

Board of Museums and History

SUMMARY OF MINUTES

The meeting was held Friday, September 12, 2025, at 8:30 AM, via TEAMS conference.

BOARD MEMBERS PRESENT

Anthony Timmons, Chair
Mercedes de la Garza, Vice Chair
Bert Bedeau
Rochanne Downs
Nathan Harper
Daniel Markoff
Dora Martinez
Jan Petersen
Michelle Schmitter
Seth Schorr
Mark Slaughter
Lou Ann Speulda-Drews

ATTENDEES

Brenda Scolari, Director, Department of Tourism & Cultural Affairs
Mary Ellen Kawchack, Deputy Director, Department of Tourism & Cultural Affairs
Daniel Thielen, Administrator, Nevada Division of Museums & History
Harry Ward, Deputy Attorney General
Francine Burge, Marketing & Communications Manager, Department of Tourism & Cultural Affairs
Brian Deem, Administrative Services Officer, Nevada Division of Museums & History
Jen Roger, Director, Nevada State Museum, Carson City
Christopher MacMahon, Director, Nevada State Railroad Museum, Boulder City
Catherine Magee, Director, Nevada Historical Society
Sean Pitts, Director, Nevada State Railroad Museum, Ely
Hollis Gillespie, Director, Nevada State Museum, Las Vegas
Daphne DeLeon, Director, Nevada State Railroad Museum, Carson City
Tracey Sprague, Director, Lost City Museum
Kyle Shulz, Research Director, Department of Tourism & Cultural Affairs
Kelly Brant, Membership Programs Manager, Division of Museums & History
Michael Malone, Administrative Assistant, Division of Museums & History

1. Call the meeting to order. Chair of the Nevada Board of Museums & History.
Board Chair Anthony Timmons called the meeting to order.
2. Call for the start of the recording of the meeting. Board Chair and staff.
Chair Timmons requested the recording of the meeting be started. AA Michael Malone started the recording.
3. Call for confirmation the meeting was properly posted. Board Chair and staff.
Chair Timmons asked if the meeting was properly posted. AA Malone confirmed the meeting was posted in accordance with open meeting law.

4. Call for the roll call of the Board and determination of quorum. Board Chair and staff.
AA Malone took roll and a quorum was confirmed.
5. Public comment announcement. Board Chair.
No public comment was given.
6. Nevada State Museum Carson City, Asset Marketing Services (AMS) Contract Proposal (for possible action) +
Administrator Thielen provided the Board an overview of the contract between the Nevada State Museum Carson City, and Asset Marketing Services (AMS), as well as an overview of AMS and their experience producing commemorative coins. Administrator continued with details specific to the care of Coin Press #1 at the museum, potential profits from striking coins on Coin Press #1, and the potential for similar endeavors in the future.
Member Petersen expressed her enthusiasm for the project, in addition to the outreach to the broader numismatic community.
Member Markoff inquired about: coin materials, which party bears initial costs, the differentiation between coins struck on Coin Press #1 versus a second press, the space needed for machinery and materials, the power source to facilitate the presses, the percent of revenue earned by the museum, the background of AMS, and the potential demand for this type of commemorative coin. Administrator Thielen responded: the coins will be gold and silver, the state will not be putting any money into the initial investment, only coins struck on Coin Press #1 will cite that production, the space for a second press and power source is approximately 100 square feet for three days, the museum will receive \$250,00 or 20% of the net profits, and confirmed AMS has significant experience with a variety of coin projects, including a robust marketing outreach. Administrator Thielen also confirmed there is an established demand for rare and commemorative coins similar to this arrangement.
Member Speulda-Drews cited the positive opportunity this arrangement is for the museum, as well as for highlighting the coin press.
Member Downs stated her enthusiasm for the arrangement and inquired about pricing for coins pressed on Coin Press #1 versus the others. Administrator Thielen stated the market price had not been set but confirmed the unique nature of coins pressed on Coin Press #1 increases the value.
Chair Timmons expressed his preference for some of the profits being devoted to the maintenance of the press. Chair asked about the marketing efforts, with possible opportunities such as the governor striking the first coin. Administrator Thielen stated the partnership with AMS is to leverage their expertise within the numismatic community.
Vice Chair de la Garza expressed her support for the endeavor. Member Petersen asked to confirm if the appeal for the coins is due to the historic nature of the museum's coin press. Administrator Thielen confirmed the use of Coin Press #1 and its historic relevance to the state and country is the primary appeal for collectors.
Member Markoff asked about past repairs needed on the press and whether those concerns were addressed prior to this arrangement. Administrator Thielen confirmed the time and volume of activity on the press was a primary concern throughout negotiations. Coin Press Program Manager, Kelly Brant, stated the last repair was the connecting link, believed to be caused by over-stressing the press. Mr. Brant provided more details on the repair and strengthening of the piece, and conveyed the current priority is to service the 1948, 5-horsepower motor immediately following this project.
Member Petersen motioned to accept the contract; Members Downs and Markoff seconded. The motion carried with the majority of members approving, including the Chair.

7. Department of Tourism & Cultural Affairs, Marketing & Communications Report. Francine Burge, Marketing & Communications Manager. (Informational) +
Francine Burge, Department of Tourism & Cultural Affairs Communications Manager, updated the Board regarding current marketing highlights pertaining to deep media coverage of the Liberace exhibit; annual contracts for Outdoor ads, online, print and radio; social media workshops; strategic planning; a request for proposal (RFP) for a new advertising agency.
8. Board Chair Update. (for possible action)
Chair Timmons recounted the issues pertaining to the state's IT environment being temporarily compromised and the impact it had on meeting preparations, leading to the abbreviated meeting being held remotely instead of in Ely as planned. Administrator Thielen provided details that prevented the collection and dissemination of meeting materials. Member Downs thanked Administrator for the clarification. Deputy Attorney General Harry Ward shared that most of the boards he works with are challenged to post notifications and materials and any meetings being held are typically to address a timely item.
Member Bedeau moved to table the regular agenda items that would have been addressed, including the SHPO nominations, to the December 5, 2025 meeting, in Overton. Vice Chair de la Garza and Member Martinez seconded. The motion carried with the majority of members, including Chair.
9. Public Comment Announcement.
Mr. Ward shared his appreciation for the significance of having Coin Press #1 in Nevada and encouraged all to visit the impressive artifact. Mr. Brant thanked Mr. Ward and added that the museum is minting a special medallion in partnership with the Forest Service to commemorate Nevada supplying the US Capitol Christmas Tree in 2025.
10. ADJOURNMENT
Chair Timmons adjourned the meeting.

NOTICE POSTING LOCATIONS

<https://notice.nv.gov>

<http://museums.nevadaculture.org>

NEVADA DIVISION OF MUSEUMS & HISTORY

412 E. Musser St., Suite 2, Carson Street, Carson City 89701

The public may acquire this summary of minutes, agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Michael Malone, Administrative Assistant III, Division of Museums and History, (775) 687-7340, or via email, to mpmalone@nevadaculture.org.

Supporting documents are available from the Nevada Division of Museums and History at 412 E. Musser Street, Suite # 2, Carson City, Nevada 89701.