



**Regular Meeting of the Board of Directors
April 9, 2019
Minutes**

The Regular Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority (LVCVA) was held on April 9, 2019, 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

Present unless otherwise noted

Commissioner Larry Brown, Chair <i>absent</i>	Mr. Tom Jenkin..... <i>absent</i>
Mr. Bill Noonan, Vice Chair	Mr. Gregory Lee
Mayor Pro Tem Peggy Leavitt, Secretary	Councilman John Marz
Mr. Chuck Bowling, Treasurer	Councilman George Rapson..... <i>via telephone</i>
Councilwoman Michele Fiore	Ms. Mary Beth Sewald
Mayor Carolyn Goodman..... <i>absent</i>	Ms. Marilyn Spiegel
Mayor Pro Tem Pamela Goynes-Brown	Commissioner Lawrence Weekly

LVCVA Executive Staff in Attendance	Steve Hill, CEO/President
	Luke Puschnig, Esq., CEM, Legal Counsel
	Ed Finger, Chief Financial Officer
	Brian Yost, Chief Operating Officer
	Barbara Bolender, Chief People Officer
	Terry Jicinsky, Senior Vice President of Operations

OPENING CEREMONIES – CALL TO ORDER

Vice Chairman Bill Noonan called the meeting to order at 9:01 a.m.

INVOCATION The invocation was delivered by Mary Lou Anderson of Spirit and Serve, LLC.

FLAG SALUTE The Pledge of Allegiance followed the invocation.

Vice Chair Noonan congratulated Member Pamela Goynes-Brown on her recent re-election.

APPROVAL OF AGENDA AND MINUTES

APPROVAL OF THE AGENDA AND MINUTES **Secretary Peggy Leavitt moved and it was carried by unanimous vote of the voting members present, to approve the April 9, 2019, Regular Meeting of the Board of Directors’ agenda, and the March 12, 2019, Regular Meeting of the Board of Directors’ minutes.**

COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no comments from the floor by the public.

Member Marilyn Spiegel entered the meeting at 9:03 a.m.

PRESENTATIONS – DISCUSSION AND POSSIBLE ACTION

Presentation by Applied Analysis: Economic Impact Series

Jeremy Aguero, Principal, Applied Analysis, presented an update titled “The Economic Impact of Tourism in Southern Nevada”.

Treasurer Chuck Bowling and Member Lawrence Weekly entered the meeting at 9:09 a.m.

Member Greg Lee inquired about the factors affecting recent visitation statistics in Las Vegas, to which Mr. Aguero answered the factors include the structural disturbance caused by the 1 October events, cyclical factors such as timing of shows, and geopolitical factors such as travel and investment patterns.

Vice Chair Noonan expressed appreciation to Mr. Aguero for his report and the accompanying handout.

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

Presentation by Nevada Department of Transportation (NDOT)

NDOT Director Kristina Swallow presented a PowerPoint update on Project Neon and Automated Traffic Management Systems.

Vice Chair Noonan welcomed Ms. Swallow in her new role as NDOT Director.

Member Lawrence Weekly asked Ms. Swallow if NDOT was going to be working in collaboration with the Regional Transportation Commission (RTC) on their Communications Tour to provide information to the public, to which Ms. Swallow indicated she will be presenting at an RTC meeting in the future, and will be sure to get the information out.

Member Lee asked if current traffic information is sent to the Waze app and Google in real time. Ms. Swallow invited Dale Keller, NDOT Assistant Chief of Project Management, to answer Mr. Lee’s question. Mr. Keller answered yes, it will be communicated in real time.

Member Goynes-Brown asked about plans to repave the area of Interstate 15 (I-15) and Lake Mead, Cheyenne, and Craig Road, to which Ms. Swallow clarified the area was I-15 northbound and commented on upcoming projects throughout the Las Vegas valley and said she would get back to Member Goynes-Brown regarding timing of any such project.

Vice Chair Noonan asked if there would be an evaluation on the use of the High Occupancy Vehicle (HOV) lanes in the future, to which Ms. Swallow replied the function of the system will be continually evaluated, as well as the creation of a culture to engage driver behavior for efficient use of the system.

Member Weekly asked if there will be a dedicated lane for big trucks, to which Ms. Swallow commented on the challenge of moving trucks through the Las Vegas Valley, their contribution to pavement deterioration, and managing the improvement of safety.

Member John Marz inquired on the plans for an interchange in Henderson and the timing of the announcement of the Interstate 11 (I-11) corridor, to which Ms. Swallow clarified that Mr. Marz was referring to Interstate 215 and Interstate 95, and stated they [NDOT] have been working with the City of Henderson for improvements in that area including a feasibility study.

Member Marz concurred that work is being done between the two entities, but the funding is driven by NDOT, to which Ms. Swallow let him know she’d get back to him on a timeline, and confirmed an agreement has recently been signed to conduct a study on the I-11 corridor.

Member Mary Beth Sewald asked if the research that has been completed is a conglomeration of best practices and how it compares to other major metropolitan cities, to which Ms. Swallow replied it is based on research and best practice, and provided comments regarding enforcement.

Member Goynes-Brown asked if there was a plan with law enforcement. Ms. Swallow invited Lieutenant Chris Dryer to the podium to provide a response.

Nevada Highway Patrol (NHP) Lieutenant Chris Dryer provided information on a grace period/educational period after the HOV system is rolled out, and the dissemination of information to the public.

Vice Chair Noonan thanked Ms. Swallow for her presentation and congratulated her in her new role.

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

Presentations by the Las Vegas Convention and Visitors Authority Staff

Steve Hill, Chief Executive Officer (CEO)/President recognized several LVCVA customers in the audience, announced that Las Vegas was recently named the number one destination for tradeshow in the United States by Trade Show News Network for the 25th consecutive year, and provided a video in celebration of that achievement.

Member Weekly thanked the trade show partners for being in the audience and for their support to the LVCVA in a past legislative session.

Terry Jicinsky, Senior Vice President of Operations, delivered a PowerPoint presentation on the Las Vegas Convention Center District (LVCCD) expansion including highlights on construction work on meeting rooms, average number of daily construction workers, and an update on the early purchase of steel.

Barbara Bolender, Chief People Officer, congratulated LVCVA Sales Executive Lisa Hunter out of the LVCVA's Washington, D.C. office, for successfully securing the American Institute of Aeronautics and Astronautics "Ascend" meetings from 2020 through 2022, bringing an estimated total economic impact of \$15.3M to the destination.

Brian Yost, Chief Operating Officer, delivered a video presentation on the following operations highlights:

- Global Meetings Industry Day – April 4
- National Association of Broadcasters
- Water Quality Association Aquatech
- The NAMA Show
- LVL UP EXPO
- Nevada Bridal and Wedding Exposition

Member Michele Fiore exited the meeting at 9:48 a.m., and re-entered at 9:50 a.m.

Mr. Yost provided information on an upcoming presentation to the Board of Directors by Centerplate and new services being offered at Starbucks inside the convention center.

Mr. Yost delivered a video presentation on the following marketing highlights:

- 54th Annual Academy of Country Music Awards
- 37th Annual Laughlin River Run – April 24-28

- Marketing Initiatives
 - Airline Developments:
 - Spirit Airlines' recent announcement of nonstop service to Burbank, CA, and Sacramento, CA
 - Swoop Airlines' recent announcement of nonstop seasonal service from British Columbia, Canada
 - Creation of digital content tied with family day (video presentation)
 - Public Relations Efforts
 - Hosted a marketing representative from Hainan Airlines, and 24 international media members from nine countries during Ultimate Vegas Sports Weekend
 - Five features on Las Vegas in *Paper Magazine*

Treasurer Bowling asked that Mr. Yost provide a copy of an upcoming presentation by Centerplate to the LVCVA customers in the audience to ensure inclusion of their feedback.

Mr. Hill announced the hiring of two LVCVA ambassadors, Fletch Brunelle, who is the new Vice President of Marketing, and Lori Nelson, who will be the LVCVA's new Senior Vice President of Communications and Government Affairs starting in May. Mr. Hill addressed recent news articles regarding past actions of ambassadors of the LVCVA, the implementation of new policies, the usage of gift cards and repayment, the importance of relationships with airline partners and the LVCVA's responsibilities in complying with policies within those relationships, as well as those with LVCVA customers. Mr. Hill stated the LVCVA will continue to host customers in an accountable, appropriate, and transparent manner and emphasized the importance of the LVCVA's charge.

Vice Chair Noonan added that as Chairman of the LVCVA's Audit Committee, he has been asked about the external auditors' role in the gift card findings and clarified that Eide Bailly attempted to gather information, but were unsuccessful due to limitations beyond their control, to which Mr. Hill commented on his understanding of the reluctance of airlines to share information.

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

STAFF REPORTS – DISCUSSION AND POSSIBLE ACTION

MARKETING DIVISION

ITEM 1. **U.S. Travel Association Annual Membership**

Mr. Hill requested the Board of Directors consider: 1) Approval of an estimated expenditure of \$114,365 to renew an annual membership with the U.S. Travel Association for calendar year 2019; 2) Authorizing the LVCVA Chief Executive Officer (CEO)/President to sign and execute the contract documents; and 3) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2019 \$114,365 Estimated expenditure

Treasurer Bowling clarified the value of U.S. Travel Association and stated Mandalay Bay will host the organization's IPW event in 2021.

Treasurer Bowling moved and it was carried by unanimous vote of the voting members present, including Member George Rapson via telephone, to: 1) Approve an estimated expenditure of \$114,365 to renew an annual membership with the U.S. Travel Association for calendar year 2019; 2) Authorize the LVCVA Chief Executive Officer (CEO)/President to sign and execute the contract documents; and 3) Authorize any residual unexpended balances from this authorization to revert to available general funds.

ITEM 2.

RFP #19-4569 Travel Agent Tracking Digital Platform

John Schreiber, Vice President of Business Sales, requested the Board of Directors consider: 1) Awarding RFP #19-4569, Travel Agent Tracking Digital Platform to Travel Relations and TravPro Mobile for the period of June 17, 2019 through June 16, 2022, at the rate of \$80,000 annually; 2) Authorizing the LVCVA Chief Executive Officer (CEO)/President to execute the contract documents; 3) Authorizing the LVCVA CEO/President to execute three (3) additional one-year contract extensions; and 4) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2019	\$80,000	Estimated expenditure
FY 2020	\$80,000	Estimated expenditure
FY 2021	\$80,000	Estimated expenditure

Treasurer Bowling reiterated the importance of aligning this project with Las Vegas Strip properties as a collaborative effort.

Treasurer Bowling moved and it was carried by unanimous vote of the voting members present, including Member Rapson via telephone, to: 1) Award RFP #19-4569, Travel Agent Tracking Digital Platform to Travel Relations and TravPro Mobile for the period of June 17, 2019 through June 16, 2022, at the rate of \$80,000 annually; 2) Authorize the LVCVA Chief Executive Officer (CEO)/President to execute the contract documents; 3) Authorize the LVCVA CEO/President to execute three (3) additional one-year contract extensions; and 4) Authorize any residual unexpended balances from this authorization to revert to available general funds.

ITEM 3.

2019 World Routes Development Forum Exhibition – Adelaide, Australia – September 21-24, 2019

Mr. Hill requested the Board of Directors consider: 1) Approval of an estimated expenditure of \$265,000 for expenses associated with trade show exhibition, booth design, build-out, and a client development event during the 2019 World Routes Development Forum; 2) Authorizing the LVCVA Chief Executive Officer (CEO)/President to execute the contract documents; and 3) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2020	\$265,000	Estimated expenditure
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Treasurer Bowling moved and it was carried by unanimous vote of the voting members present, including Member Rapson via telephone, to: 1) Approve an estimated expenditure of \$265,000 for expenses associated with trade show exhibition, booth design, build-out, and a client development event during the 2019 World Routes Development Forum; 2) Authorize the LVCVA Chief Executive Officer (CEO)/President to execute the contract documents; and 3) Authorize any residual unexpended balances from this authorization to revert to available general funds.

- ITEM 4. **Las Vegas Visitor Profile Study Presentation**
Kevin Bagger, Vice President of Research Center, provided a PowerPoint presentation of a review of Annual Trends from the Las Vegas Visitor Profile Study.

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

- ITEM 5. **Las Vegas Events Update**
Pat Christenson of Las Vegas Events (LVE) provided a PowerPoint presentation on a comprehensive recap of fiscal year (FY) 2019 third quarter activities and preview of FY 2019 fourth quarter activities.

Treasurer Bowling thanked Mr. Christenson and his team for their efforts in collaboration with the LVCVA.

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

GENERAL GOVERNMENT DIVISION

- ITEM 6. Mr. Hill expressed his excitement for the opening of the Las Vegas Ballpark, discussed the opportunity for bringing other events to the ballpark including NCAA Championship events, commented on the May 10th conclusion of the LVCVA's affiliation with Cashman Field, and provided a reminder regarding the LVCVA's upcoming Public Hearing on the Budget meeting. Mr. Hill detailed the upcoming fiscal year's budget will be a structurally balanced one with projected revenues and expenditures leaving a slight surplus that will be added to the ending fund balance, the reduction of the number of ambassadors due to the disassociation with Cashman Field, the prioritization in the budget of marketing and sales as well as building maintenance and customer experience, and shifts in departments and their respective line items. Mr. Hill described a reduction in the LVE budget, the creation of a special event reserve line with a \$2.5M allocation, an increase of the allocation in the capital fund for building maintenance, software, and system needs, and the \$50M and \$10M allocations in the budget for a people mover system and Metro Substation expansion, respectively.

Fiscal Year 2020 Tentative Budget

Ed Finger, Chief Financial Officer, provided a PowerPoint presentation of the proposed budget for fiscal year (FY) 2020.

Vice Chair Noonan exited the meeting at 10:41 a.m., and re-entered at 10:44 a.m.

Member Lee exited the meeting at 10:55 a.m., and re-entered at 10:57 a.m.

Member Weekly asked about the budgeting of the possible people mover, to which Mr. Finger responded the people mover is in the non-LVCCD capital fund at \$50M and involves a room tax revenue bond deal.

Member Weekly asked if funds from the LVCVA's tentative land sale would be applied to the people mover project, to which Mr. Finger answered it would depend on timing and there are several options to be explored for the application of those funds.

Treasurer Bowling clarified the Public Hearing on the Budget will be on May 22.

Vice Chair Noonan expressed support for the special events fund and asked if that would be a proprietary fund and how it would be accounted for, to which Mr. Finger replied the most likely scenario would be it would come back for Board of Directors' approval for designation of its purpose.

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

- ITEM 7. **Legal Counsel's Report and Recommendation(s) and Contract Report**
Luke Puschnig, Legal Counsel, had no new legal items to report, but presented purchasing and other report(s) required by Nevada Revised Statutes (NRS) and/or Board Policy.

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

COMMITTEES

- ITEM 8. **Marketing Committee Report**
The Marketing Committee met on March 18, 2019, to discuss items A-D. Mr. Hill addressed item A, while Committee Chair Marz presented a report on items B-D to the Board of Directors.

No action required on items A-D.

Item A. Sports Marketing Overview
Item B. Air Service Development Overview
Item C. Mid-Fiscal Year 2019 Marketing Overview
Item D. Fiscal Year 2020 Advertising Budget Overview

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

- ITEM 9. **LVCCD Committee Report**
The LVCCD Committee met on April 1, 2019, to discuss items A and B. Committee Chair Bowling presented a report to the Board of Directors.

Mr. Jicinsky clarified the approvals being requested in each item.

Committee Chair Bowling provided a report along with the Committee's recommendation to the Board of Directors.

Item A. Las Vegas Convention Center District Phase Three Renovation Plan and
2019 Oversight Panel Resolution

Fiscal Impact

Costs of issuance will be dependent on the timing and size of each bond issue and are eligible to be paid from bond proceeds. Debt service on the bonds, when issued, will be paid from Senate Bill No. 1 (SB1) supplemental new funding and other existing LVCVA revenues. Terry Miller of Cordell Corporation provided a PowerPoint presentation on the LVCCD Phase Three Renovation Plan.

Member Marz exited the meeting at 11:13 a.m., returned at 11:15 a.m.

Mr. Finger provided a PowerPoint presentation on the Phase Three Renovation financing plan.

Treasurer Bowling moved and it was carried by unanimous vote of the voting members present, including Member Rapson via telephone, to: 1) Approve the Phase Three Renovation Plan as presented; 2) Approve and adopt the Resolution providing for the issuance of bonds in one or more series for an additional \$300M for the purpose of financing Phase Three of the Las Vegas Convention Center (LVCC) District project.

Item B. Las Vegas Convention Center District Phase Three Renovation Project
Klai Juba Wald Professional Services Agreement NO.19-4561

Fiscal Impact

FY 2019	\$ 5,000,000	Estimated expenditure
FY 2020	\$12,000,000	Estimated expenditure
FY 2021	\$10,000,000	Estimated expenditure
FY 2022	\$ 5,000,000	Estimated expenditure

LVCCD Committee Chair Bowling clarified the approval being requested in item B.

Mr. Miller provided a PowerPoint presentation on the Phase Three Renovation Project Architect of Record Recommendation.

Treasurer Bowling moved and it was carried by unanimous vote of the voting members present, including Member Rapson via telephone, to: 1) Approve the expenditure of a fixed fee amount of \$29,200,000, and a LVCVA controlled contingency of \$2,800,000, for the period of April 9, 2019, to December 31, 2023, and approve the Klai Juba Wald Professional Services Agreement to provide professional services as the Architect of Record for the Las Vegas Convention Center (LVCC) District Phase Three Renovation project; 2) Authorize the LVCVA Chief Executive Officer (CEO)/President, or his designee, to execute the contract documents; and 3) Authorize any residual unexpended balances from the agreement to revert to available LVCCD funds.

Committee Chair Bowling expressed the satisfaction of the LVCCD Committee and the Oversight Panel for Convention Facilities in Clark County with the construction of the expansion project and the design of the renovation project, and thanked the designers, laborers, and staff involved in making the LVCVA's vision a reality.

DIRECTORS' RECOGNITION

Member Rapson exited the meeting via telephone at 11:28 a.m.

Member Goynes-Brown provided information on several spring and summer activities in the City of North Las Vegas including an annual Eggstravaganza event on April 13 at 2 p.m. at Silver Mesa Recreation Center, the Summer Concert Series and other events at Craig Ranch Regional Park, Movies Under the Stars at three North Las Vegas Parks, and Pirate Fest on April 27 and 28 at Craig Ranch Regional Park. Member Goynes-Brown thanked supporters for the opportunity to represent North Las Vegas another four years.

Member Weekly exited the meeting at 11:29 a.m.

Member Fiore summarized the recent Bluegrass Festival at Centennial Park, provided information on next year's Bluegrass Festival, provided information on Easter egg hunts on April 13, a performance by the U.S. Air Force Band of the Golden West following the egg hunts, an upcoming color run and car show at Floyd Lamb Park, and the annual Cinco de Mayo Celebration on May 5 with performances by Mariachi Sol de Mexico de Jose Hernandez and several high school mariachi bands.

Member Sewald provided information on the Las Vegas Metro Chamber of Commerce's (Chamber) advocacy efforts and engagement in the 2019 Nevada Legislative Session.

Vice Chair Noonan commended Member Sewald on her efforts in interviewing Nevada's new governor for the Chamber's television show.

Member Marz encouraged the audience to visit the City of Henderson's website for information on several upcoming activities in Henderson.

Member Lee recognized Pat Christenson and Dale Eeles of Las Vegas Events for their partnership with Mesquite resorts and the City of Mesquite in helping build the sports travel market.

Member Fiore exited the meeting at 11:33 a.m.

Treasurer Bowling provided information on the April 10 WNBA Draft event and the season kickoff event at Mandalay Bay Events Center on Memorial Day Weekend.

Secretary Leavitt announced the upcoming 2nd Annual Showcase Boulder City event, acknowledged Meg McDaniel of the LVCVA for her assistance with the event, provided information on Boulder City Express, and announced the annual Spring Jam two-day event will be the first weekend in May.

Treasurer Bowling exited the meeting at 11:34 a.m.

Member Marz exited the meeting at 11:35 a.m.

Vice Chair Noonan recognized Mr. Bagger for his [Las Vegas Visitor Profile Study] report, and provided comments on the new Las Vegas Ballpark facility.

Member Spiegel exited the meeting at 11:36 a.m.

Member Lee exited the meeting at 11:38 a.m.

Member Goynes-Brown exited the meeting at 11:38 a.m., returned at 11:40 a.m.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Cyrus Hojjaty asked if the Board can address updates on the Fontainebleau and All Net Resort properties, encouraged the development of corporate offices along the Las Vegas Strip, commented on the [people] mover system and its potential impact on construction costs for major resort operators, expressed concerns on the increase in foreign visitors and its potential impact on prices, and expressed his thoughts on the spending behaviors of millennials and the accessibility of information regarding deals and options for this age category.

ADJOURNMENT

Vice Chair Noonan adjourned the meeting at 11:41 a.m.

Respectfully submitted,

Date Approved: May 14, 2019

Silvia Perez
Executive Assistant to the Board of Directors

Larry Brown
Chair