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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

Date and Time of Meeting: November 4th, 2025 @ 10:00am

Location of Meeting: **Teleconference only**

Microsoft Teams

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Meeting ID: 283 545 638 824 8

Passcode: iq9AP2oH

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 Rogers Markwell - Absent
Commissioner Proper -Present
Commissioner DiLullo - Present
Commissioner Midby - Absent
Commissioner Taylor - Present
Commissioner McDoniel - Absent
Commissioner de Joya - Present
Commissioner Friedenthal - Present
3. Public Comment - Chair Brown

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 9.30.25 Minutes (**For Possible Action**)

Chair Brown did not have time to review the previous minutes before the meeting and asked for discussion. There was none. Commissioner Friedenthal motioned to approve, Commissioner DiLullo seconded, and all others were in favor. None opposed. Minutes approved.

5. Budget 1029 Financial Report (**Discussion Only**)

Ms. Freitas shared that the Financial Report is the same as it was at the last meeting since nothing has been spent. She also shared that she had inquired about the balance transfer from FY25 to FY26 to the new budget advisor and has not gotten a response yet.

6. October 16th Event Results – Commissioner Friedenthal and Commissioner Rogers Markwell (**For Possible Action**)

Commissioner Friedenthal reported that for the inaugural She Shapes Nevada event, the panel was absolutely amazing and that Pat Melroy had the depth and breadth of knowledge in her 25-minute panel. Commissioner Friedenthal said that money always matters and that they made \$174 at the end of this event which paid for the flight here and accommodations for Pat. She said they brought in a bar and did not pay for it - everyone bought their own drinks and they just provided small bites of food to make sure everyone had a great time and bought flowers for all of the panelists. Making money wasn't the intention. After the event they gathered some feedback – the survey asked if you found value, if you'd attend again, and if you have any suggested topics to hear about – nobody said they found value because they never considered a public service role, and all said they would come again. One response said that the speakers were powerful and that the goal was not to network or make best friends, but to elevate yourself and your career. This is a women's speaker series and not a networking event. The attendees were women at a professional place in their careers looking to make the next big step, women from political offices and even Ms. Sandoval was there. Commissioner Friedenthal was the moderator for the panel and said she served the audience, the panel went beautifully and opened it up for questions and she was very proud of it, the venue was great, the panelists couldn't have been better, and the attendees were engaged and invested the whole time. Commissioner Rogers Markwell was there too. Commissioner McDoniel and Chair Brown searched in garages for step and repeat and for swag bags from the March event so everyone got a swag bag with sticky notes, lip stuff and a pen. Commissioner Friedenthal had some local offices donate things too, and discount coupons which were female-centric as well as some water and MnM's. The feedback that was given as well as recommendations are being reviewed and there's a meeting tomorrow. A few people said this would be better at lunch with professional women not wanting to cut into their evening so during the day this could be more impactful. There was no intermission

between keynote speakers and the panel, and a lot of attendees said a break would be nice next time. Commissioner Friedenthal meets tomorrow with the International Women's Forum and the venue they hosted it at is a great space with a great theatre and the Director said he loves IWF and will be their partner anytime they want to host an event at the National Automobile Museum which is one of the top 5 in the country. Chair Brown asked if we should have the same speakers in the next Las Vegas event or have different ones. Commissioner Friedenthal said different speakers, but the same topics. The speakers explained how to navigate opportunities to serve on high-level Boards and they wouldn't be the same experts in other topics. Chair Brown said to change the topic and Commissioner Friedenthal said they would. Chair Brown asked if we are planning to host Women's History Month in March and Commissioner Friedenthal will come up with the topic. Commissioner Friedenthal said in the feedback forms they got, there were some great ideas and IWF has the access to the speakers in a giant pool of women who have achieved in many different professional capacities. Chair Brown said she is definitely on board for the March event. Commissioner Friedenthal said this past event is the model to plug and play and now that it's done, they have it mostly figured out. Chair Brown said Commissioner Friedenthal has the best experience hosting events.

7. Marketing and Social Media Report- Administrative Assistant III (**For Possible Action**)
Ms. Freitas shared her screen to show the NCFW Instagram page with recent posts and the new things that have been added. She shared that a Linktree has been added to the page which now links directly to the NCFW website, IWF, NWF, and any events that are coming up from partners – like Power of the Purse. Ms. Freitas also said to keep tagging NCFW in posts or inviting as a collaborator, so it shows on both pages for more visibility. Commissioner Taylor asked if we could ask IWF from the October 16th event and attendees to approach them and ask if they want to opt into being part of our following on social media given that we just collaborated. Commissioner DiLullo said there is someone who does marketing for IWF and could maybe even put something out there. Commissioner Friedenthal said it was very clear that it was a collaborative event, so the MC read each of their mission statements to show the alignment and why they all partnered to move women forward in leadership. This hopefully made attendees more interested. Commissioner DiLullo asked if there were some members from IWF from the North and Commissioner Friedenthal said no because of another event for DRI that was a huge event, but she was contacted by a few of them and were offering support. Commissioner DiLullo asked for some photos to be shared with her so it can be shared. Commissioner Taylor asked if it was possible to create a QR code from a list of social media options to share at events linking all of their information. Ms. Freitas said she will look into that because sometimes it must be paid for if there are more than a certain number of scans.
8. NCFW Dedicated Space Project – Chair Brown (**For Possible Action**)
Chair Brown has been trying to organize going to Carson City to view the space again and have her daughter donate time to create some mockups and will be coming December 19th and doesn't know if that will work close to Christmas or it will have to be after the holidays. Commissioner DiLullo forwarded a photographer she has in mind and Chair Brown said she doesn't want to take over this but if she gets it started they can all input

and get it drawn up to start proposing some changes. Chair Brown said she will do her flight and everything as a donation and already has someone who will be happy to donate some money for this. Chair Brown has a few women in mind to be featured in the space and asked everyone to send her 3 women they want to add to the space and have a blurb of their history so they can do a ton of photographs all over the walls or a flipbook and wanted to keep the black and white theme. She said they were going to keep the theme She Shapes Nevada and Commissioner Friedenthal said it's a great idea for branding purposes and Chair Brown said to keep going around the room through the years and loved the idea of featuring modern women now because this town and state has really changed in the last 10 years. Commissioner Fridenthal said she is excited and Chair Brown said to send a text and reach out if they have an idea and it will be such an honor for those ladies. Commissioner DeJoya said for the space, does Chair Brown want us to start giving suggestions and who to nominate now, or to clarify what the process is. Chair Brown said to send a list of who they want to be featured in the space and she will put together the list and at the next meeting they can discuss it and get excited. Commissioner Taylor is wondering if there is any further consideration for at least taking our most current picture when they were at the Capital to create a banner with it and at least have an immediate presence at the Capital. Commissioner Friedenthal said it can also be a "coming soon" banner to say that we are in the process of revamping that space. Chair Brown said do the banner and it can be added to the next agenda for the banner approval for funds, and to use the photo of them standing at the building. Commissioner Taylor said perhaps we could have 2 of them one with photo and one with coming soon or a new journey. Commissioner Fridenthal said she is happy to play with it or for her marketing manager to make a design because it wouldn't take too long. Commissioner DiLullo said she can sponsor the banners to get going with it and it's not expensive at all so she can take care of that. Commissioner Taylor shared that Commissioner DiLullo lit a spark in her where they can potentially have spaces for sponsorships in exchange for UNR to have a space acknowledging the NCFW with their logo in exchange for a donation or partnership to the Commission. Chair Brown said that's an amazing idea when you've been around the fundraising and honoring people that's a good draw. Some women will be excited about that and donate or get sponsorships. Commissioner Friedenthal said one of the great examples and names is Dana Bennet – head of the NV Mining Association and she knows they would sponsor having her acknowledged in that room. Chair Brown said Maryann Boyd Johnson would probably donate too and is happy to be part of it. Chair Brown asked if Commissioner Proper wanted to change the meeting times and dates. Commissioner DiLullo said the first week of the month is busy for her usually, and Chair Brown said she is open to any proposed changes. Someone asked if they have to vote on the day. Ms. Freitas said maybe because they already votes on the first Tuesday of the month officially, so she will add it to the agenda for the next meeting to vote and approve the next days. Chair Brown asked to do a quick special meeting to just vote. The next meeting can be Dec 2. Commissioner Midby joined the meeting. Commissioner Fridenthal said she wants to talk about the potential state of women which is meeting again the first week of December so asked for the meeting to be the week after. December 9th could be the next meeting. Chair Brown asked if anyone has been appointed yet. Commissioner Midby said she hasn't gotten anything yet and Commissioner Fridenthal didn't either. Ms. Freitas shared that she is still waiting on a

response from Adina regarding the process of notifying the Department of Administration when new members are appointed or assigned. Commissioner Taylor asked if anyone has been reappointed. Commissioner Midby said she should switch emails and asked for recurring meeting events. Chair Brown said this one was last minute. Everyone agreed that the December 11th meeting is good at 10am.

9. Public Comment - Chair Brown

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10. 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.

Confirmation of Posting

In accordance with Nevada Open Meeting Laws, this meeting has been posted with the time, place, location, list of places where the notice has been posted, and a statement regarding accommodations for physically handicapped people, and an agenda for the meeting. This notice has been posted in three (3) public buildings no later than 9am on the third working day prior to the meeting, as well as online.

Notice of this meeting was posted online at www.notice.nv.gov.

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%20Meetings/).

Notice of this meeting has been posted at the following physical locations:

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100 N Stewart St. Carson City, NV 89701

Nevada Department of Administration
515 E. Musser St. Ste. 100, Carson City, NV 89701

Governor's Finance Office
209 E. Musser St. Carson City, NV 89701

Nevada State Public Works
7115 Amigo St. Ste. 100, Las Vegas, NV 89119