



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, April 2nd at 10am

Location of Meeting: **TEAMS**

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Meeting ID: 252 538 310 261 58

Passcode: 4rE36Px7

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 - Administrative Assistant III
Chair Midby - PRESENT
Vice Chair Friedenthal - PRESENT
Commissioner McDoniel - ABSENT
Commissioner Proper - ABSENT
Commissioner Rogers Markwell - PRESENT
Commissioner DiLullo - PRESENT
Commissioner Woodrow - ABSENT
Commissioner de Joya - PRESENT
Commissioner Taylor - ABSENT
Commissioner Brown - PRESENT
3. Public Comment – Chair
There were no public comments at this time.

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 February 19, 2026 Nevada Commission for Women Meeting (For Possible Action)

Commissioner Rogers Markwell moved to approve the February 19th, 2026 meeting minutes. Vice Chair Friedenthal seconded. All were in favor.

5. She Shapes Nevada Events Report & Discussion (For Possible Action)

Chair Midby said this event was a tremendous success, both in the North and the South and she's heard nothing but great feedback afterwards, so thank you for everyone's efforts and everything that you did. Teamwork makes the dream work. Vice Chair Friedenthal said it was so much fun, and she was so honored to do it with everyone, and she has also gotten really great feedback. She was in a meeting yesterday with people in the South and they were already asking when the next event is going to be. It was also profitable, so that is something to talk about in regard to the budget. Unfortunately, bank statements just came out this morning, so there is still some final accounting for March that's happening, but in tickets our revenue was 7600 for Reno and 2600 in Las Vegas. There are some expenses that need to come out of that for rental costs in the North, but there is money there to help supplement what happened in the South. She wishes she had hard numbers to share, but bank statements are not reconciled. What she can say is that there's plenty of funding to cover what happened, so we can just talk about how much money we want to leave in the account for the next event, do we want to completely cover what happened. It was very close to \$10,000 in revenue, but we don't know the net yet. Chair Midby said our goal wasn't initially to raise money, but they were trying to at least break even or cover at least half. There were also some additional costs that we want to have reimbursed like for cookies and other things for the event. Ms. Freitas said she needs the totals to add to the next agenda. Chair Midby said we can do sort of a profit and loss statement for the events. Commissioner Rogers Markwell said the events were so amazing and she is so proud to be a Commissioner at both events. So much work went into that and she thanked everyone for representing and being part of this. Chair Midby said it really is a collective effort and they capitalized on some momentum.

Commissioner DiLullo said it was incredible and then when she started to receive that feedback from the community, it was really nice to get that positive feedback that the panel was amazing and the networking was amazing, and some people said they didn't know about it and there's a buzz about it now so she's looking forward to future events. Chair Midby said this was amazing and having this be an annual event to have people looking forward to it is an awesome goal. Someone asked her when the next one will be and she said they have to plan it. Since there is an appetite for it, maybe we can even charge a little more at the next one, and the feedback helps us move forward.

Commissioner de Joya said to add to that, it was a successful event and we did outgrow that room so we will need a bigger one next time. She even had a takeaway from it and she thinks everyone learned something. Vice Chair Friedenthal said it was really nice for Chair Midby and Commissioner Rogers Markwell to be able to attend both events, so we

can see what we can take from one event and put in the other. Having the graphic of the speakers behind, it really has a quality of presence and is more professional, so that's something that we need to look for when considering our next venue. Our speakers posting on their own social media afterwards and the traction that they got, and their feedback and gratitude was really lovely and really good for the Commission as well. Chair Midby said 100% and the graphic was cool and we should probably circulate a picture but most of us have probably seen it on social media. It was a good backdrop and sort of brands it moving forward to use it so anytime people see it they can identify it with that event and with us. Commissioner Rogers Markwell said she loved that there was similarity to both, but there was something really unique about the Vegas one though. It felt very conversational, with a very different feel, like it was just special and open and free-flowing. Chair Midby said it felt more intimate. Commissioner DiLullo said she is really starting to see the shift of women in leadership. We always hear about women inspiring women, but when Sunny got up as a man and spoke about being inspired by MJ or whoever it was, it was like "oh my gosh, this man is a man getting up and talking about a woman and being inspired by her career". Of course, you know, the younger generation can say that, but it was really neat to see it happening from someone that isn't from the younger generation necessarily. These are the changes we've made over time and it was really inspiring to her. Chair Midby said she thinks it was Commissioner Woodrow, and he said when he was younger she made a comment when he was younger that sort of changed the trajectory of what he decided to do.

6. Budget Account 1029 Financial Report – Administrative Assistant III (Information Only)

Ms. Freitas said that the budget report is the same as last time, with travel claims already in for Chair Midby and Vice Chair Friedenthal. Once she gets information on those who bought cookies or whatever from the event with totals, that can be added to this tracker as well. She can also add in the revenue from ticket sales once those numbers are finalized and sent to her if you all decide to have it be added back to 1029, or if it will be held with Nevada Women's Fund. She did get the approval from the budget advisor to add those ancillary costs to the next agenda.

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

Ms. Freitas shared her screen to show the NCFW Instagram and LinkedIn pages. A few things have been posted since the event, she's seen the posts everyone has shared and she used a lot of those or reposted them and has a few lined up for the next few weeks. She mentioned speaking with Deputy Director Mandy Hagler about posting meeting invites on social media like they used to do, but in the past it was just a screenshot of the agenda which is ugly to look at and way too much information, so she made a cute graphic with just the date and time. Chair Midby thanked her for keeping up with all of this and said she does like having the invite posted so it's front and center because sometimes people don't know we're meeting or that it's a public meeting they can watch. Commissioner Brown said she thinks that's a great idea to post when we're having a meeting just to keep something on social media also. Ms. Freitas also shared that she has been responding to as many posts as she can and sharing them if possible like as a repost if it's on LinkedIn or as a collaborator on Instagram for that dual visibility. Commissioner de

Joya asked about Facebook and Ms. Freitas said she has not been able to access it because it was linked to an old Administrative Assistant's personal phone number for the security code and she would have to fight with Facebook about it or create a whole new Facebook and have that old one still be out there in circulation.

8. Guinn Center Partnership Report & Update (For Possible Action)

Vice Chair Fridenthal shared that this report was finalized at the last hour on March 31st. It happened at noon and then we put out a press release, and then Nevada Women's Fund and the Guinn Center put out a newsletter. She shared her screen to show Nevada Women's website and where this report is housed on it. It gives a brief overview, but then you can click "view full report" to get some of the bigger graphs. All of the graphs are interactive, and she showed the graph on the gender wage gap. This is a great story showing in Elko the gap is \$0.59 on the dollar compared to \$0.86 in Clark and \$0.84 in Washoe. So when you think about what the key industries are in Northern Nevada; mining, manufacturing and agriculture, that tells part of the story and also tells us where we are today and what we can do to drive change. If you don't see these numbers then you don't see the disparity throughout the state, and that's what's so exciting about this. This report isn't optimized for phones or tablets. The 8 indicators are economics, affordability, education, health, safety, political representation, entrepreneurship, and retirement. We have a brief introduction and some disclaimers, then we go into the first key indicator. This one is beefy with a lot of information, so don't plan on spending 15-20 minutes on this report, plan on a whole day to review and digest it. Some of these areas we really shine, like entrepreneurship, and then in childcare it's awful. 20% of women in Nevada opt out of healthcare because it's too expensive. Jill Tolls, the Executive Director of the Guinn Center called her earlier this week and was like "my phone and my email are blowing up" because of this report and said she hasn't had this kind of response before and part of it is because we rolled it out really well even though it was last-minute and fast, we had a concise message, we put it out on social media instead of letting the report just exist, and it's really in your face. People are really excited and everybody is interested in a different piece of the report, which is what we were hoping for. The next step is presenting this report in Reno, Elko, and Las Vegas. Not soon because everybody has a lot going on, so maybe when we plan and talk about this, the Commission can be part of it too. We're looking to be in Elko in June, but don't have specific dates yet. One of the mining companies has offered to be our sponsor in Elko so it's really great that one of the mining companies sees the importance of this data. We will present this in Reno in August and we have a partnership with GSR and Sahara with the Morello family (also a sponsor of the report), and Alexis from that family joined us in Henderson for the She Shapes Nevada event to see what we're all about and she was really excited to see what we're doing and even more excited to be part of this report and launch it. There is no exact date for Henderson. Jill Tolls will be presenting the report and she (Vice Chair Fridenthal) will pop in with anecdotes of specific data to tell a story that brings it home so it's more dynamic and interesting. The Commission should have a part in the event because of the significant part in making this report happen. At the end of the day, she wanted a stronger conclusion at the end of the report, but the Guinn Center can't be advocating for anything, so we kept going back and forth on messaging, and we are allowed to advocate, and NWF is allowed to, but the Guinn Center has to remain neutral.

She really wanted to call to action at the end and say like “now you have the information. What are you going to do with it and use it as a source”? The final category is women after retirement, and she thinks its important. Over the lifespan of a woman, because we talk about childcare and birth rates, and some hot topics come up here about women’s bodies and abortion, then we end on seniors and what that looks like for retirement for women. The Guinn Center lends so much credibility, and it lists all of the sources. NCFW and NWF can say we want to put this report out there, but when the Guinn Center stamp is on this report, it adds even more credibility and takes it to a whole new level. Vice Chair Friedenthal sits on the Guinn Center Board and when Jill Tolls sent this report out, she hasn’t seen that level of feedback from the board members before on any other piece of work that they have done and we usually get a lot of stuff, so this was really neat and people started replying all which is kind of unusual and sort of highlights what people are the most excited about. It hits a nerve for some people and this report is more relevant than ever and it was just equal pay day, it’s Women’s History Month, and getting this out on the 31st is a really cool symbolic piece to make sure it was introduced during Women’s History Month. She asked Ms. Freitas to get that on NCFW’s website ASAP and we should be part of the event. Ms. Freitas shared her screen on the NCFW website to show a spot where this report could go and it’s not very colorful or fun at the moment, but hopefully some of those graphs can be added here or a snapshot of the report, and Cheryl Curtis controls the website. Chair Midby asked if we could have the report on our home page for like 6 months to a year because its new and exciting, and so important to show something we’ve done and are part of. Commissioner de Joya said she was thinking that as well and that it should be highlighted on the home page. Vice Chair Friedenthal said she always thinks partnerships and collaborations make everybody stronger, so when you can see that NCFW partnered with the Guinn Center, that co-branding is really powerful. Chair Midby said she agrees and sometimes logos stick out too, like good visual images and things like that to make things less wordy too also really help. Vice Chair Friedenthal said the report graphs are usually pdfs or jpegs in the email she sent so they won’t be interactive, but will still tell a story. Ms. Freitas asked if everyone would like her to post maybe a graph a week on the Instagram page and kind of summarize the blurb or the data in a bite-sized post that links to the report. Chair Midby said yes and having that link to the report would be great. She also said maybe doing a few photos and a recap of the events on the home page of the website would bring people in and highlight it. Commissioner de Joya said she is looking forward to seeing it on Instagram and being able to share it with her contacts as well. Chair Midby thanked Vice Chair Friedenthal for the update and said sometimes things take forever and kind of lose momentum, but it’s really exciting that its already here.

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

Chair Midby thanked Ms. Freitas for including AB499 in the meeting materials from the past project. This should remain on the next few agendas especially if we decide to move forward with this. To highlight a few things in the process; in the past, this was done through bill draft legislation commemorating the women’s right to vote in NV, so we can either move forward with that, or something new. Legislature starts in February 2027, and right now we are in an election cycle, which is also going to determine a lot about the election, so we don’t know the full lay of the land until June, and then of course in

November. A couple of things to prepare bill draft requests, the first draft is due in August, and then they are due in December, and then leadership obviously has bills that they can introduce after those key deadlines, so we should be cognizant of that. We should start talking to folks and elected officials at that time to start bringing it up and seeing if they're interested. In the AB499 from whatever year that was, there were sponsors from the Democratic and Republican sides, which is super important. We need to find a champion who will sponsor the bill for us and put in the bill draft request to move forward. There's going to have to be a few more things that will require more research, like can we revive the existing license plate, and if that's something we want to do, or if we want to create a new license plate with a new topic that would obviously still benefit the Commission but maybe be more relevant and timely now or more timeless. We want something that is a little bit more sustainable and moves on in the future. So between now and June, we need to figure that out and find someone to push it through. We should start to gauge interest among elected officials. Nevada is the first female majority legislature in the country and not a lot of people know that. We are a little bit ahead of the game, which is great, and we have time to build a draft request and figure out what we want to do and basically foster some champions. We will need a couple of champions, and the more the merrier. Vice Chair Friedenthal asked if the design and look of the license plate gets designed after approval or if we can move forward with something in mind prior to these conversations with elected officials. Ms. Freitas said from what she learned from AB499, we can't use the one that we had because it's already done and expired and can't be revived. We would have to do a completely new bill draft request and new plate design. It gets approved through legislature, then DMV is actually responsible for designing it. Vice Chair Friedenthal said she proposes She Shapes Nevada. Commissioner de Joya asked if we can start preparing a proposal that way when we're out, we can start discussing it with our contacts. Chair Midby said absolutely and she will look into it. She also said that license plates are kind of difficult because there's a lot of competing interest. It would seem easy since it's for a good cause, but when you drive around you see Golden Knights, organ donation, and arts, so it's not a slam dunk. Strategic Planning was discussed and maybe having that be at the same time as one of the Guinn Center report events would be great. Vice Chair Friedenthal said these dates aren't finalized or published, but she can share them with the Commission, and Reno is probably going to be August 13th, Vegas might be the 10th or 22nd, but there are some conflicting events or other meeting and events at the same time, Elko is probably going to be June 17th. Chair Midby said she'd love for the next in-person meeting to be in Las Vegas since the last one was in Carson City. Vice Chair Friedenthal said the event would be a brunch type of thing or earlier in the morning so you can get to work after. In Elko, it will be an evening event. Chair Midby said to keep the Guinn Center Report on the agenda since we will be planning travel and will be part of this.

10. Public Comment- Chair

There were no public comments at this time.

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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.

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