



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: February 5, 2026, at 10am

Location of Meeting: **Microsoft Teams**

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Meeting ID: 266 545 095 175 12

Passcode: Ng6yk2zh

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 Midby
2. Roll Call - Administrative Assistant III

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

3. Public Comment – Chair Midby

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. She Shapes Nevada and Women's History Month Event Planning (For Possible Action)
Vice Chair Friedenthal said they had a struggle getting any of the dates to work for both Anthem Country Club and ourselves based on it not being during spring break or when Chair Midby was present because as the Chair that's important. March 10th which is a Tuesday, is available. Vice Chair Friedenthal said she hopes that date works for everybody because it's been a journey of 2 weeks trying to get a date to work. Chair Midby said originally Anthem Country Club wasn't available on March 12th even though they said they were, so we had to switch there and skip the spring break week, so does that work for some of you on the call? Vice Chair Friedenthal said we are looking at the 4-6pm time, so not midday, but end of day. Commissioner Taylor said that date works for her. Commissioner de Joya said that's fine with that date as well. Commissioner DiLullo said it works for her. Chair Midby said that's awesome and we are excited about that. She said that time is coming fast and furious, so we are working through some of the logistics and Commissioner McDoniel is helping at Anthem Country Club on the event space with Vice Chair Friedenthal. Vice Chair Friedenthal said she doesn't have the budget in front of her, but we are looking at close to \$5000 and charge \$25/ticket to offset the cost with ticket sales. We are still looking at a few areas we can save money like if wine can be donated, they just charge a \$25 corking fee if anyone has a connection there with a distributor in Southern Nevada and they would want to donate wine, that could be a cost saving thing. If not, we think it is worth it since we are only having 1 event annually right now so it's ok to spend some money to set a high bar and encourage people to attend this and learn more about us and be impressed by the work the Commission is doing. Commissioner Taylor asked if it's within our statute that a Governor appointed Board could buy alcoholic beverages for a public event because she wants to make sure that we are good. Chair Midby said she did review the statutes, and it gives some pretty good leeway to accept gifts and grants, and it doesn't go to that level of specificity, so she thinks we are covered there. She said she did review those, and she thinks we are ok. Ms. Freitas said she will review those because she doesn't think you can, but maybe if it's donated or anything specific on donating vs buying. Commissioner DiLullo said she can ask Vegas Valley Winery because they have donated for other events previously for her. Commissioner Proper said she will connect with her work as well because there are some specific guidelines on what they can donate in terms of timelines and legalities. She said this is a pretty tight timeline for donations, but she will check in today. Commissioner Taylor said she reviewed the meeting minutes and thinks we may have to approve them. Ms. Freitas said she will add the minutes to the next agenda since this meeting was a special one again for the event. Katie Armstrong said next meeting is within the 45-day timeframe, so you are good on that. Commissioner Taylor said she has 3 recommendations for speakers; the current Chapter President for the Las Vegas Women President Organization which is national and international organization that primarily provides support development for women business owners with privately held firms who reach \$2 million in gross annual sales for a product, or \$1 million for a service based

business, so Monica Colbern is well known in the business community and has a strong presence in Northern Nevada and Southern Nevada as well within the business community. Commissioner Taylor recommends her if we're looking at a type of business leader that is really supporting women owned businesses at that level of scale. She also noticed within the meeting minutes that we potentially identified someone in the tech industry and she also recommends Karma Hunter McCain who works with the Nevada Small Business Development Center. She is also a business owner, and her specialty is AI and innovation who brokered a wonderful Amazon partnership for AI small business pitch competitions. Last Saturday I was part of a panel where she curated and facilitated a workshop specifically for women founders to teach them how to pitch to investors. She is very AI-forward and understands the balance between human engagement and ai.

Commissioner Taylor also noticed in the meeting minutes that we were thinking about approaching Nikki Fargas with the Las Vegas Aces. She also recommends someone who is younger but a heavy hitter and in the background, and her name is Tva Parks. She is the founder of Connect Central and has been in the business since 2013 and is like the consummate connector within the community. She was very instrumental in the background but making an impact bringing the NBA assembled summer league to the Aces. She works with high-end professional athletes and affluent individuals as well and brings people together for community impact. Those are the 3 women that Commissioner Taylor would recommend if there is an interest. Chair Midy said that's wonderful and all of them sound phenomenal and we've done some initial invites so we need to see who can confirm. Chair Midby said that Heather Harmon who is the new Director of the Las Vegas Museum of Art is willing to participate and is available. Chair Midby also has a request out to MJ Meynard from RTC and are waiting to hear back on the schedule and her Deputy Angela Castro is phenomenal as well and also Heather Brown who is a university Regent and is also in the tech space with the Smart Ups at the Black Fire Innovation Center so she is waiting to hear back on them. Nikki Fargas is not available on that date, but we can potentially ask someone else on the Aces team so we might need a backup list, and these recommendations would be fantastic if those folks can't do it.

Commissioner DiLullo said she was waiting to find out the date and can now reach out since we have that date. Commissioner de Joya said for the timeline - are we having a max number of speakers. Chair Midby said she thinks our goal was 4 industry sectors - tech, sports, art and then infrastructure/transportation and how these women shape the community in those sectors. 4 speakers plus a moderator which might be Vice Chair Friedenthal again so we wouldn't need more in an hour-long segment because that would be pushing it. The event is 4-6:30, so we have a little bit of time for mingling and then start the program maybe 15-20 minutes in and do an hour-long panel and then an opportunity for mingling and discussion and wrap up by the 2 hour mark, so the crux of it it would be like an hour to an hour and a half. Commissioner de Joya said she thinks 4 people is plenty. Commissioner Taylor asked if we could ask Ms. Freitas or a Commissioner coming from the North to bring the step and repeat banner for photographs. Vice Chair Friedenthal said she currently has it from our last event and she will bring it. Ms. Freitas said all she has for the Commission is the really big tablecloth. Chair Midby said that would be great and we can use it for our check-in table. She said it's coming together despite being a short turnaround, so the next step is confirming speakers and then really blasting it out to our networks. It would be phenomenal if we

could get 100 people there. I think it's slightly ambitious just given that we are new, but we are doing it in partnership with the Nevada Women's Fund and the International Women's Fund so thank you to everyone who is in multiple groups because that gives so much credibility and already some sort of backdrop for having increased attendance. It would be great even if we got more than that and we did talk about the funding and we know we have limited amounts of funding in the Commission's budget, but we do sort of this one big signature event and I think it's worthwhile to spend a little bit of money on to make sure that we can gain momentum, especially being our second one so people realize this is something we do. People will start to look forward to this each year, and having it be a signature event and spending a little bit of our budget but then recouping some of that through ticket sales I think is going to be critical. I think our goal would be to have this all nailed down by Monday and then we can have a month to push this out and really go after it to make sure we have great attendance. Vice Chair Friedenthal said she wanted add a couple of things; once you have confirmed somebody, send us the name and face with a bio so we can plug it in to the template we have by 9am Monday morning so we can get the flyers out to everybody to share to our socials. There are a few organizations in the South that I've already spoken to that I know are excited to be part of this. The Women's Philanthropy Group with Becky McDonald as the Chair this year, I know she would love to be part of it. So we'll market this to their group and the Moonridge Philanthropy Advisors. Julie Murry, I've shared this with her in the past and will again so any other groups that you're part of. Is this a women's-only event, and is that how we are marketing it? Because if we are excluding men then we are excluding 50% of those individuals who can be our advocates and allies and walk alongside and promote exactly what we're doing. Vice Chair Friedenthal said she thinks that's really important messaging so if everyone is on the same page, is that this is an event hosted by women's organizations, but it's for the whole community. Commissioner de Joya said she had this same issue last year and she was the only one who brought in a man, and he's a representative for the Governor's Office so she will definitely be inviting him again so he should be welcome to attend. Chair Midby said she is glad she clarified because she would assume it's open to everyone so it's good that we are all on the same page. Vice Chair Friedenthal said when we send everyone the promotional look, we'll put some verbiage that everyone can use on social media or in emails about this being an inclusive event, so we don't all have to think about it individually. We'll just have the wording that we can push out and I don't see any reason why we couldn't get 100+ people there, even just the groups that we're talking about in our own spheres of influence. Commissioner de Joya asked what the room capacity is. Chair Midby said 130. Commissioner de Joya said then we have room for 100! Vice Chair Friedenthal said let's sell out and create FOMO (fear of missing out). Chair Midby said that would be a great problem to have if you have to turn people away. Las Vegas has an Executive Women's Council and she'd like to share it with them to that group and there's so many groups we can share it to and I agree with Vice Chair Friedenthal that we should be able to do this even with a tight turnaround. We are dynamos, we can do this! Commissioner Taylor asked if we are going to include the logos of our partner organizations on the flyer for promotion. Chair Midby said yes, and she doesn't know if you've (Commissioner Taylor) seen it, but Vice Chair Friedenthal has an amazing template that they're using because they have one of these in the North as well which happens to be the day after on March 11th. Commissioner Taylor

asked if we are going to create an internal agenda for the event, like run of show for all of us to follow. Chair Midby said yes and shared her screen to show the flyer for the March 11th event. Their cost is \$50/ticket, and we are doing \$25/ticket so that will be adjusted and the title as well but it's incredible. Chair Midby said she can take a stab at the run of show, and once we have everything confirmed next week, she can work on getting that together. We have one more meeting before the event, and we might need one more as a special meeting since this is kind of a critical time for us. Ms. Freitas said the next one would be March 5th so something in between would be February 19th. Chair Midby said that would be ideal if we did February 19th and to plan for that. Ms. Freitas said she will add the meeting minutes to that agenda for the past 2 since we had the special meeting in January and the one before that, so those will both be on the agenda. Chair Midby said to do the 10am time slot again to give us a more logistical meeting to talk about the event. Chair Midby asked if there was anything else for the event that we needed to talk about. Everyone shook their heads no. Chair Midby said she thinks we all have our marching orders and we will get everything confirmed. I know we can't reply all on email and things like that, but perhaps some small subsets of us can make sure we have things confirmed and then are reaching out to backups if necessary. Commissioner DiLullo and Commissioner Taylor can work together on the sports one and I'll follow up too if any of these ends up being unavailable. Ms. Freitas said if there is anything to share with the whole group to send it to her and then she can distribute it because if you send it to everyone without going through me first then it's technically a quorum. Chair Midby said by the end of the weekend she will have everyone confirmed and send it to her if she can send it out to everyone with the flyers and social media blurb that Vice Chair Friedenthal will share. Chair Midby said she appreciates her (Ms. Freitas) for always reminding us of Open Meeting Laws because she's always hesitant to anything and end up in OML jail.

5. **Subcommittee Report (For Possible Action)**

Chair Midby asked if there is anything to discuss for this standing agenda item. Nobody had anything to add.

6. **Dedicated Space Update (For Discussion Only)**

Chair Midby said that Commissioner Brown and Clair Brown are going to Carson City on February 23rd. They will do some measurements and put together some things. There will be new carpet and new paint in that space from the Governor's Office which is great. Chair Midby said we will wait to hear from them until after their trip at the March 5th meeting. Vice Chair Friedenthal wanted to chime in and thank Commissioner DiLullo and Ms. Freitas for getting that banner up in the Dedicated Space. It was such an exciting picture to get. Chair Midby said thank you for helping logistically with that and for the donation of the banner.

7. **Financial Report – Administrative Assistant III (Information Only)**

Ms. Freitas shared her screen to show the numbers and reported that this is the same as it was at the last meeting since nothing has been spent yet from this fund. She is still waiting on the official invoice from the Guinn Center, but it should show up hopefully soon. You are good still to spend that money that you voted on before for the partnership, it just hasn't come through on our side. You do have enough to spend for this event.

Chair Midby asked if we need a vote to spend up to \$5,000 or whatever potentially. Ms. Freitas said she needs the specifics of it to know exactly how much it would be for the room, and Commissioner McDoniel said it was about \$3,000 for the room, plus the fee for servers and whatnot, so she needs those specific numbers to add it to an agenda item. That will probably need to be confirmed by the February 19th meeting. Chair Midby said she will make sure we get that to you (Ms. Freitas). She also asked for clarification because it showed we have \$40,000, and then \$29,000 somewhere and there was a discrepancy whether it was cash on hand or cash available to spend for lack of a better term. Is that the \$30,000 number or the \$30,847? Ms. Freitas said yes, the #30,847 is realistically what is available. There was also something that was about \$27,000 if you want to be safe just with the license plate funds coming in, because it seems like it was overestimated here in comparison to when I reached out to the DMV about it and got the numbers for how many are still in circulation. Chair Midby asked where they are estimating the income from the license plates on this report. Ms. Freitas said she isn't entirely sure how they estimate that, but they have a new budget advisor again so we are still waiting to have an actual meeting with them and the Deputy Director because she was looking into it as well to see how this budget was built. As soon as they can explain how they did the budget build, we will have a lot more information because she remembers when Tiffany Day was speaking with us at the June 6th meeting, she was kind of explaining it, but nothing has really changed since then except the travel which was less than \$1,200. Chair Midby said after the Guinn Center report we would be at around \$18,000 for after this event unless we can recoup some of the cost which she thinks we can. This gives us a better picture, and we can go from there. For the license plates, we should put that on an agenda for after March given our event, maybe in April. Chair Midby said she can come with a report on how to do that because PDR's and things need to be submitted and 2027 will come here shortly, so if we did want to proceed with that, we need to move forward with that pretty quickly in the summer timeframe. Commissioner Taylor said we could consider creating maybe a 3-tier sponsorship package for the Dedicated Space in exchange for a monetary contribution; say \$300, \$500, \$800 etc. sponsorship tiers that could be a way of fundraising and then also dedicate an area within the Dedicated Space for our sponsors. Chair Midby said that sparked something that maybe the women we choose to showcase maybe their company or organization might like to sponsor or something by a way to help support that, and then them be the sponsor recognition for the person and their company instead of just logos and things like that. It would be like sponsoring the person in a way.

8. Social Media Report – Administrative Assistant III (Information Only)

Ms. Freitas shared her screen to show the NCFW Instagram page. There has only been one post since the January 22nd meeting welcoming Commissioner Woodrow, which is the She Shapes Nevada flyer for the March 11th event hosted by Nevada Women's Fund which Vice Chair Friedenthal sent over. As soon as we have the one for our event, we can post that on this page as well. Chair Midby said she loves it and that's great. This will obviously take a big influx this month with us pushing it out on our event and getting attendance there so we can have that as a goal as well. Commissioner Taylor wanted to comment that she really enjoyed reading the detailed meeting minutes, it really conveyed a tremendous amount of work in these past 2 meetings, and congratulations Chair Midby

in carrying the torch and continuing our leadership and our momentum as well with your term. Also, welcome Commissioner Woodrow, she was very delighted to read her comments as well and looks forward to meeting her so thank you for everything that all of you are doing and it's a pleasure to continue to serve with each of you. Chair Midby said thank you for that, and likewise. In terms of being Chairperson, this is a complete and total team effort and group effort. I'm just here to guide the agenda items at the meeting, but I appreciate all of you and your insights and working together. I think we have a phenomenal Commission right now, and that's showing up in the work that we are doing, so I appreciate those comments. One other thing – if you all received your reappointment letter, and it looks like some of them came out, send those to Ms. Freitas because she's trying to keep track of all of our term limits and everything in a spreadsheet.

9. Public Comment- Chair Midby

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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.

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