



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, May 7nd at 10am

Location of Meeting: **TEAMS**

Join:

<https://teams.microsoft.com/meet/261484976311689?p=KxDKUHuk6FBug6lYkh>

Meeting ID: 261 484 976 311 689

Passcode: MV24dy6d

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
2. Roll Call – Management Analyst III

Chair Midby - Present
Vice Chair Friedenthal – Present
Commissioner McDoniel - Absent
Commissioner Proper - Absent
Commissioner Rogers Markwell - Present
Commissioner DiLullo – Present
Commissioner Woodrow - Present
Commissioner de Joya - Present
Commissioner Taylor - Present
Commissioner Brown - Present

3. Public Comment - Chair

Public comments will be made 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.

Stephanie Isaac, attending for the first time, asked whether the Commission engages in work related to victims of sexual assault and violence. Chair Midby thanked her for attending and explained that the Commission's mission is to elevate the status of women in Nevada. Chair Midby also noted that the Commission partnered with the Guinn Center on a report examining the status of women across eight sectors. Ms. Mason will provide the report to Ms. Isaac via email.

Ms. Isaac shared that she works in a unit within the Attorney General's Office and collaborates closely with the Ombudsman for Domestic Violence and Human Trafficking. Their grant covers issues related to violence against women. She asked whether this meeting was an appropriate venue to connect with the ombudsman and whether there may be opportunities for involvement with the Commission for Women.

Referencing the Guinn Center report, Ms. Isaac noted that she is attending on her own time and is interested in efforts to support and elevate women and girls, particularly given Nevada's high rates of violence against women. She expressed interest in establishing a connection and requested a copy of the report, which Ms. Mason will forward.

Chair Midby stated that the Commission will take her comments under advisement and determine whether this is an area for future engagement. Chair Midby thanked her for her participation.

No additional public comment.

4. Approval of Minutes from the March 5th, 2026 and April 2nd, 2026 Nevada Commission for Women Meetings **(For Possible Action)**

Chair Midby entertained a motion to approve the March 5th and April 2nd meeting minutes, unless there was any discussion. Hearing none, Chair Midby asked if anyone would like to make a motion to approve. Commissioner Rogers-Markell made the motion to approve the March 5th and April 2nd minutes. Commissioner DiLullo seconded the motion. All were in favor, none opposed. The motion carried.

5. Budget Account 1029 Financial Report – Management Analyst III **(Information Only)**

Ms. Mason shared the Budget 1029 expense report and noted that there were no significant changes from what was presented in April. No additional expenses have been received through the inbox. Ms. Mason raised a question from Director Grimmer regarding the revenue from the She Shapes Nevada event. Chair Midby noted that Vice Chair Friedenthal had provided accounting for both events and asked whether that information was incorporated into the report. Ms. Mason confirmed that it was not.

Chair Midby stated that she believed some outstanding expenses remained and that it would be more appropriate to address this under agenda item number seven. Chair Midby requested additional details regarding Director Grimmer's question. Ms. Mason explained that the expenses were paid through Budget Account 1029 and that any profit would go toward reimbursing that account. Chair Midby noted that the Commission would use the revenue raised to cover its expenses, and any remaining funds would be deposited back into the account as profit.

6. Social Media Report – Management Analyst III (**Information Only**)

Ms. Mason shared the Social Media Performance Report on her screen and noted that in April, the Commission began with 302 Instagram followers and gained 10 additional followers. She reported an increase in total views, with 57.9% coming from followers and 42.1% coming from non-followers, indicating that posts are reaching audiences beyond the current follower base. Chair Midby commented that this was encouraging and that posting about meetings appears to be helpful.

Ms. Mason continued, explaining that most views come from posts, which account for approximately 89% of the page's content performance. She shared that she recently began utilizing Instagram Stories and noted that while Stories can be harder to track, they have the potential to further increase engagement. She stated that the goal is to continue expanding the Commission's reach by increasing the use of Stories and Reels.

Chair Midby asked whether there was data showing whether Stories are reaching audiences outside the Commission's follower base. Ms. Mason responded that more data is needed, as only three Stories have been posted so far. These initial Stories do appear in the analytics as generating higher views on the Commission page. She hopes to gather more complete data by the next meeting to determine whether Stories are beneficial to the Commission's outreach.

Ms. Mason then provided an update on LinkedIn activity, noting that she is following the example set by Ms. Freitas by sharing commissioners' professional highlights to showcase their work and community engagement. She added that moving forward, she will continue commissioner spotlight posts with visually appealing graphics and will increase the use of Stories. If commissioner headshots are not available, Ms. Mason will contact commissioners directly to request them.

Chair Midby thanked her, noted that the work looks great, and shared that she has an updated headshot. She encouraged other commissioners to provide updated photos as well and expressed appreciation for Ms. Mason's consistency and effort.

7. Upcoming Event(s) Planning (**For Possible Action**)

Chair Midby noted that one of the key items was reconciling the accounting for the She Shapes Nevada events. Vice Chair Friedenthal shared her screen to present the financial report. She stated that income generated from ticket sales totaled just over \$7,600, with Las Vegas revenue accounting for a little over \$3,100. She explained that the Nevada Women's Fund covered the Reno event expenses directly from the proceeds, totaling \$1,563.79. For the Las Vegas event, only approximately \$140 in targeted social media advertising was paid from the same revenue stream. Based on these figures, Vice Chair Friedenthal reported

that net revenue for the Southern Nevada She Shapes event was just over \$9,000 before considering expenses.

Chair Midby requested that Ms. Mason pull up the Budget Account 1029 report, noting that the Commission paid \$5,660 for the Las Vegas event venue and food and beverage. She asked whether the \$9,000 net revenue should be split with the Nevada Women's Fund, recognizing the event as a joint effort, and questioned whether the International Women's Forum contributed financially or only through branding.

Vice Chair Friedenthal clarified that the Nevada Women's Fund keeps She Shapes Nevada revenue in a separate line item on its income statement, meaning it does not flow into their general operating expenses. Her goal is for each event to cover its own expenses, with net revenue carried forward to support future She Shapes Nevada events. She stated that funds do not go to the Nevada Women's Fund or the Commission but remain in the She Shapes account to sustain the program.

Chair Midby asked whether a portion of the \$9,000 could be used to reimburse the \$5,660 paid from Budget Account 1029 for the Las Vegas event, with the remaining amount staying in the She Shapes account for the next joint event. Vice Chair Friedenthal agreed and added that this approach would allow the event to become self-sustaining. She also noted that Reno tickets were priced at \$50, while Las Vegas tickets were only \$25, suggesting that future events could be priced higher and still provide value to attendees.

Chair Midby agreed, stating that attendees in Las Vegas would likely have found \$50 to be a reasonable cost. She added that this could help increase revenue moving forward. Chair Midby then asked Ms. Mason how such reimbursement would be processed. Ms. Mason stated that she would need to consult with Director Grimmer for guidance on how to finalize the accounting.

Chair Midby asked whether the Commission could make a motion to allocate revenue toward the Las Vegas event expenses. She stated she would entertain a motion to apply funds from the \$9,000 in profit toward covering the event space and food and beverage costs, depositing the reimbursement into Account 1029. Vice Chair Friedenthal noted she would abstain from making such a motion due to the Nevada Women's Fund holding the funds. Deputy Attorney General Katie Armstrong advised that the matter should appear as a future agenda item with clear and specific language to ensure proper procedure. Chair Midby thanked her for the clarification and requested that it be added as an action item for the next meeting.

Chair Midby then turned the floor over to Vice Chair Friedenthal for updates related to the Guinn Center Report events. Vice Chair Friedenthal shared her screen displaying the Status and Achievement of Women information. She reported that live presentations for the report had been scheduled and confirmed: Elko on June 17 at the Performing Arts Center; Reno on August 13 at the Grand Sierra Resort; and Las Vegas at the Sahara Hotel, both morning events from 8 to 10 a.m. A light continental breakfast and coffee will be provided in Reno and Las Vegas, with appetizers served in Elko.

She explained that the agenda for each event will begin with Executive Director Jill Tolles' 30-minute presentation of the report, followed by a panel discussion featuring individuals representing the key indicators in their communities. For Elko, confirmed participants include Amber Donelli, President of Great Basin College, and Vice Chair Friedenthal is coordinating additional panelists. Panelists will receive the report in advance so they can discuss how their organizations will use the data to inform decisions, resource allocation,

and community engagement. The format is intended to be interactive while allowing participants to interpret and apply the report independently.

Vice Chair Friedenthal noted that she would like to have representation from the Commission at each of the upcoming events. She mentioned she may not be able to attend the Elko event and asked any commissioner interested in attending to let her know. She added that they have strong partners in Elko, Reno, and Las Vegas.

Vice Chair Friedenthal then shared that the Nevada Women's Fund is working on converting the full report—currently about 40 printed pages—into an easy-to-read, eight-page brochure. Each page will highlight a key indicator accompanied by relevant graphs, making it more accessible for distribution at events. She stated that if the Commission is interested in contributing to printing costs, it may be worth considering adding this expense to the Commission's budget.

Chair Midby thanked the Vice Chair for the update and agreed this is something the Commission should consider. She recommended adding printing costs as an agenda item for the next meeting and asked Vice Chair Friedenthal to keep the Commission updated once cost estimates are available.

Chair Midby then asked a follow-up question regarding recognition for the Commission, given its contribution to the production of the report. She inquired whether any brand awareness or acknowledgment had been provided.

Vice Chair Friedenthal reshared her screen and demonstrated that on the Nevada Women's Fund website, under "Nevada Rises" where the report is hosted, the Commission is listed among the partners. She noted that this partner recognition will also be included in the new eight-page brochures.

Chair Midby added that during event activities, they sometimes use live word clouds to gather real-time engagement from attendees. She noted this approach is compelling because it invites participants to interact with the data rather than simply listening to it. Chair Midby stated that the event format appears to be strong and well designed.

Vice Chair Friedenthal noted that in Southern Nevada, the Nevada Women's Fund will rely heavily on commissioners in the South to help market the presentation and drive attendance, similar to the She Shapes Nevada event. She explained that they partnered with the Guinn Center to merge mailing lists for outreach to lawmakers and elected officials in the South. Those individuals will receive the initial mailing, although they are not on the regular list.

Chair Midby agreed and added that if commissioners have suggestions for potential panelists related to key indicators or sectors represented in the report, they should share those recommendations with Ms. Mason or Vice Chair Friedenthal. She noted that, for Open Meeting Law purposes, these are the appropriate channels for communication. She suggested including a discussion item on the next agenda so commissioners can bring forward recommendations.

Vice Chair Friedenthal added that she and Jill Tolles discussed the Elko panel and agreed it should be a gender-balanced panel. She stated it is important to demonstrate that men also care about the status and achievements of women. She explained that an all-women panel could unintentionally convey that only women support women's advancement.

Commissioner Taylor noted that looking ahead to 2027, for the two She Shapes Nevada events, the Commission could consider incorporating a graphic image or compelling visual

content into promotional materials that highlight women's achievements. This would provide an additional way to elevate positive messaging.

Vice Chair Friedenthal agreed and shared that a future She Shapes Nevada event could focus on positive outcomes, such as entrepreneurship and higher education statistics, since women in Nevada excel in several sectors. She suggested bringing in topic experts to speak to these success areas.

Commissioner De Joya added that the Commission's logo will appear on the materials, offering strong exposure.

Vice Chair Friedenthal then shared that the Nevada Women's Fund hosts an annual luncheon in Northern Nevada called Salute to Women of Achievement, the largest business luncheon in the region. The event recently sold out with 1,400 guests. She announced that Commissioner Rogers Markwell is among the 75 women being honored this year.

She added that the luncheon brings together corporate leaders statewide. She received a call from the Governor's Office informing her that First Lady Lombardo would like to attend, which she viewed as a significant opportunity. She noted that last year, during the Commission's strategic planning session, the First Lady hosted a luncheon for women leaders in nonprofits, but neither the Commission nor the Nevada Women's Fund were invited. She emphasized that the First Lady may not be aware of the Commission's work or presence in Northern Nevada, making this a valuable opportunity for visibility and engagement.

Vice Chair Friedenthal reserved a table for the event and is filling the seats with representatives from the Commission, the Nevada Women's Fund, and the Guinn Center to celebrate the report, which will also be spotlighted during the program. She requested that commissioners attend if possible. The luncheon is scheduled for May 21 from 11:00 a.m. to 1:30 p.m.

Chair Midby noted that because this relates to Commission business, similar to the She Shapes Nevada event, the Commission could potentially cover travel costs, as funds remain in the budget for such expenses. She added that although she is unable to attend due to travel, she has attended in the past and described it as an excellent event. She encouraged commissioners who are available to participate. Commissioners should notify Vice Chair Friedenthal and Grace if they plan to attend, so logistics and reimbursement needs can be coordinated.

Commissioner De Joya asked whether a vote is required if the Commission intends to cover travel expenses. Chair Midby clarified that a vote is not possible at this time because the item is not on the agenda for action. However, she noted that budget account 1029 is reserved for commission-related expenses. An action item could be placed on the next agenda to formally approve reimbursement for travel related to this event.

Commissioner Taylor added that for a future agenda item under events, the Commission could consider partnering with the Guinn Center on a monthly or quarterly podcast highlighting data points affecting women and celebrating positive achievements. She noted that such a podcast could expand visibility and public engagement.

Chair Midby agreed and stated that the report has numerous potential uses, including social media posts featuring key graphs or data points to increase exposure. She expressed enthusiasm for exploring additional outreach opportunities.

Before concluding the item, Chair Midby reminded commissioners that the most time-sensitive matter is confirming attendance at the May 21 luncheon as soon as possible

so planning can move forward.

Hearing no further discussion, Chair Midby closed the agenda item.

8. License Plate Project and Fundraising Discussion (**For Possible Action**)

Chair Midby introduced the license plate project and fundraising discussion, noting that there was not much new information to report. She stated that this topic will likely become more relevant after the primary election, when the Commission has a better understanding of who may serve in the Legislature. She added that the November election will offer even more clarity. Chair Midby encouraged commissioners, when meeting with elected officials in their personal capacity, to raise the idea and explore whether there may be potential champions interested in carrying a bill—whether related to a license plate or other options for sustainable funding. She noted that other possibilities include proposing a line item in the state budget, though that would be a significantly heavier lift. She concluded that identifying supportive champions will be essential.

Commissioner Taylor shared a resource in the chat for the Nevada Grant Lab and noted it may be a strong option to explore. She has two contacts there and suggested that, given the grants discussed in agenda item 5, the Commission could explore potential grants that support community service or align with the Commission's mission.

Chair Midby agreed and asked Commissioner Taylor, since she has existing contacts, to inquire further whether Miles Dixon is currently leading the Nevada Grant Lab and whether any grants may be suitable for the Commission's objectives. She requested that Commissioner Taylor research this and report back at the next meeting.

Vice Chair Friedenthal added that another item should be placed on the agenda. She recalled previous discussion about scheduling a strategic planning session around the Las Vegas Status of Women presentation but noted that a date had not been selected. Now that September 10 is confirmed for the event, she suggested the Commission decide at the next meeting whether to schedule the planning session the day before or the afternoon after. She stressed the importance of reserving the date on everyone's calendars.

Chair Midby agreed, noting that the Commission had previously discussed an afternoon meeting followed by a dinner, given the limited opportunities commissioners have to meet in person. She asked commissioners to check their calendars and share their preferences—whether meeting the day before or after the event is more feasible. She added that the Commission intends to hold this strategic planning session in Southern Nevada this year, as last year's session was held in the North. Commissioners traveling for the meeting should indicate which time block works best.

Chair Midby requested that commissioners email their preferences to Ms. Mason, Vice Chair Friedenthal, and herself so the information can be collected and included as an action item on the next agenda. She clarified that the meeting would likely involve a two-hour session followed by a dinner, or alternatively, a two-hour meeting after the report launch followed by lunch, depending on availability.

Chair Midby thanked Vice Chair Friedenthal for raising the issue and asked Ms. Mason to ensure the item is added to the agenda.

9. Public Comment- Chair

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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/.

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