the event



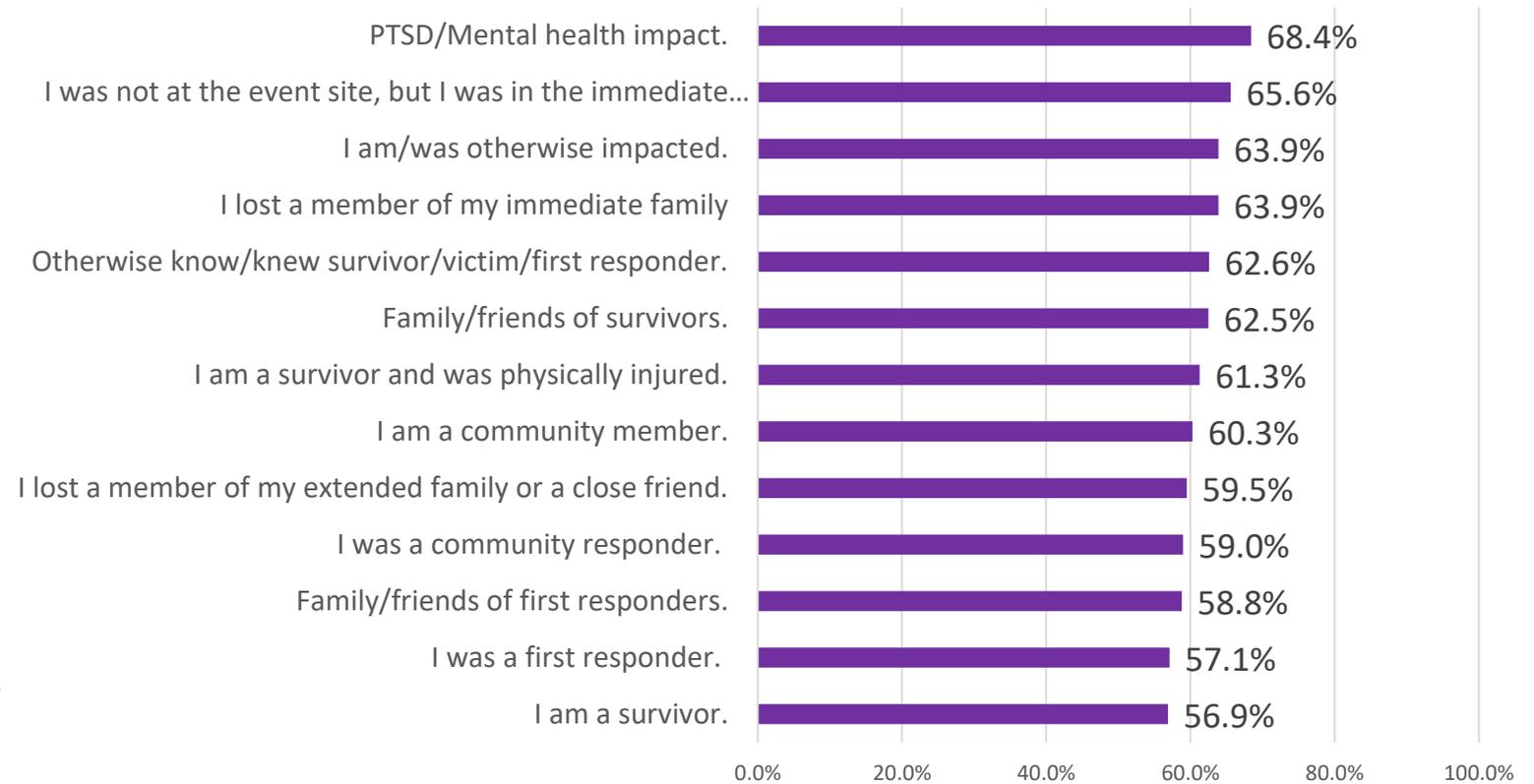
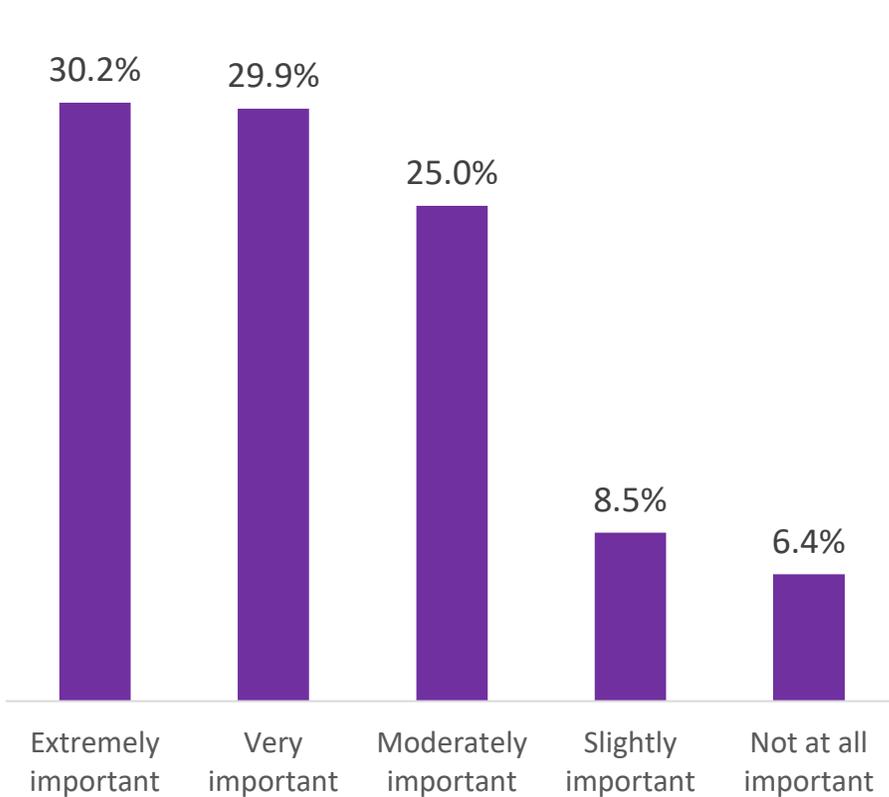
Importance of additional consideration: Appealing to all ages



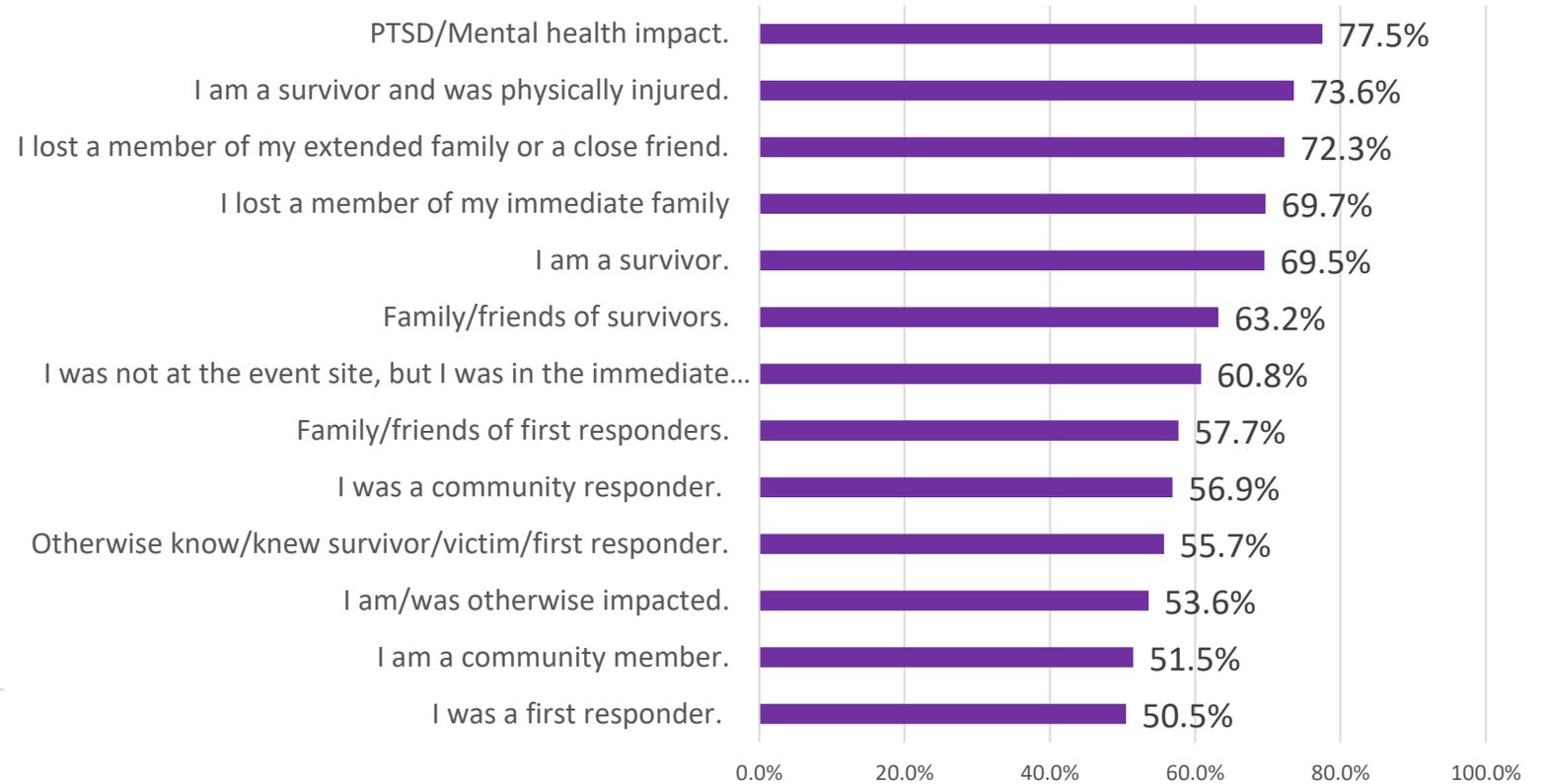
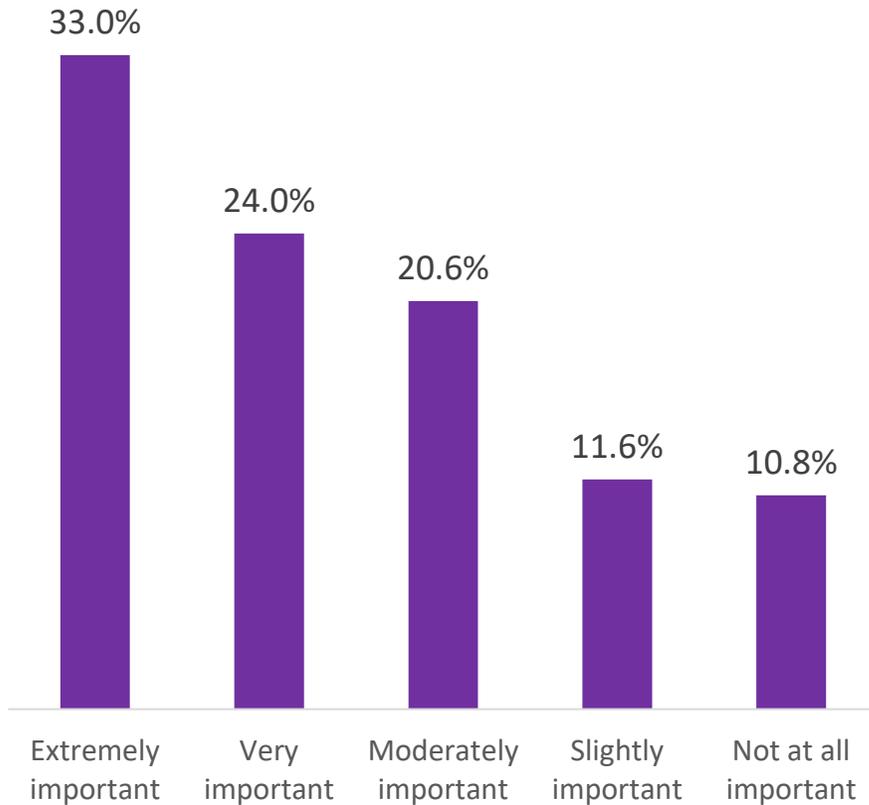
Importance of additional consideration: Addressing the issue of mass casualty violence



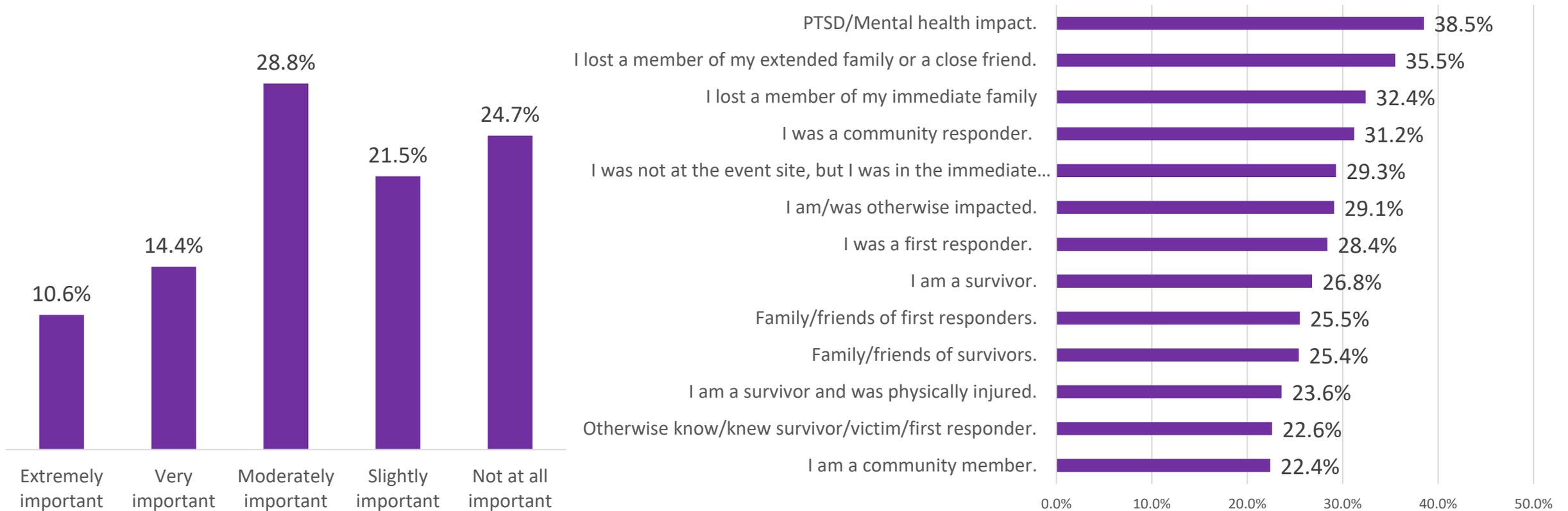
Importance of additional consideration: An artistic feature



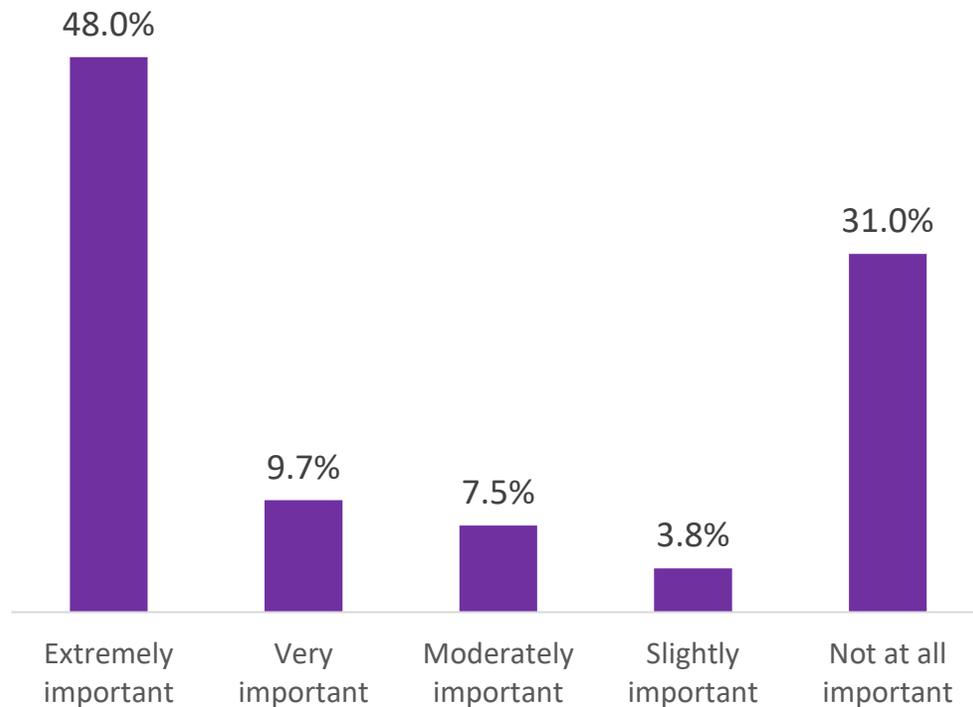
Importance of additional consideration: Ability to leave mementos to commemorate victims and survivors



Importance of additional consideration: An interactive component



Importance of additional consideration: Other



Common themes:

honoring the victims, survivors, and first and community responders

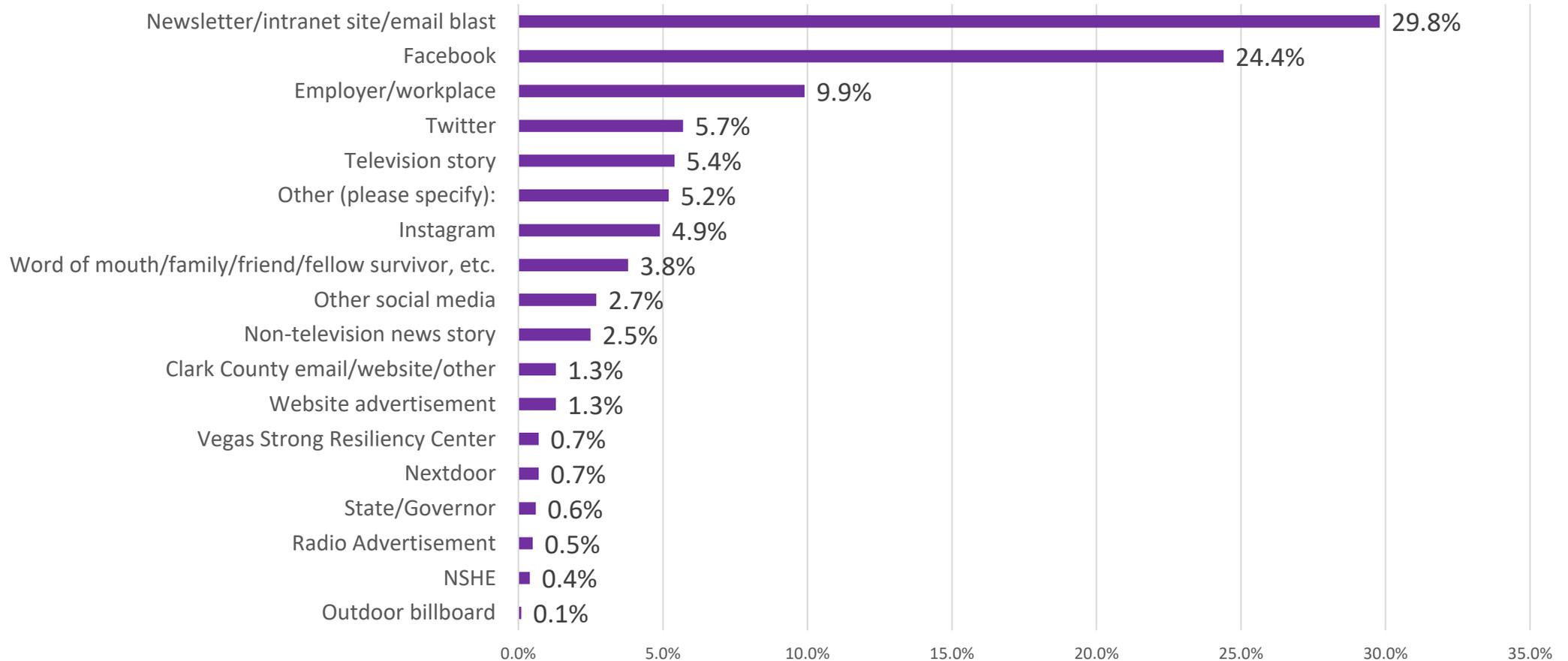
opportunities for music to be incorporated (including multiple mentions of performance space)

opportunities for quiet reflection

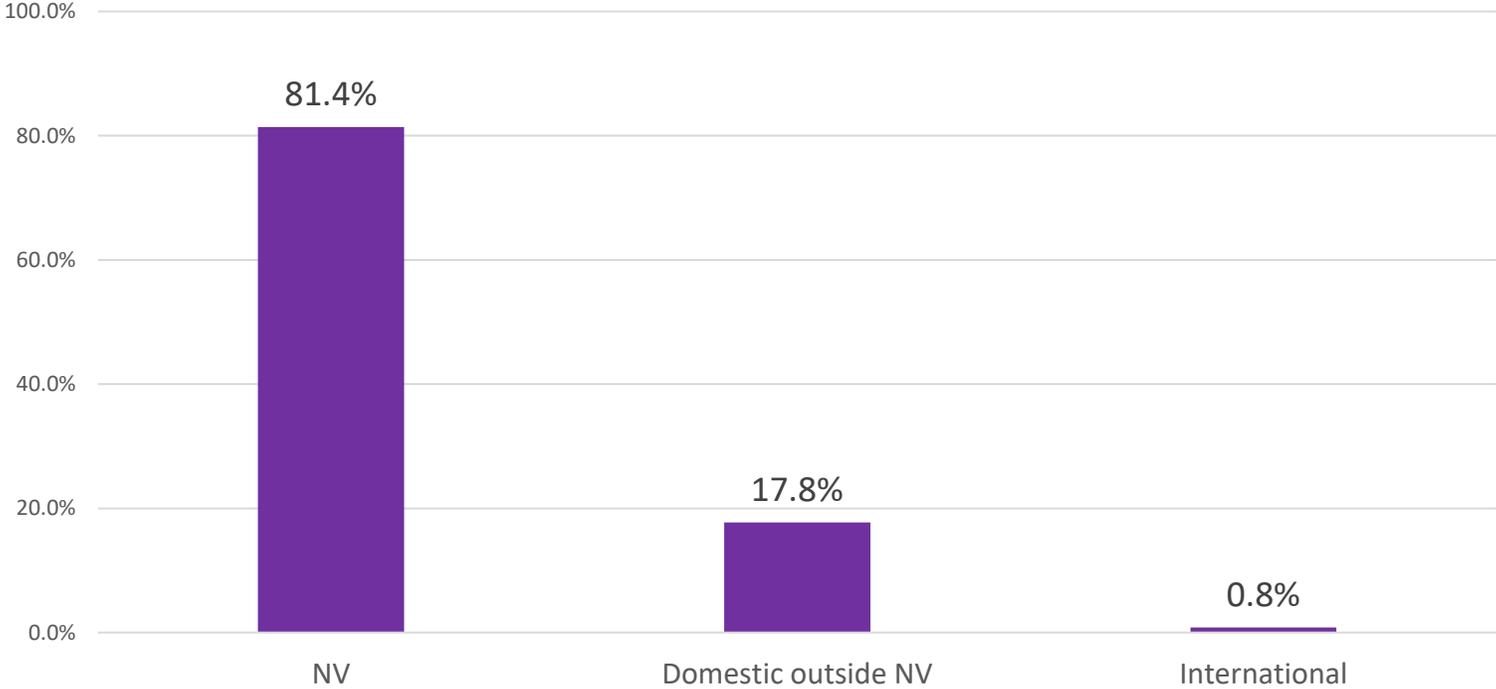
avoiding politics and mentions of the perpetrator

not having a new memorial

Sources of Survey Notification



Location of Respondents





Sources for Memorial Funding

- 
- Review other memorials
 - Summary of Funding
 - Recommendations

Memorial Funding Sources

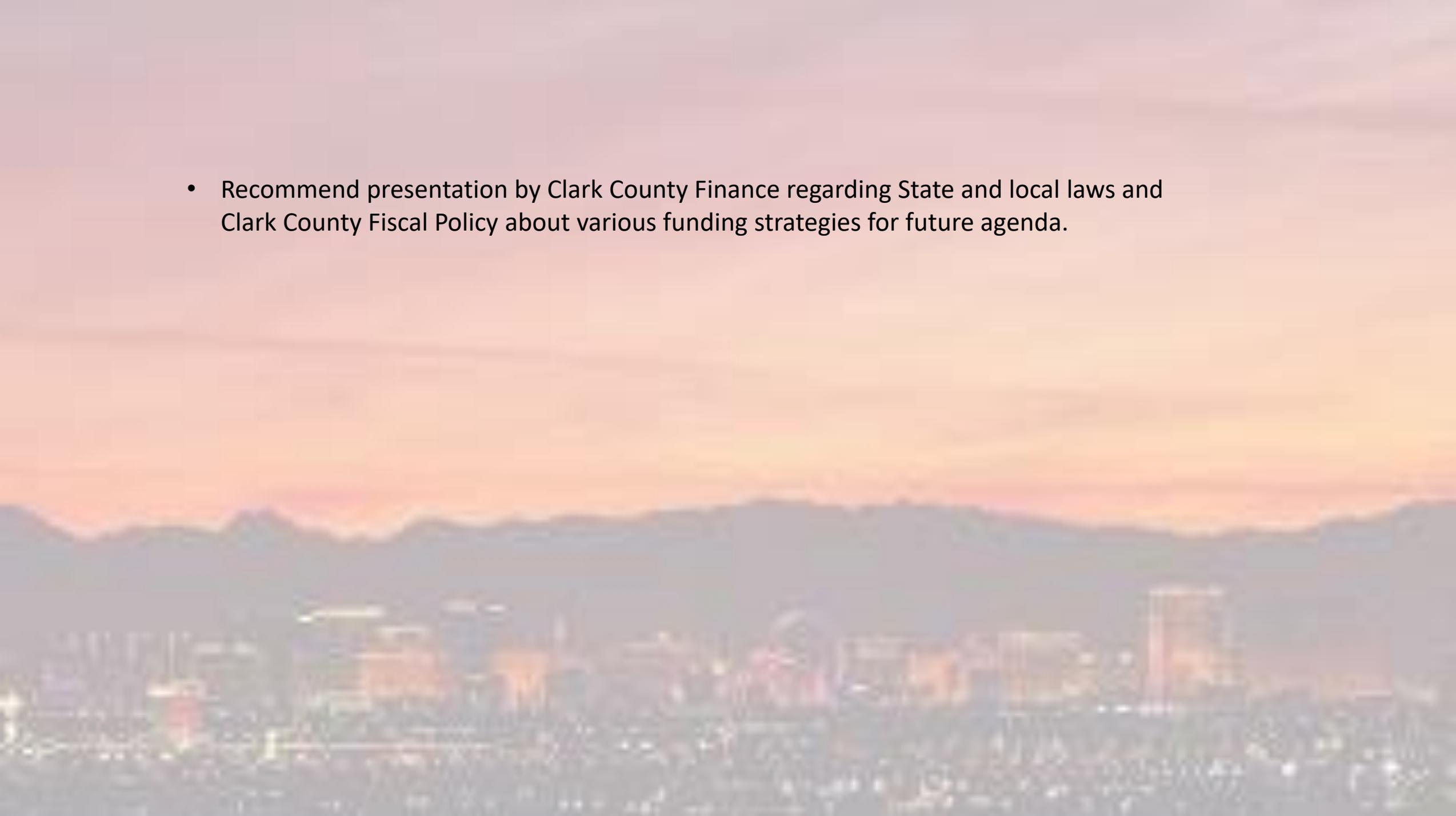
Memorial	Amount	Funding Sources
Columbine Memorial "A Place to Remember- A Place to Reflect-A Place of Peace"	\$2,200,000	Donations - Held by Foothills Park District 501C3 Land provided by Park District Columbine Memorial Fund 501C3 Formed after completion for maintenance
Fort Hood "Nov 5 Memorial"	\$403,000	Donations raised from private and corporate donors - City held funds until the entire amount was raised
Sandy Hook	\$3,700,000	Sandy Hook Permanent Memorial Commission oversees Donations were used for expenses related to design and committee City approved the appropriation for 3.7M will go to public vote at next election.
Aurora 7/20 Memorial "Ascentiate"	\$200,000	Donations from corporate and private donors and fundraising. Land donated by city. The 7/20 Foundation is a 501C3 and continues to raise funds for maintenance of the sculpture and their mission to show there is more good in the world. The foundation reaches out to other communities affected by tragedy and provides support by sharing their stories to help heal. The city maintains the garden.

Memorial Funding Sources

Memorial	Amount	Funding Sources
San Bernardino "Curtain of Courage"	\$187,000	Funded by San Bernardino County
Southerland Springs Church	\$89,000	Donations to the Church (already Non-profit) Multiple GoFundMe pages
Santa Fe 10 Memorial	\$1,000,000	Family members created the Santa Fe 10 Memorial Foundation 501C3. They are currently fundraising. The design was done by a University of Huston Architecture Student.
9/11 Memorial & Museum	\$700,000,000	Funded by combination of Private and corporate donations. The city has a specific budget, they receive federal funds, they charge \$24 for admission to the museum. *\$63,000,000 per year operating costs
Oklahoma City Memorial & Museum	\$29,100,000	The Oklahoma City National Memorial 501C3 is funded by private and corporate donations, fundraisers, museum admissions and gift shop & an endowment fund \$10M Outdoor Memorial, \$7M Museum, \$5 Memorial Institute for the Prevention of Terrorism and the rest for other costs

- 
- Private and Corporate Donations
 - 501C3
 - Donation Accounts
 - GoFundMe
 - Government Funding
 - Bonds, General Fund
 - Grants
 - Fundraising
 - Events
 - Volunteers & Materials

- Recommend presentation by Clark County Finance regarding State and local laws and Clark County Fiscal Policy about various funding strategies for future agenda.



Discussion



Memorial Funding Sources

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