



**Regular Meeting of the Board of Directors
April 13, 2021
Minutes**

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held at the Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nevada 89109, and telephonically on April 13, 2021. This meeting was properly noticed and posted in accordance with the State of Nevada Executive Department Declaration of Emergency Directives 006, 041 and 043, dated March 22, 2020, March 12, 2021, and March 31, 2021, respectively.

Board of Directors (Board)

Present unless otherwise noted

<p>Councilman John Marz, Chair Ms. Marilyn Spiegel, Vice Chair Commissioner Jim Gibson, Secretary Mr. Anton Nikodemus, Treasurer Mr. Scott DeAngelo Mayor Pro Tem Michele Fiore Mayor Carolyn Goodman.....<i>via phone</i></p>	<p>Councilwoman Pamela Goynes-Brown Jan Jones Blackhurst Mayor Kiernan McManus Commissioner Michael Naft Ms. Mary Beth Sewald Mr. Steve Thompson Councilman Brian Wursten.....<i>via phone</i></p>
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<p>LVCVA Executive Staff present</p>	<p>Steve Hill, CEO/President Caroline Bateman, General Counsel Ed Finger, Chief Financial Officer Brian Yost, Chief Operating Officer Lori Nelson-Kraft, Sr. VP of Communications Kate Wik, Chief Marketing Officer Stana Subaric, Senior Vice President of People & Culture Constance Brooks, Vice President of Public Affairs and Diversity</p>
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OPENING CEREMONIES – CALL TO ORDER

Chairman John Marz called the meeting to order at 9:00 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present, with Members Carolyn Goodman and Brian Wursten attending telephonically.

The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no comments on the floor or telephonically by the public.

APPROVAL OF AGENDA AND MINUTES

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Vice Chair Marilyn Spiegel moved, and it was carried by unanimous vote of the voting members, to approve the April 13, 2021, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the March 9, 2021, Regular Meeting of the Board of Directors.

PRESENTATIONS

Presentations by the LVCVA Staff

Lori Nelson-Kraft, Senior Vice President of Communications provided background on the reimagined Hospitality Heroes program and presented videos honoring the two inaugural award recipients, Benny Figgins and Bryan Funai.

Member Goodman commented on her experience working at Caesars Palace and congratulated Mr. Figgins on his award.

Brian Yost, Chief Operating Officer, delivered a PowerPoint presentation on LVCVA building sales efforts for bringing shows to the Las Vegas Convention Center.

Kate Wik, Chief Marketing Officer, provided a PowerPoint and video presentation highlighting the following: the *Fast Forward to Vegas* campaign, a targeted c-suite newspaper campaign, destination media coverage, Global Meetings Industry Day, social media influencer programs, new integrated advertising campaigns, the ongoing partnership with Extra TV, consumer media efforts, and online travel agent programs.

Stana Subaric, Senior Vice President of People and Culture, recognized Sales Executive Joel Peterson for his efforts in engaging travel partners resulting in additional exposure to the LVCVA advisor database, expanding LVCVA reach, and growing the LVCVA database.

Ms. Nelson-Kraft provided a presentation on the LVCVA's media efforts in conjunction with Global Meetings Industry Day, including national coverage on the Las Vegas Convention Center Loop and the new Convention Center West Hall.

Steve Hill, Chief Executive Officer (CEO)/President, provided an update on the selection process for a potential new advertising and marketing firm(s) for the LVCVA. He also noted that the Marketing Committee would meet soon for presentations by the finalists.

Mr. Hill provided information on the LVCVA's budget process including a Public Hearing on the Budget and budget deadlines as they relate to state statutes. Mr. Hill shared his thoughts on projected revenues and deficits for the remainder of fiscal year (FY) 2021, and projected revenues and expenditures for FY 2022 including transportation system-related costs, and special events.

Mr. Hill stated that COVID-19 related pay reductions to LVCVA ambassadors would be restored to pre-pandemic levels on or about May 1st for professional and management class ambassadors, and July 1st for executive class.

Mr. Hill noted he would be participating in Senator Jacky Rosen's Subcommittee on Tourism, Trade, and Export Promotion that afternoon.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

MARKETING DIVISION

1. Las Vegas Bowl Sponsorship Agreement

Fletch Brunelle, Vice President of Marketing, provided event details and historical background, and requested that the Board consider the following as they relate to a Sponsorship Agreement with ESPN Productions for the 2021-2025 Las Vegas Bowls: 1) Approving an expenditure of \$8,488,000; and 2) Authorizing the Chief Executive Officer (CEO)/President to execute the contract documents.

Fiscal Impact

FY 2022: \$1,600,000 Expenditure
FY 2023: \$1,680,000 Expenditure
FY 2024: \$1,680,000 Expenditure
FY 2025: \$1,764,000 Expenditure
FY 2026: \$1,764,000 Expenditure

Member Scott DeAngelo disclosed that he is employed with Allegiant Travel Company, and which currently owns the naming rights over Allegiant Stadium where the Las Vegas Bowls would take place, stating, "The independence of judgment of a reasonable person in my situation would not be materially affected in regards to the sponsorship agreements to hold these events at Allegiant Stadium and so therefore, with this disclosure, I will be voting on this, and the next matter."

Secretary Jim Gibson moved, and it was carried by unanimous vote of the voting members to approve the following as they relate to a Sponsorship Agreement with ESPN Productions for the 2021-2025 Las Vegas Bowls: 1) Approve an expenditure of \$8,488,000; and 2) Authorize the Chief Executive Officer (CEO)/President to execute the contract documents.

2. **Concacaf Gold Cup Finals Sponsorship Agreement - Las Vegas, Nevada – August 1, 2021**

Mr. Brunelle provided information regarding CONCACAF and its tournament, and requested that the Board consider the following as they relate to a Sponsorship Agreement with Soccer United Marketing, LLC, for the Confederation of North, Central America and Caribbean Association Football (Concacaf) Gold Cup Finals event on August 1, 2021: 1) Approving an expenditure of \$475,000; and 2) Authorizing the CEO/President to execute the contract documents.

Chair Marz asked what the financial impact of the event would be, to which Mr. Brunelle responded it would be about \$47,000,000 based on 54,000 attendees.

Fiscal Impact

FY 2022: \$475,000 Expenditure

Vice Chair Marilyn Spiegel moved, and it was carried by unanimous vote of the voting members to approve the following as they relate to a Sponsorship Agreement with Soccer United Marketing, LLC, for the Confederation of North, Central America and Caribbean Association Football (Concacaf) Gold Cup Finals event on August 1, 2021: 1) Approve an expenditure of \$475,000; and 2) Authorize the CEO/President to execute the contract documents.

COMMITTEES

3. **Compensation Committee Report and Recommendations**

Compensation Committee Chair Marilyn Spiegel stated that the Compensation Committee met on April 8, 2021 and approved items A-C.

Compensation Committee Chair Spiegel introduced Ms. Subaric to present the Compensation Committee report to the Board of Directors.

Item A. Proposed Memorandum of Agreement Modifying the Collective Bargaining Agreement with Service Employees International Union (SEIU) Local 1107

Ms. Subaric provided background on the SEIU Memorandum of Agreement, and acknowledged that the proposed modification of the Collective Bargaining Agreement with the SEIU would be presented to the Board as a separate Public Hearing action item on this agenda.

Item B. Establishment of an Executive Level Position

Ms. Subaric described and explained the need for the establishment of an executive "E" level position of Vice President of Guest Experience with the salary range and benefits of an "E-1" position.

Compensation Committee Chair Spiegel moved, and it was carried by unanimous vote of the voting members to approve the establishment of an executive "E" level position of Vice President of Guest Experience with the salary range and benefits of an "E-1" position.

Item C. Compensation Committee Charter Review

Ms. Subaric described the proposed updates to the Compensation Committee Charter as recommended by the Compensation Committee - specifically a change to the Charter refining the requirement for all title changes for "E" class positions to be reviewed and approved by the

Committee for recommendation to the Board to a revised requirement that all title changes for "E" class positions that directly report to the CEO/President be reviewed and approved by the Committee for recommendation to the Board - and requested that the Board approve those changes.

Compensation Committee Chair Spiegel moved, and it was carried by unanimous vote of the voting members to approve the proposed changes to the Compensation Committee Charter.

GENERAL GOVERNMENT DIVISION

4. **Public Hearing on the Proposed Memorandum of Agreement Modifying the Collective Bargaining Agreement with SEIU Local 1107**

That the Board consider, pursuant to NRS 288.153: 1) Conducting a public hearing on a proposed modification to the Collective Bargaining Agreement (CBA) between the LVCVA and SEIU providing that there will be no across the board increases in base wages, wage grades, or steps for the fourth year of the CBA; and 2) Authorization for the CEO/President to execute a Memorandum of Agreement (MOA) between the LVCVA and SEIU to complete the CBA modification.

Conduct a Public Hearing on the proposed MOA modifying the CBA between the LVCVA and SEIU Local 1107

[Chair Marz opened the Public Hearing on the proposed MOA modifying the CBA between the LVCVA and SEIU Local 1107.](#)

There was no discussion of MOA by any interested person.

Chair Marz closed the Public Hearing on the proposed MOA modifying the CBA between the LVCVA and SEIU Local 1107.

Compensation Committee Chair Spiegel moved, and it was carried by unanimous vote of the voting members to approve a proposed modification to the Collective Bargaining Agreement (CBA) between the LVCVA and SEIU providing that there will be no across the board increases in base wages, wage grades, or steps for the fourth year of the CBA; and 2) Authorize for the CEO/President to execute a Memorandum of Agreement (MOA) between the LVCVA and SEIU to complete the CBA modification.

COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no comments from the floor or telephonically by the public.

ADJOURNMENT

Daniel Braisted commended Member Carolyn Goodman on a recent interview on her show with North Las Vegas Mayor John Lee, provided information on a new social media platform, www.frankspeech.com, and referenced the attached letter to the President of the Henry Ford museum regarding recommendations on a transportation exhibit. Mr. Braisted provided information on the mission of Mr. Grant Cardone.

Respectfully submitted,

Date Approved: May 11, 2021

Silvia Perez
Executive Assistant to the Board

John Marz
Chair

From: [Daniel Braisted](#)
To: newsletter@ipost.thehenryford.org
Cc: [Daniel Braisted](#)
Subject: DB Dear Patricia Mooradian at The Henry Ford Museum
Date: Monday, April 12, 2021 4:29:52 PM

April 12, 2021

Dear Patricia Mooradian
President and CEO
The Henry Ford
Greenfield Village
Dearborn, Michigan

Thank you for your recent newsletter, with the invite to come out over Father's Day weekend.

I visited The Henry Ford Museum and Greenfield Village, just prior to this pandemic. Enjoyed it very much, even though the tour of the Ford Motor plant was closed to visitors. Will be out when it reopens.

I did note in the Museum Area for Transportation and US Interstate System, your large display panel of the US Interstate Highway System. It stated that no new highways had been added to the Interstate System since 19xx.

Consider having your exhibit designers contact the Department of Transportation: Interstate Highway Department and get the latest route information, for the new Interstate 11, that keeps changing. It's being built as I type. I believe runs from Northeast part of Mexico, thorough Phoenix, thorough Henderson and Las Vegas, Nevada and on up to Washington State, somewhere.

Hopefully, some your visitors will see, there is another route being built to come to Las Vegas, to see, and attend conventions, in our just opened Expanded Convention Center. Also ride and begin taking pictures of our new Las Vegas Boring Tunnel System. Hmm, maybe start an additional exhibit in your Transportation Museum Area... Featuring the Musk Boring Tunnels, across the country, beginning in Las Vegas Convention Center.

Again thank you for a great experience,
I shall return,

Daniel Braisted
Resident of Las Vegas
702-365-1833