

**NEVADA COUNCIL FOR THE PREVENTION OF DOMESTIC VIOLENCE
PUBLIC INFORMATION COMMITTEE**

MEETING MINUTES

Monday, March 9, 2015 at 1:15 p.m.

Via Teleconference with Public Access Located at:

Office of the Attorney General
5420 Kietzke Lane, Suite 202, Reno, Nevada 89511

Call-In Number: 1-888-557-8511

Access Code: 4188407

Committee Members Present

Committee Members Present Via Teleconference

Maricar Andrade
Suzanne Ramos
Elynn Greene
Denise Yoxsimer
Nanci Glogauer

Committee Members Absent

Leisa Moseley

Public Present

Attorney General's Office Staff Present

Bryan Stockton, Senior Deputy Attorney General, Legal Counsel to NCPDV (via phone)
Anjanette Bitsie, Administrative Assistant (via AGO-Reno)

1. Call to order and roll call of members.

Maricar Andrade called the meeting to order at 1:17 p.m. Anjanette Bitsie conducted the roll call of members. Quorum established.

2. Public comment.

There was no public comment.

3. Approval of minutes from the February 9, 2015 meeting. (For possible action.)

Maricar Andrade asked for a motion to approve the meeting minutes from February 9, 2015. Denise Yoxsimer made the motion to approve the meeting

minutes. Elynne Greene seconded the motion. A vote was taken and the meeting minutes were approved.

4. Discussion and possible action regarding details for No More campaign for media proposals for newspapers, print, magazines, and other periodicals for proposal to utilize funds from the Michael Bolton Charities grant. (For possible action)

Maricar Andrade opened this agenda item up for discussion.

Ms. Andrade discussed having the quotes and that two thousand one hundred sixty-two dollars and fifty cents has been allotted. Ms. Andrade went over the quotes for Rebel Yell at UNLV for seven hundred twenty dollars, Sagebrush at UNR for seven hundred eighty dollars and Asian Journal for six hundred sixty-two dollars and fifty cents.

Ms. Andrade discussed the quote from the Sparks Tribune for seven hundred and ninety-nine dollars. Ms. Andrade discussed the reformatting of the flyer to add a few more graphics. Angie Bitsie discussed that it would be two by six and be included in about seventeen papers. Elynne Green discussed the prices with Reno and Las Vegas being nine hundred and ninety-nine dollars, North at seven hundred ninety-nine dollars and South at nine hundred ninety-nine dollars or the Power Punch – Statewide package that includes all papers for fourteen hundred ninety-nine dollars. Discussion on making a motion to approve Sparks Tribune. Suzanne Ramos asked if the members could review all proposals before making a motion.

Ms. Greene discussed El Mundo, which covers Clark County and the Cities of Las Vegas, North Las Vegas, Henderson, and Laughlin. Ms. Greene went over the quote of three hundred twenty-five dollars for a quarter page in black and white. Ms. Andrade discussed the fifteen percent and free color for nonprofit.

Ms. Ramos discussed Ahora Latino Journal in the North. Ms. Ramos went over the quote of one hundred dollars for a six by six quarter page and one hundred eighty dollars for a ten by seven full page in English and Spanish. Ms. Ramos discussed missing the March publication dates, however; publication dates in April are on April 14, 2015 and April 28, 2015. Ms. Greene stated that would be published during Victims Right Week. Ms. Green discussed the full page at three hundred forty dollars. Ms. Ramos discussed that in doing the half page in English and Spanish would be a full page.

Ms. Andrade asked about an LGBT publication. Ms. Bitsie stated that there is one and included the e-mail proposal from Gay.Vegas in the attachments. Ms. Bitsie stated the e-mail proposal is for forty-two hundred dollars retail value for six months. This includes the full page ad being on their website,

social media, weekly e-mail blasts, print-on-demand edition, and a downloadable PDF. This includes creating a landing page on Gay.Vegas with information to local and statewide resources. This includes providing a dedicated e-mail blast the week of the promotional period in April to our database of over sixteen thousand subscribers. Ms. Bitsie discussed the promotion of a thousand dollars for a full page for six months. Discussion on coverage. Ms. Bitsie stated Las Vegas only and that there is no publication in the North. Nanci Glogauer stated that is pretty expensive. Ms. Greene stated only half the state. Ms. Ramos discussed that UNLV Rebel Yell and UNR Sagebrush will cover that population. Ms. Ramos also discussed that the Sparks Tribune will cover statewide too. Ms. Greene discussed having an authorized flyer to pass out. Ms. Ramos discussed cost for printing and that Denise provided a quote on printing. Ms. Glogauer asked Angie if Gay.Vegas would place the flyer on their website for free. Ms. Bitsie discussed what the promotion price of a thousand dollars would cover and that it would run for six months. Ms. Glogauer discussed that with the Point Foundation's website can advertise for free and do that for a lot of organizations. Ms. Andrade clarified that Gay.Vegas is a little pricey and want to hit the big newspapers and ethnic newspapers. Ms. Andrade discussed looking at printing costs to print flyers to pass out. Ms. Andrade discussed that the Point Foundation can advertise for free on their website.

Ms. Andrade opened up the discussion on printing prices. Ms. Andrade discussed the quote from Gamma Print Publishing for a thousand four by six glassy flyers for seventy-nine dollars. Ms. Andrade stated this might be the best quote on printing. Ms. Ramos asked if Gamma Print Publishing can do a half page. Maricar Andrade stated yes, but did not have a quoted price on half page flyers. Ms. Andrade discussed taxes and additional fees. Ms. Ramos stated tax exempt and need to let them know tax exempt. Ms. Andrade will get a quote for half page flyers and send out to the committee members. There are two other quotes on printing from International Minute Press and the Nevada State Printing Office.

Ms. Andrade clarified on doing the following publications.

- UNLV Rebel Yell at \$780.00
- UNR Sagebrush at \$720.00
- Asian Journal at \$662.50
- Sparks Tribune North and South at \$1499.00
- El Mundo (Las Vegas) at \$325.00
- Ahora Latino Journal (Northern Nevada) at \$180.00
- Gamma Print Publishing for a 1000 half sheet flyers; amount not disclosed.

Discussion on Ahora Latino Journal and maybe doing a full page at three hundred forty dollars. Ms. Ramos discussed maybe doing two half pages for April and May. Ms. Andrade discussed working on April and then if have anything left will discuss.

Ms. Andrade had questions on contracts and logistics for payment. Ms. Ramos discussed registering with the state to be a vendor to get paid. Ms. Bitsie stated yes to being a registered vendor with the state. Ms. Andrade clarified being a registered vendor with the state or filling out the vendor form if not registered as a vendor for the state. Ms. Andrade asked about filling out contracts. Bryan Stockton clarified need a contract. Ms. Bitsie stated an invoice can also be provided. Ms. Bitsie stated she can check to see if a publication is a state vendor. Ms. Bitsie stated a purchase order needs to be generated and sent to the Accounting department in the Attorney General's Office. Mr. Stockton clarified that in order to spend public funds need to make a motion and vote.

Ms. Ramos made a motion to allocate funds for the No More Campaign to the publications listed above. Ms. Green seconded the motion. A vote was taken and the motion approved.

Maricar asked for clarification on who will be handling the next steps. Ms. Bitsie stated she will handle the purchase orders and need the committee members to send her the contracts and invoices. Ms. Andrade discussed publishing by next month, April 2015.

5. Discussion and possible action regarding updating the Attorney General's Council for the Prevention of Domestic Violence Webpages on the Attorney General's Website. (For possible action)

Maricar Andrade discussed placing the No More Campaign flyer on the website in the future. Ms. Andrade stated keeping this on the agenda and discussing at the next meeting.

6. Election of new Chair for the Public Information Committee. (For possible action.)

Maricar Andrade asked for volunteers or nominations. Denise Yoxsimer volunteered to be Chair for the Public Information Committee. Suzanne Ramos made a motion to nominate Denise Yoxsimer as Chair for the Public Information Committee. Elynn Greene seconded the motion. A vote was taken and the motion approved. Denise Yoxsimer is the newly elected Chair for the Public Information Committee.

7. Schedule future meetings and agenda items. (For possible action.)

The next meeting will be held on April 13, 2015 at 1:30 p.m.

8. Public comment.

There was no public comment.

9. Adjournment. (For possible action)

Meeting adjourned.