



**Regular Meeting of the Board of Directors  
August 9, 2022  
Minutes**

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on August 9, 2022 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.

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**Board of Directors (Board)**

*Present unless otherwise noted*

<b>Councilman John Marz, Chair</b>	Mr. Brian Gullbrants
<b>Mr. Anton Nikodemus, Vice Chair</b>	Ms. Jan Jones Blackhurst..... <i>via phone</i>
<b>Commissioner Jim Gibson, Secretary</b>	Mayor Kiernan McManus
<b>Mr. Scott DeAngelo, Treasurer</b>	Commissioner Michael Naft
Councilwoman Michele Fiore..... <i>via phone</i>	Ms. Mary Beth Sewald..... <i>via phone</i>
Mayor Carolyn Goodman	Mr. Steve Thompson
Councilwoman Pamela Goynes-Brown	Councilman Brian Wursten

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

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**OPENING CEREMONIES – CALL TO ORDER**

Chair John Marz called the meeting to order at 9:02 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present except for Members Jan Jones Blackhurst, Jim Gibson, Scott DeAngelo, and Michael Naft.

The Pledge of Allegiance was performed.

Member Gibson entered the meeting at 9:03 a.m.

Member Jones Blackhurst joined the meeting telephonically at 9:06 a.m.

Member DeAngelo entered the meeting at 9:08 a.m.

Member Naft entered the meeting at 9:16 a.m.

**COMMENTS FROM THE FLOOR BY THE PUBLIC**

Ed Uehling referenced the attached handout that he provided to Board members and stated that the Minutes from the July 12, 2022 Regular Meeting of the Board of Directors did not capture the sentiment of his public comment during that meeting. Mr. Uehling stated that he thought the LVCVA and its Board were a “failure” due to unchanged visitation numbers in Las Vegas. Mr. Uehling requested the rejection of the July 12, 2022 Board meeting minutes.

E.T. Snell expressed disagreement with Mr. Uehling's comments and remarked on the number of deaths on Interstate 15 between Las Vegas and California.

#### **APPROVAL OF AGENDA AND MINUTES**

**APPROVAL OF THE AGENDA** **Vice Chair Anton Nikodemus moved, and it was carried by unanimous vote of the voting members, to approve the August 9, 2022, Regular Meeting of the Board of Directors agenda.**

**APPROVAL OF THE MINUTES** **Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to approve the minutes of the July 12, 2022 Regular Meeting of the Board of Directors with the edits requested by Mr. Uehling.**

#### **PRESENTATIONS**

##### **Presentation by Applied Analysis: Economic Impact Series**

Brian Gordon of Applied Analysis presented an update titled "The Economic Impact of Southern Nevada's Tourism Industry", covering the following subjects: Las Vegas visitation; Las Vegas visitor spending; direct, indirect, and induced employment impacts; wage and salary impacts; direct, indirect, and induced economic output; and convention center impacts.

Member Carolyn Goodman asked about the inclusion of inflationary reaction in these statistics, to which Mr. Gordon stated that inflationary conditions were reflected in the data.

Chair Marz asked about the status of the shortage of employees in the tourism sector, to which Mr. Gordon replied that there are currently approximately 10-20K job postings in need of filling in the leisure and hospitality sector.

Mr. Hill provided additional figures comparing unfilled positions between 2019 and 2021.

Treasurer DeAngelo commented on the effects of new sporting events and residencies on visitor spending.

Member Brian Gullbrants asked if Mr. Gordon could provide any information on visitation trends for the first half of 2022, to which Mr. Gordon referenced improved visitation and increased volumes at Harry Reid International Airport.

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

##### **Presentations by the LVCVA Staff**

Brian Yost, Chief Operating Officer, delivered a PowerPoint and video presentation on building updates including the MAGIC Fashion Trade Show Las Vegas and ASD Market Week.

Kate Wik, Chief Marketing Officer, highlighted social marketing efforts pertaining to the Influencer Summer Blitz and shared clips of influencer content.

Member Goodman asked if the LVCVA pays for influencer content, to which Ms. Wik answered that the LVCVA works with resort partners to cover the influencers' meals and expenses.

Ms. Wik provided information on the LVCVA's growth on TikTok and Instagram followers.

Ms. Wik highlighted partnerships on social media efforts as they related to three international soccer matches in Las Vegas, and shared content from those efforts.

Ms. Wik shared a segment from Extra TV about the recent Las Vegas wedding of Jennifer Lopez and Ben Affleck and provided information on four additional segments run by Extra TV in July.

Ms. Wik informed the Board that the LVCVA's weddings campaign recently received an Emmy Award for Best Commercial Campaign for "*Forever Happens Here*" and a Gold Telly Award for Best Promotional Campaign. Ms. Wik provided information on current marketing efforts related to the weddings industry, and shared video clips from those efforts.

Ms. Wik provided an update on the *Vegas On* platform and shared a clip from the current campaign, and highlighted earned media placements.

Nadine Jones, Senior Vice President of People & Culture, recognized Security Officer Sandor "Alex" Matyas for his quick actions in stopping a fire at the Convention Center.

Ms. Jones recognized Cheryl Smith, Director of Airline Service Development, for her recent completion of the Vegas Chamber's Leadership Las Vegas program, and named other previous LVCVA graduates of the program.

Steve Hill, Chief Executive Officer, informed the Board that the LVCVA hired Lisa Messina as the LVCVA's first-ever Chief Sales Officer.

Mr. Hill provided an update on the LVCVA's renovation project as it relates to the volatility in the construction industry and supply chain concerns and informed the Board that requests would be coming forth in the near future for pre-purchases of supplies.

## **LVCVA STAFF REPORTS AND REQUESTED ACTIONS**

### **MARKETING DIVISION**

ITEM 1. **Air Service Development Update – Recap of Fiscal Year (FY) 2022 (July 2021 – June 2022)**

Fletch Brunelle, Vice President of Marketing, invited Mr. Bo-Young (BY) Song, Senior Vice President of the Passenger Business Division at Korean Airlines to the podium, to provide information on the returning air services between South Korea and Las Vegas.

Mr. Song provided information on his tenure with Korean Air and its previous partnerships with Las Vegas as they relate to air service. Mr. Song updated the Board on Korean Air's current air service network and thanked the LVCVA and its Board for their support on an upcoming steering committee meeting. Mr. Song provided information on an upcoming merger between Korean Air and Asiana Airlines, to be joint venture partners of Delta Airlines, and expressed excitement for future partnerships with the LVCVA.

Joel Van Over of Ailevon Pacific Aviation Consulting (APAC) present a recap of FY 2022 activities and provided a status update on COVID-19 air service recovery to the LVCVA Board. Updates included the following: Las Vegas air service recovery; capacity records at Harry Reid Airport; new markets added to Harry Reid Airport; international capacity recovery; and the recovery of London & Manchester visitor volume.

Cheryl Smith provided information on the upcoming World Routes Development Forum to be held at the Las Vegas Convention Center.

Vice Chair Nikodemus asked for further clarification on the 20% decrease in international travel, specifically on how many flights that represents, to which Mr. Van Over explained that El Al from Tel Aviv has not been recovered since the COVID-19 pandemic, and Interjet from Mexico no longer exists. Mr. Van Over stated that all airlines have been recovered, but all markets have not, with a reduction of about five markets and about a 10% decrease in capacity.

Member Goodman welcomed Korean Air and recalled previous activities between the LVCVA and Korean Air, and congratulated Mr. Hill and the LVCVA for their efforts in returning international travel.

ITEM 2. **Consumer Research Advertising Tracking Contract, Heart + Mind Strategies**

Kevin Bagger, Vice President of Research Center, provided background on Heart + Mind Strategies and its scope of work. Mr. Bagger reminded the Board that it previously approved a contract for Heart + Mind for last fiscal year and clarified that this request is for the current fiscal year and potential future fiscal years. Mr. Bagger requested that the Board consider authorizing: 1) the Chief Executive Officer (CEO)/President to execute a one-year contract with Heart + Mind Strategies, LLC, in the amount of \$675,000, with two optional one-year extensions in the total amount of \$1,350,000, for tracking awareness and impact of domestic advertising; and 2) any residual unexpended balances from this authorization to revert to available general funds.

Chair Marz asked for clarification on how Heart + Mind's findings are used, to which Ms. Wik stated they are used to understand consumers' intent to visit Las Vegas, which affects targeting marketing efforts, and to understand if marketing strategies are resonating with the target audience.

Chair Marz asked if the LVCVA was in touch with Heart + Mind on a regular basis regarding the captured data, to which Ms. Wik confirmed that the LVCVA receives a weekly briefing from Heart + Mind for review of tracking measures, and Heart + Mind additionally communicates with the LVCVA's advertising partners. Ms. Wik clarified that the LVCVA has worked with Heart + Mind for decades through its advertising partner, and this request provides for direct communication.

Fiscal Impact

FY 2023: \$675,000 Expenditure

FY 2024: \$675,000 Expenditure

FY 2025: \$675,000 Expenditure

**Vice Chair Anton Nikodemus moved, and it was carried by unanimous vote of the voting members, to authorize: 1) the Chief Executive Officer (CEO)/President to execute a one-year contract with Heart + Mind Strategies, LLC, in the amount of \$675,000, with two optional one-year extensions in the amount of \$1,350,000, for tracking awareness and impact of domestic advertising; and 2) any residual unexpended balances from this authorization to revert to available general funds.**

**OPERATIONS DIVISION**

ITEM 3. **2023 NFL Pro Bowl - Hosting Fee - Las Vegas, Nevada – February 5, 2023**

Mr. Yost described the economic impact of the 2022 Pro Bowl and requested that the Board consider the following as they relate to the 2023 National Football League Pro Bowl in Las Vegas, Nevada on February 5, 2023: 1) Approving an expenditure in an amount not to exceed \$1,750,000 for the hosting fee of the Pro Bowl; 2) Authorizing the 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 2023: Not to exceed \$1,750,000

This expenditure will be funded from the special event reserve approved in the 2023 budget.

Secretary Gibson asked what the hosting fee was for the most recent pro bowl, to which Mr. Yost replied that the hosting fee for the 2022 Pro Bowl was the same amount as in this request, \$1,750,000.

Chair Marz asked what the out-of-town visitation was for the Pro Bowl, to which Mr. Yost stated it was 29,975 visitors.

Chair Marz asked if the stadium capacity was sold out, to which Mr. Yost confirmed it was close to sold out, but not entirely, and that there was a large local attendance as well.

Member Naft pointed out that a \$55M return on a \$1.75M investment was a “pretty good investment”.

Treasurer DeAngelo disclosed that he is employed by Allegiant Travel Company as its Executive Vice President and Chief Marketing Officer, and the 2023 Pro Bowl would take place at Allegiant Stadium. His employer is contracted for the naming rights of the stadium, and the independence of judgement of a reasonable person in his situation may be materially affected, and he would abstain from deliberating or voting on Agenda Item 3.

**Member Naft moved, and it was carried by unanimous vote of the voting members with the exception of Member DeAngelo who abstained, to: 1) Approve an expenditure in an amount not to exceed \$1,750,000 for the hosting fee of the Pro Bowl; 2) Authorize the 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.**

#### **GENERAL GOVERNMENT DIVISION**

ITEM 4. **Real Property Dedication in Fee – Clark County**

Ms. Bateman explained that several years ago, the [Clark] County, along with the [Southern Nevada] Water Authority engaged in some repair work along Desert Inn and Sahara, that pushed back portions of Paradise Road. Ms. Bateman stated that recent surveying work determined that the areas depicted in the attachment to the agenda item should be dedicated to the County to be used for public use purposes. Ms. Bateman requested that the Board consider authorizing the CEO/President to execute a Dedication in Fee to Clark County, for LVCVA property situated on Paradise Road between Convention Center Drive and Desert Inn Road, to grant the property to Clark County for public use.

**Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute a Dedication in Fee to Clark County, for LVCVA property situated on Paradise Road between Convention Center Drive and Desert Inn Road, to grant the property to Clark County for public use.**

ITEM 5. **Grant of Easement – TBC, The Boring Company**

Ed Finger, Chief Financial Officer, described the area of easement, outlined easement requirements, and provided information on other previous TBC easements. Mr. Finger noted that all four easements have property names attached to them and are thought of as “off-ramps” to the main system arterial. Mr. Finger presented a depiction of the Phase Two and Phase Three full underground connectivity and tunnel-to-tunnel connections, and requested that the Board consider authorizing the CEO/President to execute an easement agreement with TBC - The Boring Company, DBA Vegas Loop (TBC), granting a perpetual easement on and under the Las Vegas Convention Center (LVCC) campus for improvements to connect the LVCC Riviera Station, the LVCC West Station, and the Resorts World Station along Convention Center Drive.

**Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute an easement agreement with TBC - The Boring Company, DBA Vegas Loop (TBC), granting a perpetual easement on and under the Las Vegas Convention Center (LVCC) campus for improvements to connect the LVCC Riviera Station, the LVCC West Station, and the Resorts World Station along Convention Center Drive.**

ITEM 6. **2022 Revenue Bond Resolution**

Mr. Finger outlined previous approvals regarding the financing plan of the renovation project and stated that the Bond sale is planned for September 2022 and will contain both tax exempt and taxable components. Mr. Finger noted that the agenda item includes the statutorily required Certificate of the CEO and a letter from the LVCVA's financial advisor JNA Consulting. Mr. Finger requested that the Board consider: 1) Approval and adoption of Resolution 2022-04 (Bond Resolution) providing for issuance of LVCVA, Nevada, Convention Center Expansion and Renovation Revenue Bonds, Series 2022B/C (Bonds) in the maximum principal of \$150,000,000, 2) Authorizing the Chair of the Board to sign the Bond Resolution; 3) Authorizing the CEO/President or the Chief Financial Officer (CFO) to arrange for the sale of the Bonds and to execute agreements necessary for issuance; and 4) Authorizing the CFO and the Finance Department to complete all other necessary measures to fulfill the requirements of the Bond Resolution.

Fiscal Impact

FY 2023: \$ 800,000 Estimated costs of issuance (paid from bond proceeds)

**Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members, to: 1) Approve and adopt Resolution 2022-04 (Bond Resolution) providing for issuance of LVCVA, Nevada, Convention Center Expansion and Renovation Revenue Bonds, Series 2022B/C (Bonds) in the maximum principal of \$150,000,000, 2) Authorize the Chair of the Board to sign the Bond Resolution; 3) Authorize the CEO/President or the Chief Financial Officer (CFO) to arrange for the sale of the Bonds and to execute agreements necessary for issuance; and 4) Authorize the CFO and the Finance Department to complete all other necessary measures to fulfill the requirements of the Bond Resolution.**

ITEM 7. **Contracts Report**

Ms. Bateman provided the Contracts Report, which serves to notify the Board, pursuant to Board Policies (1.04 and 5.01) and NRS Chapters 332 and 338, of the following: 1) Contractual commitments, change orders, or amendments to contracts executed under the CEO's Signature Authority that exceed \$50,000; 2) Contractual commitments and amendments to contracts related to the Las Vegas Convention Center District (LVCCD) projects as executed under the delegated authority of the CEO/President; and 3) Public Works contracts awarded by the LVCVA.

Fiscal Impact

TBD

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

**COMMITTEES**

ITEM 8. **Las Vegas Convention Center District (LVCCD) Phase Three Renovation Plan Approval**

LVCCD Committee Chair Jim Gibson provided a summary of the May 11, 2022 Joint Meeting of the LVCCD Committee and Oversight Panel for Convention Facilities in Clark County and highlighted the significant enhancements and detailed design plans as presented at that meeting. LVCCD Committee Chair Gibson provided information on an analysis of the cost model from efforts previously suspended due to the COVID-19 pandemic using current construction cost indicators, determined that the potential cost for the previously approved

project scope would be approximately \$740M. LVCCD Committee Chair Gibson stated that the LVCVA and Project Management team identified reduction opportunities and alternative solutions to bring the cost of the project in line with current available funding capacity, resetting the projected cost of the renovation to \$600M. LVCCD Committee Chair Gibson confirmed the LVCCD Committee is satisfied with Staff's funding plan strategy, and offered the LVCCD Committee's recommendation for approval of the proposed scope, schedule, and budget for the renovation of the existing Las Vegas Convention Center.

**Treasurer Scott DeAngelo moved, and it was carried by unanimous vote of the voting members, to approve the proposed scope, schedule, and budget for the renovation of the existing Las Vegas Convention Center.**

#### **COMMENTS FROM THE FLOOR BY THE PUBLIC**

Daniel Braisted provided information on helicopter ride offerings in Las Vegas and recent safety issues related to Chevrolet Bolt vehicles.

Robert Nesbit provided remarks on the influence of resort fees and resort parking on travel decisions to Las Vegas.

Shaundell Newsome, Founder and Visionary of Sumnu Marketing, Chairman of the Urban Chamber of Commerce, and Board Trustee of the Vegas Chamber, congratulated Cheryl Smith on her recent graduation of the Vegas Chamber's Leadership Las Vegas Program. Mr. Newsome thanked Ms. Nelson-Kraft for recently delivering a presentation at the Urban Chamber's Global Roundtable event. Mr. Newsome provided statistics on the impacts of local small businesses on the Las Vegas economy, and encouraged the inclusion of local small businesses to diversify the Las Vegas economy. Mr. Newsome thanked Member Goodman and the [Las Vegas] City Council for allowing the Urban Chamber of Commerce to purchase a building on Stella Lake Street.

Rick Rosen stated that the Board was owed an apology and commended and thanked the Board for its navigation of the COVID-19 pandemic and current inflation situation.

Mr. Uehling provided comments on the attendance of a recent international soccer game in Las Vegas, congratulated the LVCVA on the success of its weddings campaigns, and provided thoughts on a recent fee increase to passengers arriving at Harry Reid Airport.

E.T. Snell, consultant for the California/Nevada Highway Corridor Safety Authority, provided information on his webpage and YouTube channel, and referenced his attached handout regarding automobile accidents and deaths statistics from the California Highway Patrol. Mr. Snell provided thoughts on California politicians and the vacant Harvard Station Fire Department building.

#### **ADJOURNMENT**

Chair Marz adjourned the meeting at 10:48 a.m.

Respectfully submitted,

Date Approved: September 13, 2022

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Silvia Perez  
Executive Assistant to the Board

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John Marz  
Chair