



Meeting Notice and Agenda of the 1 October Memorial Committee

Wednesday, December 23, 2020, 09:00 AM
Web-Ex Only

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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Committee Members: Chairperson Tennille Pereira, Vice-Chairperson Karessa Royce, Harold Bradford, Rebecca Holden, Mynda Smith, Andrew Walsh

Committee Members Absent: Dr. Robert Fielden

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

Guest Presenter: Terri Keener

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1. Call to Order, Pledge of Allegiance, and Roll Call
 - **Meeting called to order at 9:03 AM by Tennille Pereira.**
 2. Public Comments
 - **No public comments.**
 3. Agenda - *Approval of Agenda (for possible action)*
 - **MOTION by Karessa Royce**
2nd MOTION by Andrew Walsh
Action PASSED (6-0) / Unanimous
 4. Minutes - *Review and approval of the November 28, 2020 Meeting Minutes. (for possible action)*
 - **MOTION by Karessa Royce**
2nd MOTION by Rebecca Holden
Action PASSED (6-0) / Unanimous
 5. Discussion to clarify the purpose of the 1 October Memorial Committee. *(not an action item)*
 - **1 October Memorial Committee reminds the public that the name of the committee and the name of the actual memorial are separate. The committee has no jurisdiction over any changes in the number.**

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6. Presentation by the Clark County Public Information Officers about outreach plan and marketing activities. *(for possible action)*

Committee Outreach presented by Erik Pappa.

- **Focus: to encourage visits to ClarkCountyNV.Gov/1OctoberMemorial.**

7. Discussion about Town Hall Meetings. *(for possible action)*

- **Proposed locations: districts (A-G), town boards (Spring Valley, Sunrise Manor, Whitney, Paradise, Lone Mountain), or rural areas (Goodsprings, Moapa, Searchlight, Indian Springs, Bunkerville, Mount Charleston).**
- **Days and times of physical locations/virtual events based on regions and times.**

8. Presentation by Terri Keener, Behavior Health Coordinator for the Resiliency Center, about steps for self-care. *(not an action item)*

Vicarious Trauma: The Cost of Caring presented by Terri Keener.

- **Information on causes of vicarious trauma, how to cope, exposure, and self-care.**

9. Report by staff regarding monthly summary of activities. *(not an action item)*

- **Clark County to continue support of committee in their roles and final decisions.**
- **Survey company contracts progress.**

10. Discussion regarding topics for future agenda items by the committee members. *(for possible action)*

- **Contact outside memorial communities to assist 1 October Memorial direction and planning.**
- **Discussion of survey topics.**
- **Add a moment of silence to beginning of meeting.**
- **Finance and funding.**
- **Presentation by Clark County Museum.**
- **Add debrief process among committee members.**
- **Include a section for upcoming 1 October events.**

11. Comments by the General Public

2 Public comments made by the general public.

- **Public audience member, Sue Ann Cornwall, thanked the committee for providing a visual on how to sign up for email updates. Addressed the number 58 and informs that The Healing Garden has added a new memorial for the survivors who have passed since 1 October.**
- **Public audience member, Terri Davis, thanked the committee for clarifying that they have no direct control over the name of the committee or number. Points out that a group that is often overlooked are the band's staff and crew. Has contact with other memorial committee public speakers and offers to put committee members in contact.**

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12. Future meeting schedule: 4th Wednesday of each month beginning at 9:00 a.m. *(not an action item)*
 - *Next meeting: January 27, 2021*
 - **Due to statewide pause order, meetings will be conducted thru virtual formats until further notice.**

13. Adjournment – *(not an action item)*
 - **Meeting adjourned at 11:27 PM by committee.**

Committee Outreach – Phase 1

- Current focus: Encourage visits to ClarkCountyNV.gov/1OctoberMemorial
- Sign up for email updates
- Encourage following cmte. at [Facebook.com/1OctoberMemorial](https://www.facebook.com/1OctoberMemorial)
- Follow cmte. meetings & your work
- Outreach tied to earned media, social media, newsletters, website & Clark County Television



Committee Outreach – Phase 1

- Disseminating information via:
 - “Earned media”
 - Social media channels
 - Newsletters
 - Website
 - Clark County Television



Committee Outreach – Phase 1

- Public input critical part of this journey
- One challenge: Majority of concert-goers from California
- Ticketmaster: 66 percent of tickets sold in California. One could spend millions of dollars on mass media outreach in So. CA and never reach your intended audience
- We want input from family members of those who died, survivors including 800+ injured, vendors, workers, first responders, Las Vegas-area residents
- Input via email, mail, meeting comments, Facebook & online surveys



Committee Outreach – Phase 2

- In February, the committee will be launching the first of several surveys to gather public input.
- This will initiate Phase 2 of our outreach, requiring greater effort
- Will supplement customary resources
- The Vegas Strong Resiliency Center has amassed 7,000+ email database
- Will produce TV spots (distribution limited to CCTV, KCLV?, Cox TV, Youtube)
- Will produce & place radio spots
- Will produce social media videos



Committee Outreach – Phase 2

- Will produce & place digital advertising on local websites
- Will produce & place digital billboard advertising
- Will produce fliers for use on social & in newsletters, & will share for posting in (open) public facilities
- Will “boost” social media w/advertising on FB, Instagram & Twitter
- Will seek “earned media” w/media blitz



Committee Outreach – Phase 2

- Will “pitch” regional (CA) and national media as appropriate
- Opportunities for regional/national media will be limited so we need to be strategic about when & how we seek it



Committee Outreach – Phase 2

- We will reach out to partners so that we can leverage:
 - Survivor & family member networks and Facebook pages
 - State of Nevada Victims of Crime program and other state VOCs, esp. in California
 - Live Nation Route 91 ticket holder email(s)
 - Clark County newsletter subscriber database
 - LVMPD, CCFD & other local law enforcement agencies & fire departments
 - Cities of Las Vegas, Henderson, NLV, Mesquite & Boulder City, the RTC & the State
 - Nevada Resort Assn., LVCVA & the resorts
 - Culinary Union
 - Chambers of Commerce (Vegas, Henderson, Latin, Urban, Asian & Women's)
 - Clark County School District
 - UNLV, Nevada State College & CSN
 - NV Hospital Assn., local hospitals & American Red Cross



Committee Outreach

- As we move forward, we can report on the progress
 - What kind of reach are we getting and how is it translating, for instance, into email signups, survey participation and public comments received?
 - -How many social media impressions are we getting?
 - -How many views on our paid advertising?
 - -How many page views on the 1 October Memorial page?



Q & A





VEGAS STRONG

RESILIENCY CENTER

VegasStrongRC.org

Vicarious Trauma

The Cost of Caring

VICARIOUS TRAUMA

What causes it

How to recognize it

How to cope with it

How to support others

THE IMPORTANCE OF SELF CARE

Secondary
Traumatic
Stress
(STS)

“...the natural...behaviors and emotions resulting from *knowing about a traumatizing event experienced by another*

...the stress resulting from *helping or wanting to help* a traumatized or suffering person.”

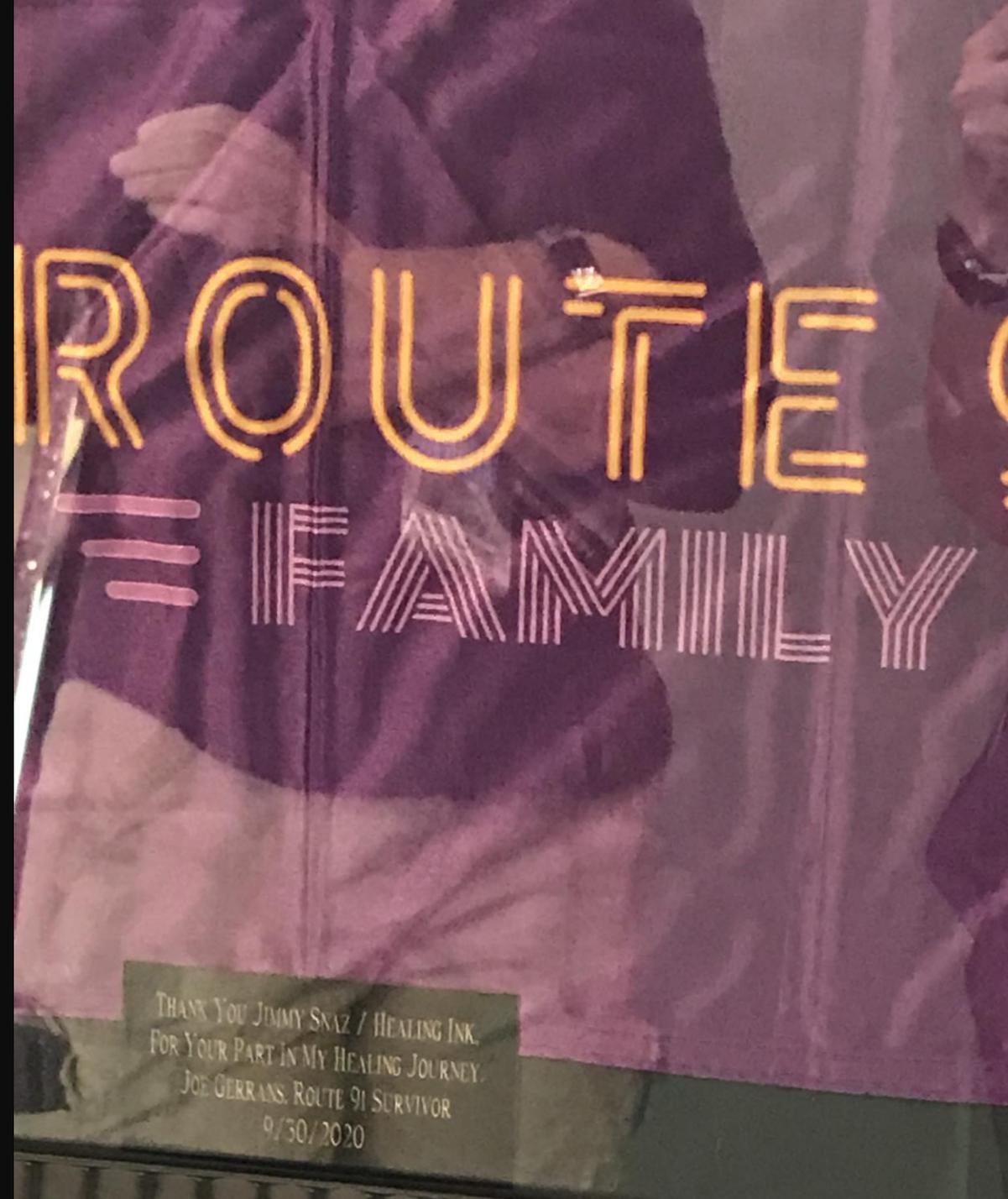
(Figley, 1995)

Vicarious

INDIRECT EXPOSURE
TO A
TRAUMATIC EVENT

Because you care

- Selected
 - Taking on the Challenge
 - Effective
 - Vulnerable
-



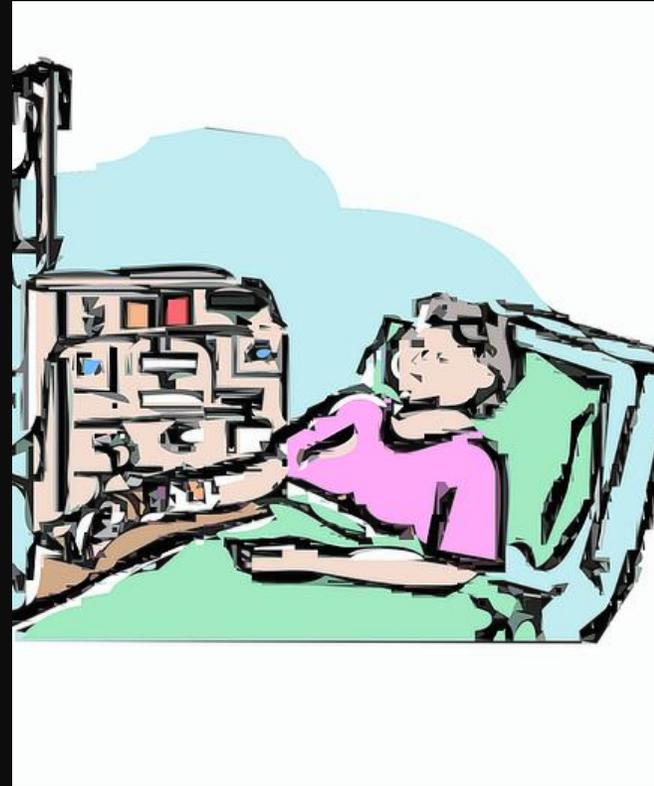
Exposure

- Observing Pain
- Helplessness
- Guilt
- Compassion
- Desire for Action



Caregivers

- Observing Pain
 - Helplessness
 - Guilt
 - Compassion
 - Desire for Action
-



Indirect Exposure Symptoms

- Intrusive
 - Avoidance
 - Cognition
 - Mood
 - Arousal & Reactivity
 - Physiological
-



Intrusion

Nightmares

Flashbacks

Upsetting Memories

May occur unexpectedly

May be fragmented

Avoidance

Not participating in usual activities

Avoiding any potential reminders

Avoid people, places, and situations

Withdrawn

Isolate

Escaping behaviors

Mood

Grief &
Sadness

Disconnected

Guilt

Shame

Anger

Restlessness

Fear

Irritability

Hopelessness

Physical

Fatigue

Exhaustion

Headaches

Stomachaches

Pain

Tension

Cognition

Overwhelmed

Difficulty Concentrating

Rigid Thinking

Jumping to Conclusion

Difficulty Seeing Solutions

Perspective

What do we want?



Better memory!



When do we want it?



Want what?



Arousal & Reactivity

Nervousness

On Edge

Jumpy

Difficulty Sleeping

Hypervigilance

Difficulty Feeling Safe

Coping Strategies

- Be informed
- Talk about it
- Take care of yourself
- Engage in healthy activity
- Keep your routines
- Limit or Dose exposure
- Don't compare yourself to others
- Stay connected
- Use strategies that have worked in the past

Coping Strategies

- Be kind to yourself
- Give yourself permission
- Accept kindness
- Give kindness
- Other helpful activities
- Recognize & Plan
- Be willing to seek help
- Debrief



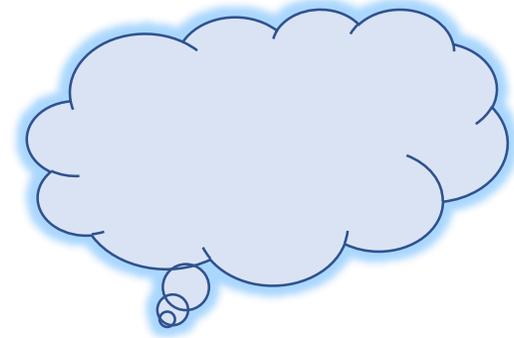
Reminders



Self-Care



Questions & Comments



Resources

- Vegas Strong Resiliency Center
 - www.vegasstrongrc.org
 - 702-455-2433
 - vegasstrongresiliencycenter@clarkcountynv.gov
- SAMHSA
 - <https://www.samhsa.gov/dtac/disaster-responders>