



City Council Regular Meeting AGENDA ITEM

NUMBER: 15

SUBJECT:

Appointment of Cass Palmer as Director of Strategic Initiatives. (Citywide) (For Possible Action; Recommendation – Ratify)

REQUESTED BY:

Wilson Edgell, Director of Human Resources

WARD:

(Citywide)

RECOMMENDATION OR RECOMMEND MOTION:

Ratify the Appointment of Cass Palmer as Director of Strategic Initiatives.

FISCAL IMPACT:

Amount: \$188,856.15 + Benefits

Explanation: New Director of Strategic Initiatives.

ACCOUNT NUMBER:

00100-100131-400110

STAFF COMMENTS AND BACKGROUND INFORMATION:

Salary: \$188,856.15 + Benefits

Appointment of Cass Palmer as Director of Strategic Initiatives

Service Date: 2/23/2015 Date Appointment: 05/07/2024

Cass Palmer joined the City of North Las Vegas leadership team in February 2015 as the Director of Neighborhood and Leisure Services, a position in which he has overseen the City department that provides recreation and event programming for all city parks, provides Safekey and summer camp programs, and provides other neighborhood services. Mr. Palmer's team was responsible for sourcing and obtaining over \$100 Million in various federal grants to procure multiple land parcels at Craig Ranch Regional Park and Kiel Ranch Park and to purchase numerous parks and recreation related amenities for CNLV residents to enjoy. Mr. Palmer also served in a dual role as the human resources director for over a year to help facilitate the realignment of the CNLV Human Resources Department.

Prior to coming to CNLV, Cass had more than 30 years' experience in the gaming and hospitality industry, government and political arenas, non-profit organizations, and union environments. Cass served as the President and CEO of United Way of Southern Nevada for over seven years. He previously was the senior vice president, chief human resource officer at Tropicana Entertainment. Mr Palmer also worked as the corporate vice president of human resources for Olympia Gaming LLC/Southern Highlands Development Corporation. Cass was also the senior vice president of human resources at Bally's/Park Place Caesars Entertainment and served in numerous executive positions within the Bally's/Park Place/Caesars Entertainment Corporation for over fourteen years.

Cass has served on numerous non-profit boards, was the past board chairman for the Las Vegas YMCA and has his own HR consulting company. He previously served as the board chair for the State of NV Governor's

Workforce Development program helping guide workforce development programming in Southern Nevada. He is currently participating in the honorary Nellis AFB Base Commander program and assists retiring Air Force personnel in transitioning to private work opportunities.

After traveling the world with his Air Force family, Cass selected Southern Nevada as his permanent home for over 40 years. He has been married to his wife Helen for over thirty six years and they have two children, Danielle and Matthew.

CIP No.	Related Item:	
LIST CITY COUNCIL GOAL(S): Well - Planned Quality Growth		
PREPARED BY:	Respectfully Submitted	MEETING DATE:
Wilson Edgell, Director of Human Resources	Micaela R. Moore City Manager	June 5, 2024