



**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: Thursday, December 11th at 10am

Location of Meeting: **TEAMS**

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Meeting ID: 246 073 662 046 1
Passcode: UF9tw3tK

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 - Administrative Assistant III
Chair Brown - PRESENT
Commissioner Friedenthal - PRESENT
Commissioner Taylor - PRESENT
Commissioner DiLullo - PRESENT
Commissioner Proper - ABSENT
Commissioner Rogers Markwell – ABSENT (Joined later)
Commissioner DeJoya - PRESENT
Commissioner Midby - PRESENT
Commissioner McDoniel - PRESENT
3. Public Comment – Chair Brown
Public comment 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 comment 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 Minutes from the November 4th, 2025, Nevada Commission for Women Meeting- Chair Brown (For Possible Action)

Commissioner Midby motioned to approve the November 4th, 2025 meeting minutes. Commissioner Friedenthal seconded, and all were in favor, none opposed. November 4th, 2025 minutes have been approved.

5. New Meeting Dates and Times - Chair Brown (For Possible Action)

Commissioner Midby said Thursdays could be good for the new meeting days and that she is open to feedback on Thursdays instead of Tuesdays. Commissioner McDoniel said Thursday is a lot better for her because she travels in the beginning of the week. Commissioner DiLullo said the same because of meetings on Tuesdays that she usually has. Chair Brown said we can take a motion to change it. Commissioner Midby said 10am is still good and asked if it would be on the second or first Thursday of the month. Everyone said the second Thursday of every month at 10am would be best for planning purposes. Commissioner Midby said to make it official. Chair Brown asked to make a motion to move future meetings to the second Thursday of the month at 10am moving forward. Commissioner DiLullo made a motion and Commissioner Midby seconded. All were in favor, none opposed. Meetings for NCFW will now be held on the second Thursday of every month at 10am.

6. Financial Report – Ms. Freitas (Information Only)

Ms. Freitas reported that everything is the same as it was in the last meeting since nothing else has been purchased. She said the new financial advisor and her had a call and that the Deputy Director will be helping to figure out the budget specifics and requested the details of the budget build because our department doesn't do that. Ms. Freitas also said that to be realistic, the Commission has about \$29,000 to spend and that the \$44,000 that shows on the report is accounting for income from the license plates and other fundraising, but since she knows how many license plates are in circulation, she doesn't think that much money will actually come in since it's based on how many people renew them and don't get new vanity plates. The Commissioners asked for clarification on what they can spend money on for fundraising and future partnerships. Ms. Freitas said proposing a new license plate for the Female majority NV Legislature needs to be a focus if they want future income.

7. Social Media Report – Administrative Assistant III (For Possible Action)

Ms. Freitas shared her screen to show the most recent Instagram posts and the follower count. She shared that when Commissioners post something and invite NCFW as a collaborator, that gets the most engagement because it shows on both profiles. She also shared the upcoming events that were on the NCFW Linktree and said if there are any more that anyone plans on attending that is women-focused to please share it with her. The Commissioners discussed wanting a new Facebook page made since the old one is inaccessible still. Ms. Freitas said she will make a new one with the NCFW email address as the authentication method since the previous AAI used their personal information to

do this which is inaccessible. Commissioner Rogers Markwell joined the meeting.

8. Partnership(s) Report and Discussion (For Possible Action)

Commissioner Friedenthal said that the Nevada Women's Fund is partnered with the Guinn Center to do a "State of Women" proposal to look at 8 key indicators which she shared on her screen. This would be a statewide data collection. What we will get is basically a dashboard with an interactive data map to click by county to see all of these indicators broken up into info graphics and would be done in March during Women's History Month. Jill Tolls is the executive director at the Guinn Center. Truckee Meadows Tomorrow and one other organization is helping with this project. Everyone has been incredible in getting us to this point. The timeframe, deliverables and expenses are all included on this report. The Nevada Women's Fund is funding half of this \$20,000 and asked about branding to have the NCFW name on here as well because it would be powerful. Any report that is created and executed from the Guinn Center is for the public and can be accessed by anyone at any time. Throughout the year going through 8 indicators will be so helpful and data can be used in a multitude of ways. This will help us truly understand and not guess about the state of women in NV and to see how we can create progress and make change in these areas. The state of NV is always at the 49th and 50th mark for most things, but we want to shine a spotlight on the good things happening in NV. Commissioner Friedenthal asked if NCFW would like to fund this project and asked if anyone had questions. Commissioner Taylor said this is an excellent step with a data driven approach as to how the story is told for NV women. Commissioner Taylor has a comment on the overview within the background info section because it seems that we are talking about disparities in these areas then visualizing the data so she wants to put forward that the report and approach isn't disparity heavy and suggests looking at the progress that has been made and the change being made as well to kind of give us a balanced perspective to see how it's in alignment with our NCFW goals as well. 8 themes from the fiscal perspective - we may have to look at it as a report coming out annually for one of the metrics every year instead of all 8. She wants to see how women are contributing and helping in all these metrics. Commissioner Taylor said this is a fantastic partnership to convey the story of women in NV. Commissioner Rogers Markwell asked in section 8 since its "women after retirement" and she wants to know about the point of women getting to retirement, so she is curious to see if women are getting on the right track before retirement to see if they have the financial literacy early on through the workforce or if they are doing it all themselves. Commissioner Friedenthal said we are looking at the lifespan of women to acknowledge that they are talking about young women, career women and also that 65+ with a lot of factors that go into the wellbeing of women at that age. There are a lot of points driving number 8. This isn't set in stone and not signed, it's just the current draft of the proposal. If NCFW wants to partner on this, we should look at the key indicators that would be valuable data we can add in but see where the data is coming from if it's readily available because it can be \$100,000+ depending on the depth. Chair Brown said we don't have State numbers of women on Commissions and Boards and we have no idea how to educate people on this. Commissioner Midby said this is wonderful and she's on the Board for the Guinn Center as well and she thinks we should participate financially if we can so if we gave like \$5,000, where would the additional money come from and asked if there's another

partner in mind. Commissioner Midby also said we have to start somewhere to get the baseline then you can add in more complexities and dial it in a little more so perhaps that would be a future project. This would be a great resource for the State. Commissioner Friedenthal said they will also seek out grant funding and has some other active women interested in this project and is excited to be part of this and invest. She knows that the funding is there and plenty of organizations probably want their names on it, but we want it to be a product that came from us with less partner names because it is a women's thing and women focused data. Commissioner Taylor asked if NCFW would consider from 8 domains or themes to maybe be just 3 because less is more. Chair Brown said there is nowhere to go at this point, and that she's called UNLV, and nobody had info for her about this data that she wanted so this being general is a good start to get people researching it and have a point of contact. Commissioner Taylor said if we look at economic participation, the entrepreneur piece, we could contact the Governor's Office and regional representatives in economic development, Las Vegas global, and a few others. We do have internal resources to pull that data potentially. Commissioner Rogers Markwell said she thinks this is so fantastic but that this is a lot of info and spreading ourselves far but not going as deep as we could so she asked if this could this be a legacy project going forward for the Commission like doing half of those 8 metrics for 2026, half for 2027, and then having this be part of the Strategic Planning moving forward. Since there's so many topics, we could do half of them and go deeper on them or if that would work. Commissioner Friedenthal said each one impacts another so we have to look at the bigger picture of what's happening to women to see what's going on and that if we take one out, we aren't telling the full story and there's a team in place right now at the Guinn Center and other partners that we might not have a year down the line and there's some momentum that she is really trying to harness and we could invest every year in one or 2 of these to go deeper and we want to move the needle to make a change. This is an ongoing data collection. We can invest in the opportunity to do a deeper dive at any time. Commissioner Taylor said we aren't conveying that one category has more value than the other, just looking at it from what we have in our budget and what we could do so say would \$5,000 really convey a powerful story vs. looking at this from a legacy perspective where each pillar could be a focal point and have it for future commissioners. Commissioner Midby said her participation would be maybe \$5,000 but everything else is funded and her only concern is that we have to have data that starts somewhere, and we could do both to look at it deeper and this could become a legacy project and contribute x amount per year and know where we started. Recommendations can be made based on the baseline data. Metrics are important but we have to start somewhere and it filters itself out over the years. Commissioner Friedenthal said what's important for NWF is to look at what is again that bigger picture because we want to be the thought leader for the state for these different categories so no matter what your interest is in regards to women, there's something on the report for you. Commissioner McDoniel said this is great and we have tried to get info like this in the past and haven't been able to, so getting this data and to educate properly is amazing and she agrees with the momentum and this being a legacy project. She thinks this gives us a good platform to get out there and do what we want to do to represent women and go out there. Commissioner DeJoya said everyone agrees that this is very important data, and the funding seems to be an issue. Commissioner Friedenthal asked if there would be an issue getting the rest of the

funding. She also said that it's about how many names we want on this for the funding and that there is nobody using this data to push their agenda. Commissioner DiLullo asked if NWF can commit \$5,000 or \$10,000. Ms. Freitas reminded everyone that we have to add this to the next agenda before voting and to specifically list the dollar amount they will be voting on in the agenda. Commissioner Taylor said on number 6 for "gender based violence" she wants to know if this is specifically for biological women or what the definition is of gender. Commissioner Fridenthal said that will be a question for the Guinn Center and that she didn't think of it. Ms. Freitas said an agenda item on the next meeting will include voting to spend \$5,000 of the 1029 budget on the Guinn Center research project.

9. Commissioner Updates & Terms – Chair Brown and Administrative Assistant (For Possible Action)

Ms. Freitas shared that there is a new member – Hedy Woodrow – and that all she has is an email address for that she was CC'd in, so she will get more info ASAP. The Commissioners said they want a welcome packet to be made for new members with NRS links, NCFW Linktree, our website, links to IG etc. The Commissioners shared that when they were appointed, they just got a letter and one point of contact, and that was pretty much it until they attended a meeting. They said they wanted it to be more informative and welcoming, and Ms. Freitas said she would put that together. Chair Brown announced that the new Chair is going to be Erin Midby and the Vice Chair is going to be Ila Friedenthal. Chair Brown said it was an honor to serve as Chair and that she is excited for the new ones to take over. Commissioner Midby said they had a lot done over the years with good momentum and a good start. Ms. Freitas said that none of the new appointment letters had start dates, but that on the next agenda and next meeting they will be in role. Tawny Polito was on this meeting from the Governor's Office and brought up the NCFW Dedicated Space and wants a list of women to be added to the space with nominees and a brief bio to report to the Governor's Office. Chair Brown shared that their designer for this project is her daughter doing it for free and she will take measurements and create a proper proposal for the Governor's Office. Ms. Polito said that the Governor's Office is very excited to see what is in store for this and that if they propose wood floors to scratch that idea because it's very loud and said that carpet is okay. Chair Brown said so many people visit the space and school kids come for tours and whatnot. Commissioner Fridenthal said we talked about the banner saying something new is coming soon and asked for the status on that. Commissioner DiLullo said this could be printed in December and is ready when we are. Ms. Polito said maybe wait until things get approved. Commissioner Fridenthal shared the proposed banner on her screen. Ms. Polito said the Governor uses this space frequently so we have to be very transparent when putting anything up so there are no concerns. Ms. Polito said we are good to go for this banner since it is movable and professional. Commissioner DiLullo will get it printed and ship it to Ms. Freitas. Chair Brown said she might be able to bring it down when her and her daughter come to design the space. Commissioner Taylor will resend the people she wants to nominate and send it to everyone. Ms. Freitas also wanted to add that if she emails the whole commission, to be sure not to reply all in order to be in compliance with Open Meeting Laws. She said if there is a quorum in the email chain it will be an issue. She said if they have anything to send to everyone to please send it to her so she can

distribute it and she will include “do not reply all” on the email.

10. Public Comment- Chair Brown

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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.

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/.

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