MEETING MINUTES

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

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
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<tbody>
<tr>
<td>Clark County Government Center</td>
<td>Desert Breeze Community Center</td>
</tr>
<tr>
<td>500 S. Grand Central Pkwy.</td>
<td>8275 Spring Mt Rd.</td>
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<tr>
<td>Las Vegas, NV 89155</td>
<td>Las Vegas, NV 89117</td>
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<td>Las Vegas, NV 89120</td>
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<td>Winchester Cultural Center</td>
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<td>3130 S. McLeod Dr.</td>
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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 McMahon
     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 McMahon
     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.
Meeting Notice and Agenda of the 1 October Memorial Committee
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
Meeting Notice and Agenda of the 1 October Memorial Committee
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
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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

1. **Business Plan/Strategic Plan**
2. **Fundraising Plan**
   - Large number of non-profits vying for the same pools of funds
   - If raising funds from outside the state, secure state certificates
3. **3-5 Year Budget**
4. **Create Non-Profit Bylaws**
5. **Create board and file paperwork with Secretary of State, pay the filing fee**
6. **Contemplate whether it is best to be a public or private 501c3**
Internal Logistics

- Internal Controls
- Employee Handbook
- Utilizing Public Relations
- Website and Database

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!

moonridge GROUP
Philanthropy Advisors