

**Joe Lombardo**  
*Governor*



**Joy Grimmer**  
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*Deputy Director*

**STATE OF NEVADA  
DEPARTMENT OF ADMINISTRATION  
NEVADA COMMISSION FOR WOMEN**

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**MEETING NOTICE AND AGENDA**

Name of Organization: Nevada Commission for Women (NCFW)

Date and Time of Meeting: June 6, 2025 at 9:00am

Location of Meeting:

Nevada Capitol Building- Quinn Room. 3<sup>rd</sup> floor. 101 N. Carson Street Carson City, Nevada 89701

Below is an agenda of all items to be considered. **Action may be taken on items followed by the words “For Possible Action.”**

1. Call to Order - Chair Brown

2. Roll Call - Maddy Freitas

Chair Brown **PRESENT**

Commissioner Friedenthal **PRESENT**

Commissioner Taylor **PRESENT**

Commissioner Rogers Markwell **PRESENT**

Commissioner deJoya **PRESENT**

Commissioner Midby **PRESENT**

Commissioner DiLullo **PRESENT**

Commissioner McDoniel **ABSENT**

Commissioner Proper **ABSENT**

3. Public Comment - Chair Brown - **There were no public comments.**

Public comments will be taken during this agenda item. Comments may be limited to three minutes per person at the discretion of the chairperson. Members of the public may comment on matters not appearing on this agenda or may offer comments on specific agenda items. Comments may be discussed by the Commission, but no action may be taken

on matters presented by the public that are not already on the agenda marked for action. The matter may be placed on a future agenda for action.

4. Approval of the 4/19/25 and 5/23/25 meeting minutes (**For Possible Action**)

Commissioner Midby moved to approve the minutes from 4/19/25. Commissioner Rogers Markwell seconded the motion. Commissioner Midby moved to approve the 5.25.25 minutes and Commissioner DiLullo seconded the motion. The minutes are approved.

5. NCFW Dedicated Space Hallway (**For Possible Action**) - Maddy Freitas

Ms. Freitas gave the Commissioners a report on the past project with receipts, data, and contact information for Stories in Place who initially researched and installed the displays. Ms. Freitas explained that the owner of Stories in Place was under the impression that this would be a permanent space, which is why they put up permanent fixtures that would be quite costly and heavy to remove or update. The Commissioners requested a report on how many visitors tour the area and want to know how frequently tours are offered and if it includes the NCFW space in the Governor's Office. The Nevada Women's History Fund does research for free and might be able to help with the revamping process. Commissioner Rogers Markwell suggested being able to put up art created by women in this space and selling it to attract more people. Commissioner Friedenthal suggested updating this space every 2 years with more current women being featured on the panels. Chair Brown mentioned that today there is a luncheon hosted by the Governor's wife that they didn't know about and were not invited to which emphasizes the importance of getting NCFW's name and mission more well-known. Commissioner Taylor said to do one wall or section for each goal or mission to track progress over time and showcase it. More glass cases could be incorporated and updated more frequently. Commissioner Midby said one space or panel should be the main focus every 2 years. Commissioner Rogers Markwell suggested doing a video element like in museums where there is a stand and ipad playing a video about the history of women in Nevada or the NCFW's mission and goals. Ms. Freitas mentioned doing something with mobile banners since they are easy to install and update, and suggested doing some ceiling banners to change that would showcase these things without having to tear down and redo the panels that already exist. Ms. Freitas pulled up some banner options and found that a 2x9 double sided feather banner would be about \$250, reusable wall decals could be around \$60, and retractable banners are roughly \$115 for one-sided, or \$375 for double-sided. The Commissioners discussed more mobile options where they talked about adding a binder or interactive flipbook with information on the past and current Commissioners, the changes made in the mission, any statistics found, women in leadership roles, and community outreach. They also suggested adding some wall decals above the door and in some spaces that aren't filled out that could add some extra context to the space. It was also mentioned to use this space for future events and possibly reserve the Quinn room again if it is a larger event. Commissioner Friedenthal suggested focusing on the funding for this revamping project. Commissioner Taylor said they should focus on the banners. Chair Brown said she has the banner they used for the last event in Vegas and would bring it to Carson City next time she is in town. Commissioner Friedenthal made a motion to bring the current banner to this hallway, use wall decals, and more banners to display the mission statement and goals with a banner outside of the hallway, a decal above the door, and to utilize a flipbook/binder to show Commissioners. Commissioner Rogers Markwell seconded and all approved.

6. Strategic Planning (**Discussion/For Possible Action**) – Chair Brown

The Commissioners discussed how to incorporate the banners in the dedicated space to have the values and mission statements. They talked about updating the website to include the Linktree that would be attached to the social media page. Commissioner Taylor asked if NCFW had a LinkedIn page, and Ms. Freitas reported that the only access she has is to Instagram at this time as Twitter is now X, and Facebook was created with another Administrative Assistants phone number for the 2-factor authentication. She said she will look into creating a LinkedIn if there isn't one, or to update it if she can get login credentials. The Commissioners discussed having several groups created to accomplish several important things. A Fundraising and Marketing Group, a Special Projects Group, and an Event and Speaker Series Group was proposed. The Fundraising and Marketing Group could focus on outreach and partnerships for now, the Special Events Group can focus on future events and how to Elevate Her, and the Special Projects Group can focus on the banners and decals for the dedicated space and getting the license plates brought back. Commissioners discussed the success of the last event and wanted a few of them to focus on marketing and getting donations for future events while looking into the bylaws and process for other NV Commissions. The license plates will most likely need to be presented to Legislature and have a bill passed to get new ones or reinstate the old ones. There is an option to do the souvenir license plates and Ms. Freitas will look into that. Commissioner Taylor said to look at NRS to see the process for getting donations and grants. The Commissioners determined that Elevate Her could be a whole series that gets revamped where people can use the Linktree to nominate Nevada women for an award and have a spot in the display case in the dedicated space and be given an award either monthly or quarterly in some way. This would be part of a Speaker Series that could possibly be quarterly and showcase the accomplishments of these women. Commissioner Friedenthal said that the speaker series could be virtual or in-person and be panel style. She also mentioned that the International Women's Forum-NV Chapter could be a great partner to have in this series. A TedX event would be nice and maybe a space could be donated by a partner or collaborator. Commissioner DiLullo is also a member of the IWF and could help coordinate and collaborate. The Nevada Women's Fund could possibly market it, and Commissioner Friedenthal said she has a contact for them and will lead this initiative to get this started. The Elevate Her website is no longer running, and Ms. Freitas found an article about when it officially was launched showing the meaning of it and initial goals. On the website, Commissioners discussed having tabs for each woman who was nominated showing their achievements and mentioned also having them featured on social media. The Commission determined that there should be monthly meetings on the last Tuesday of the month at 10am. They requested that each meeting has the budget report, DMV license plate update, social media report, and any updates from the 3 proposed groups as agenda items. The Commissioners also discussed term limits and how to apply again. They also asked if Commissioner Proper was still on the Commission as she hasn't been present at the last several meetings and events. Ms. Freitas shared that she spoke with Adina Fitzgerald who is the Boards and Commissions Director who said that Commissioner Proper's term was extended to 6/30/27 and that she will reach out individually to see if she will attend future meetings and to get that term limit document to update the website. Ms. Freitas also said that there was another Commissioner named Aretha Wilder that has no contact information, has never attended a meeting or event, and has never participated in the Committee, but is technically a

member according to Ms. Fitzgerald's report, and that she is aware of her non-presence. She informed us that a Commissioner "shall continue in office until their successors are appointed". Commissioner Friedenthal made a motion to establish these 3 sub-groups and Commissioner Midby seconded it. All approved and the Commissioners will vote on who is in each group at the next meeting on June 24<sup>th</sup> at 10am.

7. NCFW Website (**For Possible Action**) – Maddy Freitas

Elevateher.nv.gov is no longer active. Ms. Freitas brought up an article that talked about Elevate Her and said that it could possibly be maintained again. Ms. Freitas reported that the Department of Administration is getting their website updated soon and that some things can change for NCFW. She proposed removing the links to Twitter (now X), having a link to the Instagram page that also shows some of the most recent posts underneath it, and adding a large NCFW logo to break up the wording and reading. The Commissioners discussed adding tabs for each woman who is nominated for Elevate Her and the link to nominate someone somewhere on the page. 3 women could be featured each month, or it could be done quarterly before given an award or having an event, but still show on the website. There could also be a section for donations if that is allowed. Ms. Freitas said that Linktree would be \$270 annually. All Commissioner bio's will be updated and the term limits will change once documents are provided.

8. Budget (**Discussion Only**) – Maddy Freitas

Tiffany Day was present for this portion of the meeting and was able to present and discuss the NCFW budget. Ms. Day agreed to send over financial information from the past few years for the Commissioners to view. Ms. Day also announced that she was promoted and will be starting a new position soon, so the NCFW will have a new contact at some point for the budget. It was explained that to get more money to use, the Commissioners would have to apply for grants and funding as well as get donations. The current income comes from the license plates and only gives money when people who have them renew their registration and keep those plates, so the funds will slowly decrease. NRS2331 highlights how to get gifts and grants. Ms. Day reported that \$808 comes from the Director's office annually, which covers the cost of having a NCFW email and phone number. Ms. Freitas called the phone number and it goes directly to the Department of Administration's main line, so that number isn't really needed. In the 1029 budget account there is currently \$32,196 to spend in fiscal year 2025 which does not include travel for this meeting. With travel taken out and any unpaid bills from the previous event, there is roughly \$26,000 to spend. Gifts and grants are not very restricted and are not political. Ms. Day said she will send the budget report monthly to Ms. Freitas who will distribute them to the Commission. The Commissioners want to know how many license plates are out there, how many were renewed, and if they can be brought back and renewed.

9. Social Media and Commissioner Bio (**Discussion Only**) – Maddy Freitas

Ms. Freitas reported on the NCFW social media that she is maintaining. The Instagram

page has a lot of new followers, and she asked for everyone's usernames to be tagged in posts and requested that any events Commissioners attend to be sent her way to share. Ms. Freitas asked if anyone needed their bio to be updated on the website and a few Commissioners sent the updated blurb. Ms. Freitas also brought up the idea of using Linktree on the social media pages to have links to the website, applications for new Commissioners and to extend terms, any events planned, etc. Commissioner Rogers Markwell asked if she could get a new name tag without the hyphen and Commissioners Friedenthal, deJoya, and Midby also requested updated name tags.

#### 10. Public Comment – Chair Brown

Nicole Jackson said that partnerships and collaborations could also be added to the website as well as businesses who support NCFW or who are women-owned for more exposure. This would show that the NCFW supports the community.

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#### 11. Adjournment

### **Nevada Commission for Women**

Unless noted as an action item, discussion of any item raised during a report or public comment is limited to that necessary for clarification or necessary to decide whether to place the item on a future agenda.

All times are approximate. The chairperson reserves the right to take items in a different order or to combine two or more agenda items for consideration to accomplish business in the most efficient manner. The chairperson may remove an item from the agenda or delay discussion relating to an item on the agenda at any time. The chairperson may call for a break.

We are pleased to make reasonable accommodations for members of the public with disabilities and who wish to attend the meeting. If special arrangements for the meeting are necessary, please notify the Nevada Commission for Women staff at (775) 684-0299 as soon as possible, and no later than 24 hours prior to the time of the meeting.

Notice of this meeting was posted online at [www.notice.nv.gov](http://www.notice.nv.gov)

Notice of this meeting was posted at 515 Musser St, Suite 100. Carson City, NV and at 7115 Amigo St. Suite 100. Las Vegas NV.

Notice of this meeting and supporting materials are available on or after the date of this notice at [https://admin.nv.gov/Boards/Women/Meetings/2025/2025\\_Meetings/](https://admin.nv.gov/Boards/Women/Meetings/2025/2025_Meetings/).