The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on April 11, 2023, at the Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nevada 89109. This meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

Board of Directors (Board) Present unless otherwise noted

- Commissioner Jim Gibson, Chair
- Mr. Anton Nikodemus, Vice Chair
- Mayor Pamela Goynes-Brown, Secretary
- Mr. Scott DeAngelo, Treasurer
- Councilman Cedric Crear
- Mayor Carolyn Goodman
- Mr. Brian Gullbrants
- Ms. Jan Jones Blackhurst
- Commissioner Michael Naft
- Mayor Michelle Romero
- Ms. Mary Beth Sewald
- Mr. Steve Thompson
- Councilman Steve Walton
- Councilman Brian Wursten

LVCVA Executive Staff present
- Steve Hill, CEO/President
- Caroline Bateman, General Counsel
- Ed Finger, Chief Financial Officer
- Brian Yost, Chief Operating Officer
- Kate Wik, Chief Marketing Officer
- Lisa Messina, Chief Sales Officer
- Lori Nelson-Kraft, Senior Vice President of Communications
- Nadine Jones, Senior Vice President of People & Culture

OPENING CEREMONIES – CALL TO ORDER

Chair Jim Gibson called the meeting to order at 9:00 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present, except for Members Anton Nikodemus and Jan Jones Blackhurst.

Member Jones Blackhurst entered the meeting at 9:02 a.m.

Vice Chair Nikodemus entered the meeting at 9:22 a.m.

The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Ed Uehling referenced Agenda Item 2, Economic Impact of Tourism Presentation, and commented on the lack of any increase in tourists to Las Vegas recently, comparing current visitor statistics to those of 2007. Mr. Uehling requested a discussion on the impact of prohibiting short-term rentals on the [Las Vegas] community. He also asked to submit materials that would go into the meeting minutes.
APPROVAL OF AGENDA AND MINUTES

Member Mary Beth Sewald moved, and it was carried by unanimous vote of the voting members, to approve the April 11, 2023 Regular Meeting of the Board of Directors agenda, and to approve the minutes of the March 14, 2023 Regular Meeting of the Board of Directors.

PRESENTATIONS

Presentations by the LVCCA Staff

Lori Nelson-Kraft, Senior Vice President of Communications, provided historical information on the National Association of Broadcasters (NAB) and introduced Justine McVaney, Senior Vice President and Deputy Managing Director of Global Connections and Events for NAB. Ms. McVaney provided information about the National Association of Broadcasters, its NAB Show, and its partnership with the LVCCA and Las Vegas. Ms. McVaney shared a video in commemoration of the NAB’s 100th anniversary and commented on upcoming NAB Centennial Show events.

Ms. Nelson-Kraft shared a video recognizing Abriana Buffalino, Special Events and Filming Supervisor at Fremont Street Experience, as the quarterly recipient of the Hospitality Hero Award.

Brian Yost, Chief Operating Officer, delivered a presentation on Las Vegas Convention Center (LVCC) building updates including the NAB Centennial Show, Amazing Las Vegas Comic Con, and the Clark County Spring Job Fair. Mr. Yost presented special events updates including the National Collegiate Athletic Association’s (NCAA) Men’s Basketball tournament and National Invitation Tournament (NIT).

Lisa Messina, Chief Sales Officer, highlighted LVCCA Business Sales department efforts including sponsorship of the recent Society of Independent Show Organizers (SISO) CEO Summit, attendance of Conference Direct’s Annual Partner Meeting where Las Vegas was named the number one book-to U.S. destination for 2022, and attendance at Meeting Professionals International’s European Meetings and Events Conference.

Ms. Messina shared a video summarizing the U.S. Travel Association’s Global Meetings Industry Day and its focus of giving back to the community.

Kate Wik, Chief Marketing Officer, delivered a presentation highlighting LVCCA marketing efforts including the following: a social media campaign and city-wide activations related to the Taylor Swift concerts in Las Vegas; a Twitter activation for March Madness that included a Vegas bracket via a polls feature; and social media engagements related to the kickoff of the Formula 1 (F1) season.

Ms. Wik shared a clip from ExtraTV segments showcasing places to watch March Madness basketball games in Las Vegas.

Ms. Wik provided information on new multi-touch campaign messaging for the Laughlin destination, titled “Go with the Flow”, and shared a video clip from that campaign.

Ms. Wik shared a video clip from the Spring campaign for the Mesquite destination highlighting golf and outdoor activities.

Ms. Wik provided an update on the production of the new Boulder City advertising campaign.

Ms. Wik highlighted earned media efforts of the LVCCA’s Public Relations team including filming with Bravo TV’s Real Housewives of Beverly Hills, hosting of a media trip for journalists from the U.S., Canada and Mexico for sports-centric features, and the coordination of two live segments with the Australian morning news and talk show, Studio 10.
Nadine Jones, Senior Vice President of People & Culture, recognized LVCVA Surveillance Investigator Jeff Hahn for being recently named the Preparedness Partner of the Year by the Southern Nevada Chapter of the Nevada Emergency Preparedness Association, and commented on Mr. Hahn’s notable contributions during his tenure with the LVCVA.

Ms. Nelson-Kraft provided information on the Hospitality Heroes Program’s Independent Selection Committee members and expressed appreciation for their commitment. She also highlighted the attached Quarterly Accomplishments Report.

Steve Hill, Chief Executive Officer (CEO)/President, updated the Board on the LVCVA’s progress on preparing its budget, noting its upcoming submission of a preliminary budget to the State [of Nevada], the presentation of the preliminary budget to the Board at its May 9, 2023 Regular Meeting, and the potential adoption of the Budget at the May 31, 2023 Public Hearing on the Budget meeting. Mr. Hill outlined some of the preliminary budget highlights including a projected beginning fund balance of $98 million, projected flat revenue numbers due to the balance of large upcoming events and potential economic headwinds, and ending fund balance. Mr. Hill emphasized the cautious nature of the preparation of the budget and expenditure control.

Mr. Hill commented on the upcoming potential land sale and the LVCC Renovation Project, noting that the land sale status, should it be unsuccessful, would not impact the progress of the LVCC Renovation Project.

Mr. Hill informed the Board that his CEO’s Signature Authority was recently and inadvertently exceeded on a contract with Parking and Transportation Group (PATG), which handles parking and transportation control at the LVCC. Mr. Hill explained that the LVCVA increased its usage of PATG, namely during the recent CONEXPO-CON/AGG tradeshow. Mr. Hill stated that the contract with PATG will be presented to the Board at its May 9, 2023, Regular Meeting.

Mr. Hill congratulated Board Member Michael Naft for recently being listed on the Vegas 40 Under 40.

Member Cedric Crear updated the Board on his recent meeting with representatives from the International Indian Film Academy regarding potentially bringing its Bali Awards to Las Vegas.

**LVCVA STAFF REPORTS AND REQUESTED ACTIONS**

**ITEM 1. Special Events Update**
Emily Prazer, Chief Commercial Officer for the Formula 1 (F1) Las Vegas Grand Prix presented updates regarding F1’s progress on the following; Las Vegas Strip circuit progress; grandstands and hospitality packages; the Paddock Building; the five major zones (Paddock, East Harmon, Koval, MSG Sphere, West Harmon) and event schedules.

Member Crear asked for clarification regarding the free practice sessions noted by Mrs. Prazer. Ms. Prazer explained that free practice is a motorsport term in which drivers check the functionality of their vehicles and is not a free event. Ms. Prazer clarified that tickets would be sold as three-day packages, with no single day ticket purchase option.

Member Crear asked if there were any plans for free events for the community, to which Ms. Prazer replied there was a free fan event (Fan Event) held in November 2022 at Caesars Palace and explained the challenges with doing free events during race week due to logistics. Ms. Prazer provided information on F1’s community program including a donation campaign, its Las Vegas Grand Prix Foundation, and planned community development initiatives.

Member Crear stated he was unaware of the Fan Event until after it concluded and requested details on community benefits from F1’s efforts, to which Ms. Prazer discussed efforts of a $2 billion hunger relief campaign and upcoming announcements related to community initiatives. Ms. Prazer offered to schedule a meeting with Member Crear and members of F1’s Corporate Social Responsibility sector to further discuss community impact.
Member Crear asked if the $2 billion for hunger relief was provided in the form of a donation to Three Square, to which Ms. Prazer confirmed it was a donation to Three Square and other local hunger relief charities.

Member Crear requested information on the detailed plan on community impacts from F1, to which Ms. Prazer confirmed he would be informed, and discussed F1’s school program dedicated to STEM and the upcoming launch of a program with the University of Nevada Las Vegas.

Chair Gibson noted that some Board members are new and recommended that Staff bring those Board members “up to speed” on the work that has been done with F1 in the past year.

Member Mary Beth Sewald thanked Ms. Prazer for the presentation and her efforts in connecting Vegas Chamber members to F1 opportunities.

Ms. Prazer commented on an upcoming announcement regarding small businesses in Las Vegas and involvement in the Las Vegas Grand Prix.

Chair Gibson asked how many F1 workers there are in Las Vegas to which Ms. Prazer answered there are approximately 48 permanent staff.

David Kirvin, Partner at Kirvin Doak Communications and Co-Chair of the Media and Public Relations Subcommittee of the Las Vegas Super Bowl Host Committee, provided information on the Media and Public Relations Committee including its mission and responsibilities, membership, local and national media efforts, current initiatives, and provided a recap of its activities during the most recent Super Bowl game in Phoenix, Arizona.

Chair Gibson reiterated his comment about updating the new Board members regarding the plans of the Super Bowl Host Committee.

This was an information item and did not require Board action.

ITEM 2. Economic Impact of Tourism Presentation

Brian Gordon, Principal at Applied Analysis presented a summary of 2022 economic impacts of tourism in Southern Nevada including the following: Las Vegas visitation; Las Vegas visitor spending; ripple effects of visitor spending; direct, indirect, and induced employment; direct, indirect, and induced economic output; convention segment impacts; Las Vegas convention attendance; and LVCC impacts.

Member Carolyn Goodman asked how the value of the dollar was accounted for in visitor spending in 2014 versus 2022, to which Mr. Gordon discussed the willingness of consumers to pay premiums, positive external factors that contribute to the economy, and potential future challenges. Member Goodman asked if it was flat, since the dollar now doesn’t buy what it bought in the past, to which Mr. Gordon replied that the relative value of that dollar is certainly less today than it was before.

Member Goodman asked about a forward look at trends, to which Mr. Gordon discussed the contributing factors including mega events in Las Vegas and potential economic headwinds. Treasurer Scott DeAngelo proposed a breakdown of whether visitors are spending more on existing categories, versus spending on new categories, to which Ms. Wik referenced the LVCCA’s recently presented Visitor Profile Study that highlights change in spend and increase in sporting events.

Mr. Gordon reiterated Ms. Wik’s comments on the Visitor Profile Study being the best source for that information. Ms. Wik acknowledged that a more detailed Economic Impact Study would be distributed to the Board.
Member Goodman asked about the impact from the reticence of employees to return to work following the shutdown due to the COVID-19 pandemic, to which Mr. Gordon discussed the past challenges in employee turnover rates and stated that direct employment is almost back to pre-pandemic levels and continues to trend favorably.

Member Goodman asked if the upcoming major events would positively impact employment levels or if they will remain flat, to which Mr. Gordon shared his thoughts regarding upward mobility from an employment standpoint.

This was an information item and did not require Board action.

ITEM 3. **CONCACAF Sponsorship Agreement – Las Vegas, Nevada – July 2023**

Mr. Yost provided information on a previous Confederation of North, Central America and Caribbean Association Football (CONCACAF) Finals event hosted in Las Vegas, shared the estimated attendance and economic impact for the July 2023 event that relates to the proposed Sponsorship Agreement, and requested that the Board consider the following as they relate to CONCACAF’s international soccer match to be held at Allegiant Stadium in July 2023: 1) Approving an expenditure of $350,000; 2) Authorizing the Chief Executive Officer (CEO)/President to execute the contract documents; and 3) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

**Fiscal Impact**

FY 2024: $350,000 Expenditure

Treasurer DeAngelo disclosed that he is employed by Allegiant Travel Company as its Executive Vice President and Chief Marketing Officer, and that Allegiant Travel Company is contracted for the naming rights of Allegiant Stadium, where the events of Agenda Items 3 and 4 will be taking place. Treasurer DeAngelo stated that the independence of judgment of a reasonable person in his situation maybe materially impacted by his position with Allegiant Travel Company and as a result would be recusing himself and abstaining from Agenda Items 3 and 4.

*Member Sewald moved, and it was carried by unanimous vote of the voting members, with the exception of Treasurer DeAngelo who abstained, to approve the following as they relate to a Sponsorship Agreement with CONCACAF for an international soccer match to be held at Allegiant Stadium in July 2023: 1) An expenditure of $350,000; 2) Authorizing the CEO/President to execute the contract documents; and 3) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.*

ITEM 4. **TEG Sponsorship Agreement – Las Vegas, Nevada – July 2023**

Mr. Yost detailed the recently announced Manchester United versus Dortmund match, provided the estimated attendance and estimated economic impact, and requested that the Board consider the following as they relate to a Sponsorship Agreement with TEG Pty Ltd for the international soccer match to be held at Allegiant Stadium in July 2023: 1) Approving an expenditure of $350,000; 2) Authorizing the CEO/President to execute the contract documents; and 3) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

**Fiscal Impact**

FY 2024: $350,000 Expenditure
Secretary Pamela Goynes-Brown moved, and it was carried by unanimous vote of the voting members, with the exception of Treasurer DeAngelo who abstained, to approve the following as they relate to a Sponsorship Agreement with TEG Pty Ltd for an international soccer match to be held at Allegiant Stadium in July 2023: 1) An expenditure of $350,000; 2) Authorizing the CEO/President to execute the contract documents; and 3) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

**ITEM 5. Premier Soccer Services Sponsorship Agreement - Henderson, Nevada – June 2024-2028**

Mr. Yost explained that Premier Soccer Services was produced in conjunction with the Mexican professional soccer club Monterrey Rayados and creates an opportunity for the youth of the western U.S. and northern Mexico to play soccer against one another. Mr. Yost requested that the Board consider the following as they relate to a Sponsorship Agreement with Premier Soccer Services for a youth boys soccer tournament to be held at Heritage Park and Anthem Hills Park in Henderson, NV in June 2024-2028: 1) Approving an expenditure of $250,000; 2) Authorizing the CEO/President to execute the contract documents; and 3) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

**Fiscal Impact**

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Member Goodman recalled the launch of the Mayor’s Cup in the year 2000 and expressed excitement about the growth of soccer and sports in Las Vegas and now Henderson.

Member Michelle Romero stated that she serves as mayor of the City of Henderson and Agenda Item 5 relates to a sponsorship agreement for youth soccer tournaments to be held in Henderson. Ms. Romero stated that the City of Henderson will benefit from the economic impact that the event will provide, and that the independence of judgment of a reasonable person in her situation may be materially affected regarding the proposed sponsorship by her position with the City of Henderson and therefore would be abstaining from deliberating or voting on Agenda Item 5.

Chair Gibson moved, seconded by Treasurer DeAngelo, and it was carried by unanimous vote of the voting members, with the exception of Mayor Romero who abstained, to approve the following as they relate to a Sponsorship Agreement with Premier Soccer Services for a youth boys soccer tournament to be held at Heritage Park and Anthem Hills Park in Henderson, NV in June 2024-2028: 1) An expenditure of $250,000; 2) Authorizing the CEO/President to execute the contract documents; and 3) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

**ITEM 6. Cox Nevada Telcom, LLC Addendum to Telecommunications Provider License Contract #4116**

Lezlie Young, Vice President of Guest Experience, stated that the LVCVA’s current contract with Cox Nevada Telcom, LLC’s (Cox) is set to expire in September 2023 and requested that the Board consider: 1) Approving an extension for Cox to continue serving as the LVCVA’s official and exclusive telecommunications provider at the LVCC for the period of September 28, 2023 through June 30, 2024; and 2) Authorizing the CEO/President to execute the contract documents.
Fiscal Impact
FY 2024: $13M Projected Telecommunication Sales
$6M Projected LVCVA Revenue

Member Sewald disclosed that she is employed by the Vegas Chamber, wherein she serves as the President and CEO, and that Agenda Item 6 contemplates an extension of the telecommunications provider license with Cox Nevada Telcom, LLC. Member Sewald stated that Janet Uthman, Las Vegas Market Leader and Vice President of Cox Las Vegas, serves on the Vegas Chamber’s Board of Trustees, but is not a member of the Vegas Chamber’s Executive Committee, which is the body that exercises a supervisory function over Ms. Sewald in her official capacity and establishes her compensation. Ms. Sewald stated that the independence of judgment of a reasonable person in her situation would not be materially affected by her position with the Vegas Chamber and therefore she would be deliberating upon and voting on Agenda Item 6.

**Member Romero moved, and it was carried by unanimous vote of the voting members to:**
1) Approve an extension for Cox to continue serving as the LVCVA’s official and exclusive telecommunications provider for the period of September 28, 2023 through June 30, 2024; and 2) Authorize the CEO/President to execute the contract documents.

Mr. Yost thanked Ms. Young for her efforts during her tenure at the LVCVA as she would soon be departing from the LVCVA.

**ITEM 7. Personnel Data Systems (PDS) – Human Resources & Payroll Management Software**

Ed Finger, Chief Financial Officer (CFO), detailed the potential expenditures under the proposed contract for software licenses and requested that the Board consider authorizing him to: 1) Extend the software license agreement with PDS in the amount of $40,500 for human resources and payroll management services; 2) Execute four optional one-year contract extensions in the total amount of $172,000; and 3) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

**Fiscal Impact**

FY 2023: $40,500 Expenditure
FY 2024: $41,500 Expenditure
FY 2025: $42,500 Expenditure
FY 2026: $43,500 Expenditure
FY 2027: $44,500 Expenditure

**Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members to authorize the CFO to:**
1) Extend the software license agreement with PDS in the amount of $40,500 for human resources and payroll management services; 2) Execute four optional one-year contract extensions in the total amount of $172,000; and 3) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

**ITEM 8. Retention of Lewis Roca Rothgerber Christie LLP as Outside Counsel**

Ms. Bateman outlined the board policy that require Board approval of any outside legal firms, clarified that the proposed retention of Lewis Roca Rothgerber Christie LLP would not replace any of the LVCVA’s existing outside counsel firms, provided information on the proposed law firm’s areas of expertise, and stated that the addition of the proposed law firm would benefit the LVCVA by alleviating conflicts of interest that may be posed with some of the existing outside counsel firms retained by the LVCVA. Ms. Bateman requested that the Board approve the retention of the law firm of Lewis Roca Rothgerber Christie LLP as outside counsel for the LVCVA.
Secretary Goynes-Brown moved, and it was carried by unanimous vote of the voting members to authorize General Counsel’s retention of the law firm of Lewis Roca Rothgerber Christie LLP as outside counsel for the LVCVA.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Mr. Daniel Braisted provided information on a discount code to attend the NAB Convention, referenced the attached letter regarding artificial intelligence, and suggested designating Cashman Field as the Tony Hsieh Center for Learning.

Mr. Uehling compared the rate of growth of visitation to Las Vegas to that of other destinations and asked why visitation numbers are not growing in Las Vegas. Mr. Uehling stated that the value of $724 in 2014 is equivalent to $866 in 2022. Mr. Uehling discussed his thoughts on the casino industry not wanting more visitors and losing revenue by not keeping pace with visitor growth.

Mr. Rick Rosen compared the growth of the number of television networks to the growth of options for cities to visit that offer casino gambling and commended the Board for its efforts on the growth of visitation to Las Vegas. Mr. Rosen noted that the intersection of Koval and Flamingo is where rapper Tupac Shakur was assassinated and proposed an acknowledgement of that intersection to demonstrate diversity and inclusion during the Las Vegas Formula 1 Grand Prix.

ADJOURNMENT

Chair Gibson adjourned the meeting at 10:56 a.m.

Respectfully submitted,

Silvia Perez
Executive Assistant to the Board

Date Approved: May 9, 2023

James B. Gibson
Chair