



## Meeting Notice and Agenda of the 1 October Memorial Committee

Wednesday, February 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, Andrew Walsh

**Staff:** Carolyn Campbell, 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 9:04 AM by Tennille Pereira**
2. Public Comments
  - **No public comments**
3. Agenda - *Approval of Agenda (for possible action)*
  - **MOTION by Mynda Smith**  
**2<sup>nd</sup> MOTION by Karessa Royce**  
**Action PASSED (5-0) / Unanimous**
4. Minutes - *Review and approval of the January 27, 2021 Meeting Minutes. (for possible action)*
  - **MOTION by Karessa Royce**  
**2<sup>nd</sup> MOTION by Mynda Smith**  
**Action PASSED (5-0) / Unanimous**
5. Survey – *Review, discuss and approve survey questions. (for possible action)*
  - **Discussion and changes of survey by committee**
  - **Vote on revision of survey draft**  
**MOTION by Andrew Walsh**  
**2<sup>nd</sup> MOTION by Karessa Royce**  
**Action PASSED (7-0) / Unanimous**

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6. Logo and Slogan- *Ratify logo and slogan used in media campaign. (for possible action)*
  - **Ratification of 1 October Memorial Committee logo**  
**MOTION** by Harold Bradford  
**2<sup>nd</sup> MOTION** by Dr. Robert Fielden  
Action **PASSED** (7-0) / Unanimous
  - **Ratification of 1 October Memorial Committee slogan**  
**MOTION** by Karessa Royce  
**2<sup>nd</sup> MOTION** by Harold Bradford  
Action **PASSED** (7-0) / Unanimous
7. Report by staff regarding monthly summary of activities. *(for possible action)*
  - **Digital ads created for various websites and social media**
  - **TV and radio spots produced in English**
  - **Spanish TV and radio spots currently in progress**
  - **Fliers created in English and Spanish**
  - **Evergreen spot produced when survey is not in use**
  - **Contact made with Live Nation in hopes of reaching ticketholders**
  - **Extra PR company brought on by Clark County Parks and Recreation to assist with outreach efforts**
  - **KNPR interview scheduled**
  - **Interview scheduled with Dr. Harriet Senie**
  - **Email subscriptions for February reported at 382**
  - **Committee research on completed or in-progress memorials**
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)*
  - **Report on Fort Hood Memorial process by Mynda Smith**
  - **Report on Santa Fe Ten Memorial process by Mynda Smith**
  - **First survey results expected to be available and reviewed next meeting**
9. Comments by the General Public
  - **Public comment about donations made by public audience member, Shannon Caffey.**
  - **Public comment about addressing the number 58 on the survey and 1 October Memorial Committee logo colors by public audience member, Sue Ann Cornwell**

**Public Comments received by [1OctoberMemorial@ClarkCountyNV.Gov](mailto:1OctoberMemorial@ClarkCountyNV.Gov) before 02/22/2021:**

**From Martin Gallagher:**

**I'm a Rt 91 survivor.**

**I listened to the meeting today. The YouTube link provided in the email invite didn't work (it went to the 6/14/19 meeting) and the Facebook link provided didn't work so I missed the first 30 mins of it. A friend forwarded a different Facebook link that did**

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work. Also, there was an audio problem from about 11:20 PST (during the logo presentation) to the end so people might not have been able to hear it after that.

I feel strongly that the memorial needs to be at the venue. We already have the Healing Garden, which serves the purpose that any new remote memorial would serve. The site of the shooting is only referred to as the venue by survivors and families so it would be helpful to use that term going forward when reaching out to survivors and families about a proposed memorial.

Even more important than referring to the location by the name it's known to us by is referring to the event by the name it's known to us by. None of us refer to it as "1 October" and, in fact, survivors and families regard that strictly as the name Las Vegas created to control the marketing of it. It's referred to as Route 91 or Rt 91 and nothing else. I've been active in multiple Facebook survivor groups ever since the event and it has NEVER been referred to as "1 October" by any of the thousands of survivors or families and I've only heard negative remarks regarding references to the "1 October" name.

The logos presented should be revised to include or exclusively use the colors orange and purple. Those were the colors of the event and they've been adopted by every group and individual when creating anything and everything that has to do with it since then. The colors are instantly recognizable by everyone involved as having to do with Rt 91.

Thanks for all of your work on this.

*(Email end.)*

10. Future meeting schedule: 4th Wednesday of each month beginning at 9:00 a.m. *(not an action item)*
  - **Next meeting: March 24, 2021**
  - **Due to COVID-19 restrictions, meetings will be conducted thru virtual formats until further notice.**
11. Adjournment – *(not an action item)*
  - **Meeting adjourned at 12:56 PM by committee**