



**Regular Meeting of the Board of Directors
December 13, 2022
Minutes**

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on December 13, 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.

Board of Directors (Board)

Present unless otherwise noted

Councilman John Marz, President
Mr. Anton Nikodemus, Vice Chair
Commissioner Jim Gibson, Secretary
Mr. Scott DeAngelo, Treasurer
Mayor Carolyn Goodman
Mayor Pamela Goynes-Brown
Mr. Brian Gullbrants

Ms. Jan Jones Blackhurst
Commissioner Michael Naft.....*absent*
Ms. Mary Beth Sewald
Mr. Steve Thompson.....*via phone*
Councilman Steve Walton
Councilman Brian Wursten.....*absent*

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

Caroline Bateman, General Counsel, acknowledged that all Board members were present either in person or telephonically, except for Members Jan Jones Blackhurst, Michael Naft, and Brian Wursten.

The Pledge of Allegiance was performed.

Member Jones Blackhurst entered the meeting at 9:01 a.m.

COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no comments from the floor by the public.

APPROVAL OF AGENDA AND MINUTES

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AND MINUTES**

Secretary Jim Gibson moved, and it was carried by unanimous vote of the voting members, to approve the December 13, 2022, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the November 8, 2022 Regular Meeting of the Board of Directors.

BOARD APPOINTMENT

Pursuant to Nevada Revised Statute (NRS) 244A.603(1)(e) the following appointment has been submitted by the City of Boulder City for the following term:

From the Governing Body of the City of Boulder City
For the term ending November 2026
Councilman Steve Walton

Chair Marz informed the Board that the City of Boulder City appointed Councilman Steve Walton as its representative on the LVCVA Board.

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

***Oath of Office was administered to the newly appointed Member of the Board
by the Honorable Judge Tierra Jones***

PRESENTATIONS

Presentations by the LVCVA Staff

Lori Nelson-Kraft, Senior Vice President of Communications, thanked the Hospitality Heroes award judges and shared a video introducing Hospitality Heroes Award recipient Keoki Hill, Security Supervisor at Planet Hollywood Las Vegas Resort & Casino.

Brian Yost, Chief Operating Officer, delivered a PowerPoint and video presentation on building updates including the Cliff Keen Las Vegas Collegiate Wrestling Invitational, National Groundwater Association's Groundwater Week, the Irrigation Association's Irrigation Show and Education Week, and Cowboy Christmas.

Kate Wik, Chief Marketing Officer, and Mr. Yost highlighted the announcement of Las Vegas as the host city for the National Collegiate Athletic Association's (NCAA) Men's Final Four college basketball championship events. Mr. Yost thanked the bid committee for its efforts.

Ms. Wik provided social media statistics regarding impressions and engagements from the NCAA announcement.

Ms. Wik detailed trending social media topics including the announcement of the Garth Brooks and Adele residencies and the 23rd Annual Latin Grammy Awards in Las Vegas.

Ms. Wik highlighted the amplification of the "Why Would You" campaign with the use of a TikTok audio trend and parent influencers.

Ms. Wik commented on the partnerships with social media influencers to grow the Las Vegas brand on TikTok.

Ms. Wik shared a clip from the latest ExtraTV segment featuring the "Why Would You" campaign and Ultimate Guys Weekend. She also provided information on an additional ExtraTV segment featuring weddings in Las Vegas.

Ms. Wik highlighted the final episode of the first season of the "Vegas On" campaign featuring the "Awakening" show at Wynn Las Vegas, Cake Boss, and Eataly Las Vegas.

Ms. Wik outlined LVCVA media placements during the 2022 World Cup and provided images of the televised placements in World Cup venues.

Ms. Wik shared visitation and viewership statistics of the Pac-12 Championship game in Las Vegas and provided information on branding opportunities during the event.

Ms. Wik shared a clip from the “Yellowstone” stars’ attendance at the National Finals Rodeo (NFR) in Las Vegas, and summarized attendance and viewership statistics from the 10-day event.

Ms. Wik provided information on a recent “reverse mission”, in which the LVCVA hosted the top five leisure sales clients from Canada, Mexico, UK, Germany and South Korea along with representatives from the LVCVA’s international offices, to provide information on new developments in the destination, as well as meeting opportunities with property and venue partners.

Nadine Jones, Senior Vice President of People & Culture, recognized LVCVA Staff members Molly Castano, Maria Phelan, Kristin Weddingfeld, and Lisa Motley, as well as R&R Partners Staff, for recently receiving awards at the Public Relations Society of America’s Pinnacle Awards Ceremony.

Steve Hill, Chief Executive Officer (CEO)/President, welcomed Councilman Walton to the Board, and congratulated Members Gibson and Pamela Goynes-Brown for their election success. Mr. Hill noted that Member Goynes-Brown is Nevada’s first Black elected mayor.

Mr. Hill recognized Member Mary Beth Sewald for being recently named one of the most respected leaders in the State of Nevada by the Nevada Business Journal.

Mr. Hill highlighted the recent opening of the Metro Area Command Station on the LVCVA’s campus.

Mr. Hill summarized activities surrounding the recent National Football Foundation’s College Football Hall of Fame event held in Las Vegas.

Mr. Hill commented on efforts between LVCVA staff, Formula 1 (F1), and resort partners in relation to a hospitality plan for the F1 race in Las Vegas.

Mr. Hill provided information on an upcoming meeting between the LVCVA, Nevada Department of Transportation, and Kiewit Corporation regarding a construction project on the intersection of Tropicana and Interstate 15 and discussed the importance of that intersection during large upcoming events in Las Vegas.

Mr. Hill shared a video in honor of Mr. Pat Christenson of Las Vegas Events (LVE), and his impact on special events in the destination.

Mr. Hill described Mr. Christenson’s contributions to Las Vegas, specifically with the NFR.

Mr. Christenson thanked LVE Staff and summarized his experiences and accomplishments during his tenure at LVE. Mr. Christenson discussed the history and growth of NFR and introduced Tim Keener of LVE as his replacement at LVE. Mr. Christenson thanked his wife for her support and expressed excitement for the future of special events in Las Vegas.

Secretary Gibson thanked Mr. Christenson for his service.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

SPECIAL EVENTS

ITEM 1. **Pac-12 Football Championship 2023 Sponsorship Agreement - Las Vegas, Nevada – December 2023**

Mr. Yost commented on the recent Pac-12 Football Championship game held in Las Vegas and requested that the Board consider: 1) Authorizing the CEO/President to execute a one-year sponsorship agreement extension with the Pac-12, in the amount of \$1,400,000 for the 2023 Pac-12 Football Championship at Allegiant Stadium; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2024:	\$1,400,000	Expenditure
Authorized expenditure	\$1,400,000	
Estimated sponsorship support	<u>(\$100,000)</u>	
Estimated net expenditure	\$1,300,000	

Treasurer Scott DeAngelo stated that he is employed by Allegiant Travel Company, as its Executive Vice President and Chief Marketing Officer, and that Agenda Item 1 relates to a sponsorship agreement extension for the 2023 Pac-12 Football Championship, which will take place at Allegiant Stadium. Treasurer DeAngelo stated that his employer is contracted for the naming rights of the stadium, and the independence of judgment of a reasonable person in his situation may be materially affected regarding the proposed expenditure and he would therefore abstain from deliberating or voting on Agenda Item 1.

Secretary Gibson moved, and it was carried by unanimous vote of the voting members to: 1) Authorize the CEO/President to execute a one-year sponsorship agreement extension with the Pac-12, in the amount of \$1,400,000 for the 2023 Pac-12 Football Championship at Allegiant Stadium; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

OPERATIONS DIVISION

ITEM 2. **Las Vegas Convention Center District (LVCCD) Phase Three Renovation Project - Amendment of CEO's Delegated Authority**

Mr. Yost provided information on previous budget approvals related to the LVCCD Phase Three Renovation Project, and requested that the Board consider: 1) Amending the CEO's delegated authority to execute construction services agreements related to the LVCCD Phase Three Renovation Project from \$432,200,000 to \$462,200,000; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available Capital Projects funds.

Fiscal Impact

FY 2022: \$ 30,000,000 Expenditure

Vice Chair Anton Nikodemus moved, and it was carried by unanimous vote of the voting members to: 1) Amend the CEO's delegated authority to execute construction services agreements related to the LVCCD Phase Three Renovation Project from \$432,200,000 to \$462,200,000; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available Capital Projects funds.

GENERAL GOVERNMENT DIVISION

ITEM 3. **Monorail Property Insurance – Delegation of Authority**

Ed Finger, Chief Financial Officer, commented on the expiration of the current policy and quotes on the proposed policy, and requested that the Board consider: 1) Delegating authority to the Chief Financial Officer to acquire property insurance for the Las Vegas Monorail, for the policy period of January 1, 2023 to January 1, 2024, in the amount of \$320,000; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2023: \$320,000 Expenditure

Secretary Gibson moved, and it was carried by unanimous vote of the voting members to: 1) Delegate authority to the Chief Financial Officer to acquire property insurance for the Las Vegas Monorail, for the policy period of January 1, 2023 to January 1, 2024, in the amount of \$320,000; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

ITEM 4.

Korn Ferry – Professional Services Agreement

Ms. Jones provided details on the scope of work of the two proposed engagements under the proposed professional services agreement. Ms. Jones provided information on the proposals received and explained why Staff proposed Korn Ferry be awarded the proposed agreement. Ms. Jones discussed the importance of Diversity, Equity and Inclusion (DE&I), and requested that the Board consider: 1) Authorizing the CEO/President to execute an agreement with Korn Ferry, in the amount of \$365,000, to provide consultation services and implementation roadmaps for both DE&I and the alignment of the LVCVA's core values with the ambassador experience; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2023: \$365,000 Expenditure

Secretary Gibson moved, and it was carried by unanimous vote of the voting members to: 1) Authorize the CEO/President to execute an agreement with Korn Ferry, in the amount of \$365,000, to provide consultation services and implementation roadmaps for both DE&I and the alignment of the LVCVA's core values with the ambassador experience; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

COMMITTEES

5.

Policy Committee Report and Recommendations

Item A. Review and Approval of Proposed Amendments to Board Policies

Policy Committee Chair Jones Blackhurst confirmed that the Policy Committee met and reviewed the Board Policies, and determined that having done a thorough review the past two years, the Committee approved for recommendation to the board no amendments to Board Policies at this time.

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members to approve the review and recommendation of no amendments to Board Policies.

Item B. Policy Committee Charter Review and Evaluation of Committee

Policy Committee Chair Jones Blackhurst confirmed that the Policy Committee performed the annual review of the Committee's Charter and conducted the Policy Committee's performance evaluation. Policy Committee Chair Jones Blackhurst stated that the Policy Committee found it performed its duties satisfactorily as prescribed in its Charter, and that the Policy Committee Charter did not require any revisions for recommendation to the Board at this time.

Chair Marz moved, and it was carried by unanimous vote of the voting members to approve the Policy Committee's annual review of its Charter and evaluation of its performance.

Mr. Hill presented a tribute video honoring Chair Marz and his service and contributions to the LVCVA.

Mr. Hill thanked Chair Marz for his commitment to the LVCVA, Las Vegas, and Southern Nevada.

Chair Marz thanked the Board, commented on the success of the destination, and commended LVCVA Staff for its efforts on several endeavors.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Mr. Michael Jenkins provided information on a licensing agreement to bring the FIFA World Cup teams to Las Vegas and his design of a Las Vegas history art masterpiece. Mr. Jenkins requested the LVCVA's support in bringing the FIFA World Cup teams to Las Vegas and requested a photo opportunity with Board Members.

ADJOURNMENT

Chair Marz adjourned the meeting at 10:18 a.m.

Respectfully submitted,

Date Approved: January 10, 2023

Silvia Perez
Executive Assistant to the Board

Chair