



Meeting Notice and Agenda of the 1 October Memorial Committee

Wednesday, April 28, 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	DesertBreeze 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

Harold Bradford, Dr. Robert Fielden, Kelly McMahill, Mynda Smith

Members Absent: Vice-Chairperson Karessa Royce, Rebecca Holden

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

Additional Panelists: Ashley Eddy, Bridget Kelly, Julie Murray

- 1) Call to Order, Roll Call, Pledge of Allegiance, and Moment of Silence.
 - **Meeting called to order at 9:02 AM by Tennille Pereira.**
 - **Introduction of new committee member, Kelly McMahill, who is replacing former committee member, Andrew Walsh.**
- 2) Public Comments.
 - **No public comments.**
- 3) Agenda - *Approval of Agenda (for possible action).*
 - **MOTION by Mynda Smith**
2nd MOTION by Harold Bradford
Action PASSED (5-0) / Unanimous
- 4) Minutes - *Review and approval of the **March 24, 2021 Meeting Minutes** (for possible action).*
 - **MOTION by Mynda Smith**
2nd MOTION by Harold Bradford
Action PASSED (5-0) / Unanimous
- 5) Presentation by County staff to outline fundraising options including establishing a donation fund and other options for soliciting funds for the 1 October Memorial (*for possible action*).
 - **Fundraising options presented to the committee by Lonny Zimmerman.**
 - **Request for staff to establish donation fund and budget proposal.**

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- **Motion to table agenda item #5 to next month.**
MOTION by Robert Fielden
2nd MOTION by Harold Bradford
Action PASSED (5-0) / Unanimous

- 6) Presentation by Julie Murray of the Moonridge Group on 501(c)3 operations (*not an action item*).
 - **Creating a 501c3 presentation by Julie Murray.**

- 7) Report by staff regarding monthly summary of activities (*for possible action*).
 - **March survey public engagement report by Punam Mathur.**
 - **Suggestion to conduct seven focus groups.**
 - **Motion to move forward with focus groups.**
MOTION by Kelly McMahill
2nd MOTION by Mynda Smith
Action PASSED (5-0) / Unanimous

- 8) 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*).
 - **Partnership established with MGM liaison, Ashley Eddy.**

 - **Motion to reopen agenda item #8 after closing the item.**
MOTION by Mynda Smith
2nd MOTION by Kelly McMahill
Action PASSED (5-0) / Unanimous
 - **Agenda item reopened.**
 - **Report on Parkland Memorial process by Mynda Smith**
 - **Report on Pentagon Memorial process by Mynda Smith**

- 9) Comments by the General Public.
 - **Public comment by survivor and public audience member, Terri Davis, regarding call for artists and donations.**

Public Comments received by 1OctoberMemorial@ClarkCountyNV.Gov before 04/26/2021:

From Josh Pennington:

Why is the tragedy being referred to as October 1? It was the Route 91 Harvest Festival MASS SHOOTING!!!!!!!

I am a survivor as well as my wife and 22,000 other folks, to us it is MUCH MORE than a day, "1 October" it is the seminal moment our lives changed forever, either for the better or worse or somewhere in between.

I can tell you I do very much appreciate the City of Las Vegas and the Clark county government for providing space, a forum , and support in the ongoing efforts to create and maintain a memorial for this tragedy, and the very respectful way you are going about it.

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I however do not think survivors are well represented on the committee, a single survivor and the relative of a survivor is not an adequate representation of the magnitude of this tragedy, or the survivors.

I would happily volunteer if we as survivors were asked, maybe we were, I do not live in NV. so I can't say if other survivors were asked or not.

I respectfully ask that you add at least 3 survivors to the committee, and set about a process to find these folks.

The Vegas Strong Resiliency Center, Chairman Karessa Royce can certainly help find more survivors and respectfully gauge their interest in participating in the committee.

On the topic of the memorial itself, I think as a survivor our stories have not been told, the tragedy has faded from the national conscientiousness as quickly as a single evening's sunsets' and that is unforgivable, it was and remains the single worst mass shooting in American history and the modern media has scrubbed it from almost all discernable formats and platforms.

To my knowledge there have been no movies, no radio spots/specials, books, in-depth investigative journalism pieces, or other large scale serious analysis of the event since it happened nearly 4 years ago, save 1-2 little known Netflix junk pieces.

(if these items exist, I apologize as I have not viewed them or been privy to them, please send me references and I would be happy to review them)

The country music industry is the only area that I know that has TRIED to acknowledge the tragedy and produce music in it's remembrance albeit too little too late and then only because it affected them in a singular and profound way.

I would like the memorial to be OUR stories and the stories of the heroes who sacrificed themselves to protect others, or serve in the medical tents, help move the wounded, and do medical triage while the bullets were still flying, protect the helpless cowering near the LOCKED gates crying to escape the hail of gunfire, or carrying the wounded out on bike racks!

WHERE are their/OUR stories being told?

The memorial should have these elements included, but also those stories of healing and survival, which should be the loudest!

As a survivor and a person who helped render medical care and triage (I don't consider myself a hero) I want OUR voices along with the stories of the angels that were taken that night to be one of **LARGEST PARTS** of the memorial.

A memorial that is interactive and showcases the brother and sisterhood of each of the survivors will also be an integral piece of this lasting testament to the resiliency of the human spirit and of the bond a shared tragedy can form.

(Email end.)

From Amanda Spence:

I am a survivor of the Rt91 event, and listened to the meeting this morning with the results of the survey. I know you are exploring ways to engage the community to gain a deeper understanding of education, addressing mass casualty violence, etc but also

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want to urge you to better understand the feelings on location as even for those of us that responded that it is extremely important to have the memorial at the event site, it is a very complicated topic.

To try to give you some of my personal perspective - the idea of having anything other than a memorial built on that site is completely disrespectful and signals "life goes on" in a way that may leave survivors and the families of the deceased feeling like our experience doesn't matter. It feels like building on top of the 58's graves. Alternatively, the idea of going back to that site to mourn, reflect, or heal brings on a lot of fear and anxiety, as it sits in the shadow of Mandalay Bay. Perhaps this could be mitigated by the design of the memorial; maybe there are trees or design elements that shield the view of the hotel, provide some shelter from the noise and bustle of the strip, etc. These are just some ideas, but I do feel it's important for this type of feedback from other survivors to be given to the artist community that will eventually make this take shape. Ultimately I want to see the memorial at the site of the event, but want to feel safe visiting.

(Email end.)

From Shawna Bartlett:

Hello my name is Shawna Bartlett and I am not just a survivor but have been very involved with the victim's families and survivors since October 1, 2017. Erik Pappa and Mynda Smith have worked with me on previous events I have organized.

I also helped promote the Route 91 concert every year. I do believe it is VERY important to tell the story of the Route 91 concert and how the concert came to be. It is a very unique and incredible story of the creators as well as that year was a very big year as A LOT of first happened that year for the concert. As well it was Jason Aldeans 2nd time performing for the concert. I am happy to help assist with getting you the information you would like to include as I have prepared the story for a memorial wall in California.

(Email end.)

From Martin Gallagher:

1. When a memorial & surrounding area is created it should contain QR codes that visitors can scan with cell phones that will take them to a Route 91/October 1 website that will inform them of up-to-date info. Over time there may be developments that should be made known that occur after permanent signage at the memorial is installed. This could include the current estimate of fatalities attributed to the event as that accepted number changes (it started at 58 and after enough time it will rise to approximately 22,000). It makes no sense to list any number besides 58 on permanent signage at the memorial since that's the significant death count number that we've all used to this point for all purposes.
2. The proposal for an amphitheater sounds nice but, in reality, most survivors would be reluctant to attend a musical performance in the shadow of Mandalay Bay and the other tall hotel buildings in the area for fear of a copycat crime.
3. Proponents of not having a memorial located at the Rt 91 venue already have a

Meeting Notice and Agenda of the 1 October Memorial Committee site that they can visit – the Healing Garden – if they’re uncomfortable with the idea of visiting the venue again. No one is forcing anyone to visit the venue and if they’d rather not then maybe the Healing Garden is more appropriate for them. It’s far better to have a memorial at the venue to satisfy the wishes of the vast majority than it would be to not have one there in order to accommodating a minority of people who don’t wish to go there. Those individuals are already being accommodated by the Healing Garden.

4. Respondents who said that resources shouldn’t be used for a memorial probably have no idea where those resources are coming from. Funds are not being diverted from survivors and families of victims, they’re being raised specifically for the purpose of a memorial.

5. Nobody is looking for an “interactive exhibit that is good for all ages” as was suggested during the meeting. Nothing should be inappropriate but it’s not going to be a source of entertainment for visitors.

Thanks for all of your efforts to formulate a plan for a memorial that accomplishes the most good for all parties.

(Email end.)

From Marilyn Taylor:

I missed the recent survey that asked for the public’s input into the new 1 October Memorial. My main hope is that the beautiful tree, donated by Siegfried & Roy to the current, site, will be relocated to the permanent site.

(Email end.)

10) Future meeting schedule: 4th Wednesday of each month beginning at 9:00 AM (*not an action item*).

- **Next meeting: May 26, 2021**

11) Adjournment – (*not an action item*).

- **Meeting adjourned at 11:58 AM by committee.**

Creating a 501c3





Do Your Homework

Be clear about the need you will be filling.

- Are there other organizations doing similar work?
- Raising funds for public arts and/or memorial funds?
- Who to collaborate with? And how to separate yourself as the best in your field?

Clearly Articulate Your Mission

What do you want to accomplish and why?

“Provide wholesome food to hungry people while passionately pursuing a hunger free community”
-Three Square

Be clear about your purpose and commitment.
Make the verbiage “actionable”.

Leadership



Executive Director

Job Description
Salary
Benefits?

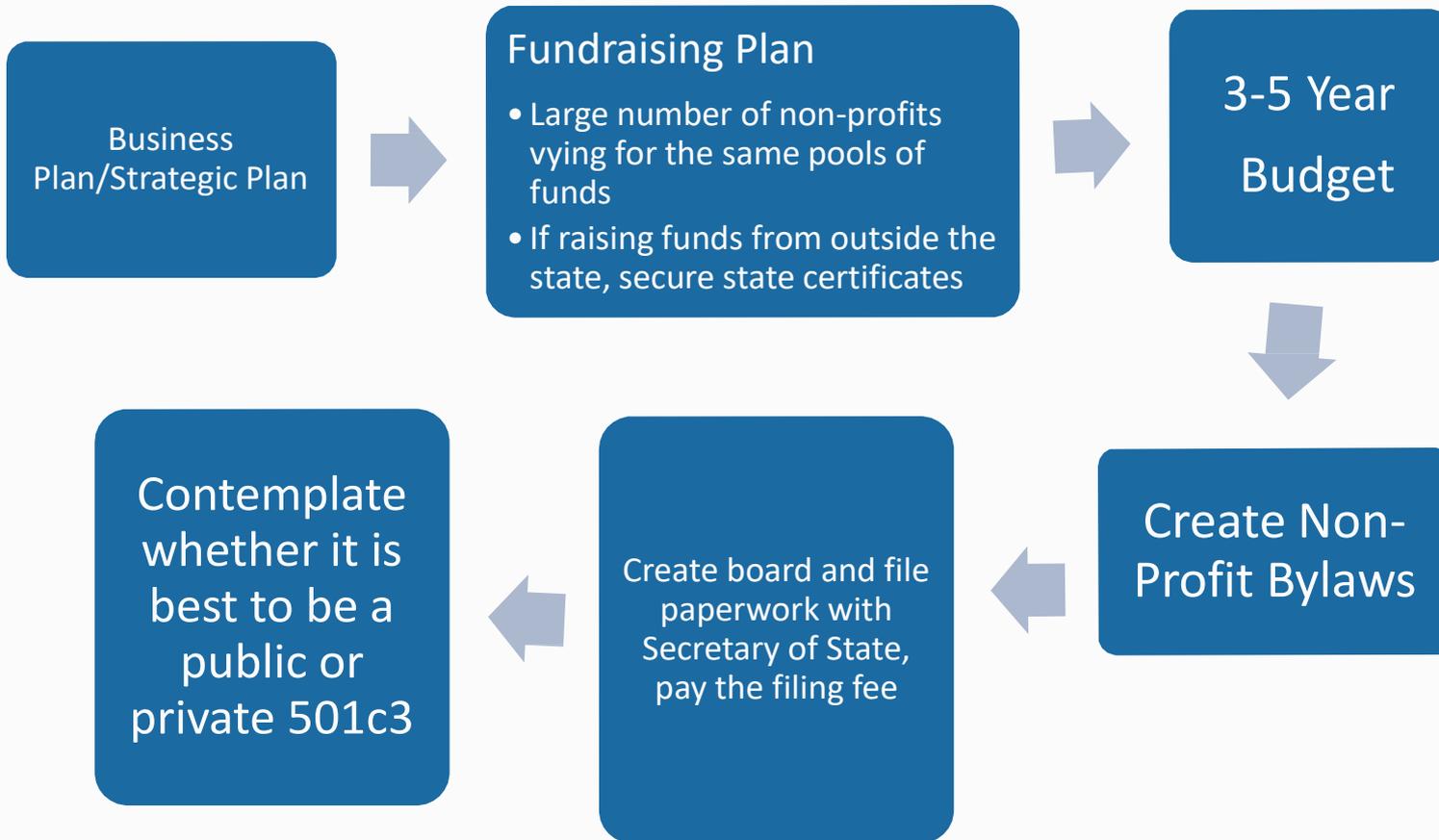


Board

The primary role of a 501c3 Board is **governance** and **fiscal sustainability**. The leaders who are engaged in the planning process now, may or may not be the best for the 501c3 Board.

The Board requires people who can be focused on raising the funds needed to launch and sustain the organization

Before applying for your 501c3



Internal Logistics



Internal Controls



Employee Handbook



Utilizing Public Relations

Utilizing PR and social media to raise awareness about the project



Website and Database

Website and creation of data base to track donations and supporters



How Will you Keep Donors Updated?

- Newsletters?
- Social media?
- Personal touchpoints?

Metrics

- ✓ Create a baseline
- ✓ Measure quarterly
- ✓ Dashboard to capture metrics and share with board and supporters

Sustaining operations

- You can apply for state tax exemption after non-profit status has been approved by IRS
- Paperwork and processes needed to maintain 501c3 status annually
- Bookkeeping
- Non-profit taxes
- Earning reputation on GuideStar

Thank You!

Have a nice day!

