

**CITY OF NORTH LAS VEGAS  
SPECIAL CITY COUNCIL MEETING MINUTES**

April 4, 2007

**CALL TO ORDER:** 5:03 P.M.

**ROLL CALL** **COUNCIL PRESENT**

Mayor Michael L. Montandon  
Mayor Pro Tempore William E. Robinson  
Councilman Robert L. Eliason

**EXCUSED**

Councilwoman Stephanie S. Smith  
Councilwoman Shari Buck

**STAFF PRESENT**

City Manager Gregory Rose  
Assistant City Manager Sam Chambers  
Assistant City Manager Maryann Ustick  
City Attorney Carrie Torrence  
City Clerk Karen Storms  
Communications Director Brenda Fischer  
Assistant to the City Manager Michelle Bailey-Hedgepeth  
Chief Deputy City Clerk Anita Sheldon

**VERIFICATION:** Karen L. Storms, CMC  
City Clerk

**BUSINESS:**

**1. DISCUSSION AND/OR ACTION REGARDING THE USE OF MAXACTION AS A MARKETING TOOL FOR THE PARKS AND RECREATION DEPARTMENT.**

Recreation Supervisor Jody Walker explained how she felt a superhero family would be a creative way to promote programs. She explained that Parks and Recreation had separate sections with different programs but wanted to maximize the impact by tying the Department together with product identification and branding. MaXaction was a fourteen year old boy with marketing potential. The image and costume were developed with the Graphic Arts department. MaXaction interest and powers would lead into specialized focused areas for programs. The message encouraged getting up, going out and getting involved. The development of the superhero family included R.C. Mann, (Max's father) a landscape architect and volunteer basketball coach whose interests included playing

basketball with his son, working out and bonsai and organic vegetable gardening. He had superhuman strength, speed and thunderstorm clapping ability. Grace Strong (Max's mother) was a substitute teacher whose interests included swimming, gourmet cooking and meeting new friends. She had super endurance and breath holding ability. Java Pop (grandfather) was retired and had interests that included his grandchildren, cooking and flirting with the ladies. He thought his power was his charisma and charm. The concept was to get families to recreate together, but not forget that each one was an individual with unique interests, skills and talents. She explained the presentation had been made to the Parks and Recreation Advisory Board.

Mayor Pro Tempore Robinson explained that the key was to get the community involved and felt the character would create enthusiasm with the children. He questioned the budget cost for the promotional opportunities.

Recreation Manager Jim Stritchko explained that currently T-shirts were screened and flyers produced with the City logo, at no cost.

**Richard Cherchio, 417 Horse Pointe Avenue, North Las Vegas**, had concerns regarding the character image for children.

City Manager Gregory Rose explained that an option was to draft images of several characters and have a contest, or public input regarding which character would reflect the concept of exercise and involvement.

**ACTION:** STAFF DIRECTED TO MOVE FORWARD WITH THE DEVELOPMENT OF THE MAXACTION CHARACTER AND OBTAIN PUBLIC INPUT REGARDING FINAL SELECTION.

**MOTION:** Mayor Montandon

**SECOND:** Mayor Pro Tempore Robinson

**AYES:** Mayor Montandon, Mayor Pro Tempore Robinson and Councilman Eliason

**NAYS:** None

**ABSENT:** Council Members Smith and Buck

**ABSTAIN:** None

## **PUBLIC FORUM**

There was no public participation.

**ADJOURNMENT**

**ACTION:** THE MEETING ADJOURNED AT 5:19 P.M.

**MOTION:** Councilman Eliason

**SECOND:** Mayor Pro Tempore Robinson

**AYES:** Mayor Montandon, Mayor Pro Tempore Robinson and Councilman Eliason

**NAYS:** None

**ABSENT:** Council Members Smith and Buck

**ABSTAIN:** None

**APPROVED: May 2, 2007**

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Mayor Michael L. Montandon

**ATTEST:**

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Karen L. Storms, CMC  
City Clerk