

MEETING MINUTES

COALITION BOARD

SOUTHERN NEVADA REGIONAL PLANNING COALITION

August 25, 2020

In attendance: Commissioner Justin Jones, Chair, Clark County
Councilman Brian Knudsen, City of Las Vegas
Councilman Scott Black, City of North Las Vegas (via teleconference)
Councilwoman Claudia Bridges, City of Boulder City
Councilwoman Olivia Diaz, City of Las Vegas
Councilman Dan H. Stewart, City of Henderson (via teleconference)
Commissioner Tick Segerblom, Clark County

Absent: Trustee Lola Brooks, Clark County School District
Councilman Richard Cherchio, Vice Chair, City of North Las Vegas
Councilman Dan Shaw, City of Henderson

Agenda Item 1. Call to Order; notice of agenda conformance with Nevada Open Meeting Law Requirements

The meeting of the Southern Nevada Regional Planning Coalition Board was called to order by Commissioner Jones of Clark County at 4:05 P.M., on Thursday, August 25, 2020, in the Clark County Commission Chambers at 500 Grand Central South, Las Vegas, Nevada, 89155.

Agenda Item 2. Roll Call

Members of the SNRPC Coalition Board, as listed above, were present at the time of roll call with the exception of Trustee Lola Brooks, Clark County School District, Richard Cherchio, City of North Las Vegas, and Councilman Dan Shaw, City of Henderson.

Agenda Item 3. Public Comment

No public comment was made.

Agenda Item 4. Approval of the Agenda for August 25, 2020

A motion was made by Councilman Knudsen to approve the agenda for the August 25, 2020 meeting. The motion was approved unanimously.

Agenda Item 5. Approval of the Minutes for the May 26, 2020 meeting

A motion was made by Councilman Knudsen to approve the minutes for the May 26, 2020 meeting. The motion was approved unanimously.

Agenda Item 6. Discussion for possible action to receive and accept the final report on 2020 Census outreach activities by Purdue Marion and Associates.

Bill Marion with Purdue Marion and Associates stated that his firm was retained by the Southern Nevada Regional Planning Coalition to support efforts by encouraging participation in the 2020 Census. They listed activities on the website under SouthernNevadaCounts.com and created the tag lines Win the Census, It's Our Time, and It's On.

Thomas Puckett Advertising played a major role in the strategic advising by choosing the campaign design, pad lines, graphics, and other elements. Mr. Marion mentioned that 10 years ago the Census Bureau recognized that they had a problem with getting a full count so they created an algorithm called The Response Outreach Area Mapper which goes precinct by precinct. It tracks which precincts/districts that will most likely be undercounted. The dark blue on the map indicates which areas will be undercounted by 30% or more, the medium blue indicates the areas that will be undercounted by 25% - 30%, and the light blue indicates 20% - 25% undercounts. There are huge areas in Southern Nevada that are categorized as hard to count communities due to their transient, immigrant, minority, low income and young populations. The Census Bureau looked at twelve different components and evaluated tract by tract where the most difficult to count tracking will be.

As the Purdue team did research on how they were going to conduct messaging for the 2020 campaign and what kind of messages they thought would resonate, they had two distinct audiences in mind: the first audience was businesses, organizations, and community leaders that they knew would need to be on their side to help get their message out. Also, looking into what message would resonate with the communities that have the lowest percentages and what messages would resonate with the hard to count communities. The main message for the easy to count communities was every person who was not counted costs this state \$2,200 a year in federal revenue. This means that a 1% undercount state wide would mean a loss of \$60 million dollars a year for 10 years in federal revenue. The second component is that it's money that never goes away - that's money that goes to another state. An easier state to count such as Nebraska or Kansas that are stable communities will get the money. The hard to count communities don't understand and the first element is ambivalence, they don't care, and it's not their problem, and fear because they think if they report the information about their household to the Federal Government that the government will use it against them in some way. Mr. Marion stated that in Phase One they looked at how they will message, find the resources to reach out, what organizations they are going to contact to get support, developing presentations for groups and organizations, identifying public programs where they could set up booths, developing a strong relationship with the representatives locally for the Census Bureau, and contacting companies and corporations.

Phase Two expanded on what they did in Phase One but actually scheduling events so when March 15th came, they would have an army of ambassadors and advocates that would be out there working with them to promote the Census and get more people involved. They created and started

implementing their social media program and creating a Census kick off day. They held a kick off day on March 12th at the Clark County Government Center. This was the last public event they could do for the Census due to the pandemic and they had to switch gears by increasing social media output. On July 2nd they held a Patriot Day to get the Census out there one last time. Purdue Marion and Associates obtained a grant to buy masks with the Census logo and then they went to different businesses around central Southern Nevada and handed out the Census masks to employees at businesses like Mariana's Supermarkets. The three P's were Public Safety and there are federal funds dedicated to the police and fire departments that are based on population and as Las Vegas grows, we will need these funds from the federal government, second is Personal Protection like the masks to get the message across, and lastly being Patriotic by participating in the Census.

In 2010, Clark County self-response rate was 60.4%. As of August 24th, Nevada's self-response rate was 63.2%. Clark County's self-response rate is 67.5%. It breaks down as follows: City of Henderson - 73.2%, Boulder City 71.2%; Mesquite - 67.8%; City of Las Vegas - 65.6%, and City of North Las Vegas - 65.1%. Only four other Nevada Counties posted higher rates in 2010. Washoe County has not yet posted a higher rate than 2010. Clark County has always lagged behind Washoe County in terms of self-response rate; however, we are 1% higher than Washoe County right now. On May 11th Nevada was ranked number 1 in leading the nation in terms as to what its expected self-response rate was going to be. Today, Nevada's self-response rate ranks 28th in the nation and was predicted to be lower than that.

Commissioner Jones thanked Bill Marion and everyone else for the work they did and in addition to bringing dollars from the federal dollars, it ensures that Southern Nevada gets the representation in the legislature when they go through the redistricting process next year.

A motion was made by Councilman Stewart to accept the report. The motion was approved unanimously.

Agenda Item 7. Discussion regarding collaboration and equality in SPLMA funding.

Commissioner Jones briefly went over the Southern Nevada Public Land Management Act and stated that it is an act that was passed over 20 years ago to ensure that parcel sales of BLM land within the community would send part of the sale proceeds back into the community in the form of parks, trails, and natural areas. Back in the early days there was an agreement in regard to the number of applications that could be accepted by the BLM and it was not based on the number of the population amongst the jurisdictions but was equal. Commissioner Jones had concerns with that and feels that there is an opportunity for the jurisdictions to work together with millions of dollars at stake. Applications are due September 14, 2020 from all the jurisdictions and after the subcommittees such as Parks & Trails and Natural Area subcommittee will make the recommendations and scoring for all of the applications. Commissioner Jones asked the jurisdictions to think through how they can work together to make sure that many of the dollars stay in Clark County rather than some of the other northern Counties.

Councilman Stewart asked what the genesis was of Commissioner Jones' thinking and trying to understand where they are going with this. He also asked if the County felt like they weren't getting a fair share.

Commissioner Jones stated that was the impetus and there were some countervailing points that were raised by Mayor March and others.

Councilman Stewart stated that it might be time to update the Regional Open Space plan.

Commissioner Jones agreed with Councilman Stewart and said they need to take a look at their regional and neighborhood parks and do an update and assessment on where they are and where the gaps are.

Councilman Black asked if it's possible to have a multijurisdictional collaborative submission or does it have to be jurisdictional.

Commissioner Jones responded that there is the opportunity for more than one jurisdiction to get together to make an application and used Craig Ranch as an example but doesn't know if it is possible to make an agreed plan.

Agenda Item 8. Continued discussion for possible action on the purpose, direction, and structure of SNRPC.

Councilman Knudsen stated there has been a lot of conversation of the purposes of SNRPC over the last couple of years and Purdue Marion and Associates have been engaged in driving a lot of the conversations amongst members of the SNRPC board. A variety of conversations have come from the board including disbanding and after elections new members sat on the SNRPC board, there was opportunity for different conversations. He believes that there is a lot of potential with the jurisdictions working together although there are concerns as to what happens if they all disagree or compete for something. His purpose is that consensus is always possible on the issues or ideas they don't agree on and to not focus on them, but to focus on in this community.

During his power point presentation, Councilman Knudsen stated that one of the reason is Southern Nevada and Nevada in general is not ranked well in a lot of different categories primarily in the quality of life categories. There's amazing staff, programs, and services. The state still ranks low in quality of life issues for a variety of different reasons and Councilman Knudsen feels there is an opportunity to talk about those reasons in greater detail as a region than individual jurisdictions.

Regional collaboration is not a new focus for some. It has been around for a long time in different jurisdictions around the country. It is important to think about the entrenched quality of life issues such as education, transportation, healthcare and how all of those things cross boundaries. Residents don't care which jurisdiction they live in, they care about providing food for their family, the schools their kids attend, seeing a doctor and having quality health care, and being able to get around in the community. These issues are the responsibility of all our jurisdictions. The elected officials have a lot of responsibilities with most regarding land use and planning which is why he thinks the SNRPC was setup to talk about how they jointly resolve some of those land use issues. Looking back at the last 10 to 15 years, the staff at each of the jurisdictions did an amazing job on figuring out how to work together and building a regional trail system, thinking through land use and zoning issues, some of which are very territorial to their jurisdiction and areas that each

member represents. The larger issues that some of them are not responsible for since the pandemic are the access to technology and internet and thinking about distance learning and distance health care, distance work. Our community is ranked toward the bottom as far as connectivity which is a regional issue that not any individual jurisdiction has control over but combining efforts and working towards a similar goal, they have the opportunity to expand broad band access throughout the valley. There is opportunity to redefine SNRPC to focus on some of the issues of regional significance, regional importance and identify how as a region they can focus on state and federal funding, and state or federal changes that would allow constituents to have a higher quality of life.

The recommendations for SNRPC is one for a name change and consider Southern Nevada Council of Governments. It would not require legislative approval as NRS doesn't define a specific name but does require a change to the inter-local agreements that each of the jurisdictions have agreed upon. The second is membership. Trustee Brooks has made it clear that her intention is to not keep the school district in this organization. Within NRS it requires Clark County, City of Las Vegas, City of North Las Vegas, and City of Henderson to create a coalition and it's broad in nature. Councilman Knudsen recommended that the four jurisdictions possibly open a role for the private sector and for them to help the board to think through what issues are of regional significance and talk through what partnerships would look like which would be an inter-local change as well. Third is to identify the issues of regional significance where they have consensus and identifying the strategy to move those kinds of issues forward. Councilman Knudsen stated that his recommendation is to bring on a public affairs or government affairs consultant to help them develop an annual strategic plan that is aligned with the legislative session and to work with each of the agencies to identify where there is consensus and bring it back to this board for a public discussion and then develop a plan that each jurisdiction can work towards.

Councilman Knudsen that if the board is not successful in a year, that he would be more than happy to dissolve SNRPC. He's recommending that they change the name to the Southern Nevada Council of Governments, allow for representation from the business sector to be on the board, and hiring a government affairs consultant to develop an annual work plan and to work with each jurisdiction individually and organizations on an action plan on issues where they agree. A draft Inter-local Agreement was handed out and Councilman Knudsen asked that each member look it over and make any changes to the Inter-local Agreement and present it at the next meeting.

Councilman Stewart stated that the City of Henderson is on board with what Councilman Knudsen is doing and they will work hard to try and make it work. The one thing he needs to look at is a private representative onto the board and the budget to hire a consultant.

Councilman Knudsen's requested that Clark County keep the function of the legal, clerk, and the finances since switching it from jurisdiction to jurisdiction will make it confusing and there would be no staff support due to it being a temporary assignment. Regarding the budget to government affairs consultant, whatever the cost is, the board would ask for an estimate and Councilman Knudsen's request would be that the percentage cost to each jurisdiction would be proportionate to the population of each jurisdiction that would like to participate.

Councilman Black likes the change of the name and it would broaden the scope of their work plan and the name now seems very limited due to the verbiage. Referring to the private sector, he asked

if it would make sense to formalize it in a way to have the chambers recommend a business representative that is formally appointed from the collective chambers and someone that is independent from SNRPC.

Councilwoman Bridges would like to go back to her municipality to see if they would like to move forward with the proposition and she's been a supporter of the group since she was appointed.

Commissioner Jones stated that they should have a conversation with Mesquite to see if they would like to be involved and if so to incorporate them in because they are a part of Southern Nevada.

Agenda Item 9. Citizens Participation. Public comment during this portion of the agenda must be limited to matters within the jurisdiction of the Board. No subject may be acted upon by the Commission that subject is on the agenda and is scheduled for action.

No citizen's participation occurred.

Agenda Item 10. Adjournment

The meeting was adjourned at 4:57 P.M.