



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

515 E. Musser Street, Suite 303 | Carson City, Nevada 89701
Phone: (775) 684-0299 | admin.nv.gov/CommissionforWomen

MEETING NOTICE AND AGENDA

Name of Organization: **Nevada Commission for Women (NCFW)**

Date and Time of Meeting: **September 30, 2025 at 10:00am**

Location of Meeting: **Microsoft Teams**
Meeting ID: 273 874 959 546 4
Passcode: Ec2hW6Z3

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, Commissioner Taylor, Commissioner Rogers-Markwell, Commissioner Friedenthal, Commissioner DeJoya, and Commissioner DiLullo were present. A quorum has been made.

3. Public Comment - Chair Brown

There were no public comments at this time.

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 8.26.25 meeting minutes (For Possible Action)

Commissioner Friedenthal made a motion to approve the 8.26.25 meeting minutes, and Commissioner DeJoya seconded. All were in favor. Minutes are approved.

5. Budget 1029 Financial Report (Discussion Only) – Administrative Assistant III

Ms. Freitas reported that the new financial contact reached out to her this week and that they will set up a meeting soon to go over everything. The budget still shows a negative amount for fiscal year 2026, and it has not officially rolled over from fiscal year 2025 yet.

6. DMV License Plate Project Update (For Possible Action) – Commissioner Midby
Commissioner Midby was not in attendance and this agenda item was not discussed.
7. Marketing and Social Media Report (For Possible Action) – Administrative Assistant III
Ms. Freitas reported that the posts for Commissioner Spotlights have been doing well on the Instagram page, and that if the Commissioner has an Instagram, having it be a collaboration post makes it show up on the NCFW page as well as theirs, so that is the best option. Commissioner Rogers Markwell asked what the best way to move forward is with events because she has sent a few posts for collaboration and it didn't work. Ms. Freitas said there were no notifications for a collaboration on her side because it asks you to accept it before it shows up on both profiles. Commissioner Taylor asked to share the social media page because she does not have Instagram and asked for specific numbers to be presented next time. Ms. Freitas shared the NCFW Instagram page with the Commission and showed the like and comment count for recent posts as well as the flyers. Commissioner Markwell asked about the flyers and what the best practice is moving forward. Ms. Freitas said to just email them to her or the NCFW email and they will be posted close enough to the date. Ms. Freitas also shared that the LinkedIn page has been created, and the first name is Nevada Commission, and the last name is For Women, because it is not a person, but there was no option to select another type of business page or company. Commissioner Markwell said there is a way to make that in the settings somewhere and that Ms. Freitas will have to dig into that.
8. International Women's Forum Event (For Possible Action)
Commissioner Friedenthal said it was rough getting started and relying on IWF to determine the speakers, but they determined keynote speaker is Pat Mulroy, and the others are Hayley Williamson, and Stacey Crowley. All of the speakers have Board experience in both the public and private sector; we want this event to be a steppingstone for women in leadership to know how to go from non-profit Boards to go into a paid position or service roles within the state. Tickets went on sale a couple weeks ago and they are selling already. We are excited, and we want the room to sell out which is 180 tickets, everything is sitting on the Nevada Women's Funds shoulder for money and they are not doing the live-streaming until at least 50 tickets are sold to make sure we are in the black at all times on this project for them reach out to people locally to live-stream and get it done. We are confident from feedback and want to protect NWF. This is a great first out with the right speakers, and right venue. The event is on the 16th of October. Chair Brown is unable to attend but would love to join the live stream. Commissioner Friedenthal shared the social media post with the link to buy tickets. Another meeting is scheduled this week. The next step is to determine the next event in March 2026 if that will be in the North or South and she is happy to take the lead if it is in the South. The response is great, and they have the ability to do it, but it won't be on anyone's shoulders. Chair Brown asked what it would entail and Commissioner Friedenthal said finding the venue and securing it with the date and the topic(s) to get IWF to identify the speakers

and they can work together collaboratively and can pick up any pieces if it's in the North, but can't help as well in the South. They definitely want a 2nd event in March for women's history month, and Chair Brown said she can take that on. Commissioner Friedenthal said she can be invited to the next meeting. Chair Brown said she will attend. Commissioner DiLullo said she sent her kid off to college and planned trips which took over a lot of her time recently but while she hasn't been active for this, she will be in the next event and participate more. Tuesday meetings are tough for her with work so if there is any opportunity to switch the meeting date and time, she would appreciate it and hop on when she can. Chair Brown said any days and times can be open. She likes the 10am instead of 9am. Chair Brown asked Commissioner Taylor if her schedule works and Commissioner Taylor said Friday is ideal but that she also has the support of the Director who's team she's part of to attend the meetings so there is some flexibility and support. Chair Brown said to make this an agenda item to change the dates and times at the next meeting. Commissioner Taylor asked if going back to Commissioner Friedenthal's event, if there is an opportunity for NCFW to be recognized as a partner or if she can wear the hat on their behalf. Commissioner Friedenthal said this is a 3 group collaboration and that she will be there always representing NCFW and asked if anyone else will be there to be acknowledged and is the intention. Chair Brown said the Governor is going to be formally signing who the Chair and Vice Chair will be for the next term, and that Commissioner Midby will be the Chair and Commissioner Friedenthal will be the Vice Chair. She said to think about that and to bring ideas to the table to see how the Commission will move forward to speak about it at the next meeting or 2. Commissioner Taylor said she is honored that Chair Brown stepped into this position to lay a solid foundation for future leadership and that she is happy she will still be with us and serve the commission and she is glad that she is here to provide support for future leadership. Chair Brown said she couldn't be happier and that they are just getting started and after the summer it's harder to get back in order but now there is a little more time. Chair Brown asked how we can support this event at this time, and Commissioner Friedenthal said nothing until they hit 50 tickets to then promote, promote, promote, in the South and then in the do it again in the North. If they sell out, they will p[possibly] bank a few thousand dollars to be able to spend the money up front for the next events in a more secure position. She said they don't want to spend the money before they spend it. Commissioner Taylor asked if the Commission could be a sponsor in addition to a collaborative partner and if there is a sponsorship tier to come in at like \$1,000 to be allocated towards a, b, and c for the event since we are a 501C which means we have the capacity to sponsor for the event. Chair Brown said there is no clear point since she has been told no so many times from the budget advisor. When it comes to the point of becoming a sponsor, Chair Brown said she would be more than happy to take a vote. Commissioner Friedenthal said someone wanted to do a big sponsorship but wanted her name on the event, but the Committee said they don't want naming rights with the big picture of the event since we will make enough money going forward and this will get bigger and some companies would love to have names on this. They want to keep the main focus on NCFW, IWF and NWF, instead of sponsors. Chair Brown said to tell us when they need support and if we can legally do it, then we can take a vote. Commissioner Friedenthal suggested we could pay to have this streaming service and the Commission covers it so we know that's happening. When and if this makes money, it

goes in the pot for the next event and could use that for future planning. Commissioner Taylor said she agrees and that historically with how we have been questioned and denied as to what we can spend the budget on, she would look at the wording we would use because less is more, especially with sponsorship and this particular event. Chair Brown said they could call it leadership sponsorship. Chair Brown said it could be cost effective to stream it instead of travel with educational purposes. Commissioner DeJoya said anytime we work or collaborate or partner with another organization, it would be a great idea to be a sponsor or contribute in any way with the organization or event to show that we are officially participating. Chair Brown said she has thought about why anyone would care if the Commission is there unless they are collaborating, which is what the Commission stands for. Commissioner Friedenthal said where the event is going to be held, there is a great space and logo and stage which has branding and logo. All 3 logos will be shown throughout behind the panelists the entire time. The Commissioners loved this and asked if they needed to vote on anything since the event is about 2 weeks away now. They asked if they could allocate x amount of dollars to give this money for the event because time is of the essence. Katie Armstrong said it needs to be written specifically into the agenda item to have a special meeting to disperse funds and vote on it. Commissioner Friedenthal said she will get the exact dollar amount and get back to everyone and we can set up a meeting. Chair Brown said we will wait for amount then email a date and time for the meeting. Ms. Freitas said these can be on the website possibly as well.

9. **NCFW Dedicated Space Project (For Possible Action)**

Chair Brown said we need to start this project and that it will take longer than expected since we put 2 years on it and we keep talking about it but maybe start with a Nevada resident photographer or something. Chair Brown asked if anyone had ideas or any people they know. Commissioner DiLullo said she has a photographer if they need a name. Chair Brown said she will head this project and can have her daughter who is a designer and does room layouts could do something with this to get a layout and mockups created. Commissioner Friedenthal said if they do come to town to let her know because she will happily do that and help. Chair Brown said we need a formal layout and design and said it would be good to think of. Some of the walls and photos could be honoring past leaders and some with current leaders to make it exciting. Chair Brown said maybe theme it past and present and use a design word that will be useful. Commissioner Friedenthal said to get branded and have “She Shapes Nevada” throughout and keep going with leadership speaker series and continue that. Commissioner Taylor said it is for possible action and she loves that idea as well. She also said to expedite things for immediate presence to have perhaps Ms. Freitas collect the photographs and group pictures to make a collage or something to feature the current Board to place in the space ideally by the end of the year and could be framed. Ms. Freitas said she can add one and keep it cohesive with the room now. Chair Brown said when she goes up there with her daughter to measure and make the mockups for the space, she can also see what maintenance will need to be done. Commissioner Friedenthal said maybe a timeline around the room with how “she” has shaped Nevada and to add something about the female majority Legislature. The timeline would be past to present and keep evolving as it navigates through. Chair Brown said it won’t be super easy but that it won’t be difficult

and said either black and white or color and have it even framed. Commissioner Friedenthal said it can be more up and down the walls instead of at one height. Chair Brown said a 20-year span between the windows would be nice and we could add above or below to maximize the space. A picture wall of an era would also be great. Chair Brown said the next phase is deciding like a Raiders helmet or something to be showcased because the president is a women and it would be interactive and fun for kids. Chair Brown said she will need to make a trip up there and size the room and measure walls before much can be planned. Commissioner Taylor said with the theme of professional sports, Las Vegas Aces ran the first professional championship in the state and could be a highlight. Chair Brown said add an agenda item to think of names of who we will add to the room in the next meeting. Commissioner Rogers Markwell suggested cardboard cutouts of people to take a photo with and we can swap them out depending on who is featured. Chair Brown said we need to fundraise. Commissioner Rogers Markwell said some of these people might even buy the cutouts themselves to be in the room and Chair Brown said they can make a presentation to people and present the ideas. Commissioner Taylor said the title she proposed is from IWF for “She Shapes Nevada” since we partner with them and they would be thrilled to have it more well-known to see women promoted in Nevada and use it across the board. Ms. Freitas also mentioned updating the NCFW logo since the current one was made in about 2020 and can’t be modified or adjusted to any other size requirements, which will make it hard to use in this space. Ms. Freitas shared her screen to show some of the mockups she already made of the logo so it is easier to read and featured a silhouette of multiple women instead of just one woman since it is the Commission for Women. She also shared that she did not know what the proper path was to get this changed or who needs to approve it before it gets adopted. The Commissioners discussed not loving the current logo and the design within the circle. Commissioner Rogers Markwell suggested to wait since it’s already out there and Commissioner Friedenthal said maybe we can improve it and that the logo is hard to read. Commissioner Rogers Markwell said a bold title would be nice and that nobody knows what it is and can’t read it. Katie Armstrong said that the previous administrative assistant reached out to schools and asked if a student wanted to put in for this and the winner who designed it made money from it. Chair Brown asked if NCFW paid the winner and Ms. Armstrong said the winner got like \$100 or something like that as well as some press with an article and new logo. Ms. Armstrong said she doesn’t know if that can be done again and that the money being spent is restrictive, so it needs to be channeled through the budget office and it has been done in the past. Chair Brown asked if we want to add this as an agenda item for the next meeting or not now and can do it later. Commissioner Taylor said we can add it to a future agenda and create drafts for it. She said that school participation could be a contest where the Commissioners selects the top 3 designs and they will be featured in the space and online where people could vote on it publicly for engagement. Commissioner Taylor said she doesn’t want branding to be placed solely in the hands of a high school or college kid and that it needs to be up to date and modern and feature the creativity in the space and have PR around it. Chair Brown some community outreach for students would be fun to do so get permission from whoever and use as an example.

10. Public Comment – Chair Brown

There were no public comments at this time.

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.

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:

Nevada State Library and Archives

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