



**Regular Meeting of the Board of Directors
December 14, 2021
Minutes**

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on December 14, 2021, at the Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nevada 89109. This meeting was properly noticed and posted in accordance with the State of Nevada Executive Department Declaration of Emergency Directives 006 and 044, dated March 22, 2020 and April 19, 2021, respectively.

Board of Directors (Board)

Present unless otherwise noted

Councilman John Marz, Chair
Ms. Marilyn Spiegel, Vice Chair
Commissioner Jim Gibson, Secretary
Mr. Anton Nikodemus, Treasurer *via phone*
Mr. Scott DeAngelo
Mayor Pro Tem Michele Fiore..... *via phone*
Mayor Carolyn Goodman

Councilwoman Pamela Goynes-Brown
Jan Jones Blackhurst
Mayor Kiernan McManus
Commissioner Michael Naft
Ms. Mary Beth Sewald
Mr. Steve Thompson
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
Lori Nelson-Kraft, Sr. VP of Communications
Stana Subaric, Senior Vice President of People & Culture

OPENING CEREMONIES – CALL TO ORDER

Chairman John Marz called the meeting to order at 9:01 a.m.

Caroline Bateman, General Counsel, confirmed that all members of the Board were present in person or telephonically.

The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Ed Uehling provided his thoughts on the content in staff presentations, mask mandates, and room rates.

Daniel Braisted referenced Agenda Item 1 and encouraged the gathering of zip code information of convention attendees. Mr. Braisted encouraged the promotion of convention attendance to Nevada locals.

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 14, 2021, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the October 12, 2021, Regular Meeting of the Board of Directors.

PRESENTATIONS

Presentations by the LVCVA Staff

Brian Yost, Chief Operating Officer, delivered a PowerPoint and video presentation on building updates including: Automotive Aftermarket Industry Week which includes SEMA and AAPEX; use of the Las Vegas Convention Center Loop; National Finals Rodeo, Cowboy Christmas and Working Ranch Expo; Dive Equipment Manufacturers show, International Carwash Show, Live Design International, and ISSA Show North America.

Mr. Yost informed the Board that the Las Vegas Convention Center was recently recognized by the Global Biorisk Advisory Council (GBAC), as the first GBAC certified venue in the state of Nevada.

Stana Subaric, Senior Vice President of People & Culture, recognized Lisa Motley, Senior Director of Sports Marketing and Special Events for being awarded *Sports Business Journal's* Gamechangers: Women in Sports Business.

Lori Nelson-Kraft, Senior Vice President of Communications, provided information on an upcoming ceremony to celebrate the conclusion of the year's Hospitality Heroes recognition program.

Steve Hill, Chief Executive Officer (CEO)/President, provided an update on Marketing efforts and presented two new spots from "The Greatest Arena on Earth" campaign.

Mr. Hill provided an update on the "Meanwhile in Vegas" campaign and commented on a recent news story involving Las Vegas.

Mr. Hill provided the Board with a status update on the LVCVA's recent land sale and thanked the [Clark] County for its efforts in allowing The Boring Company's project approval in the resort corridor.

Mr. Hill provided information on the recent record-breaking SEMA show, and discussed the upcoming CES show.

Mr. Hill thanked Governors Sisolak and Newsom for their leadership in conversations to make progress on the Interstate 15 (I-15) congestion challenges.

Mr. Hill recognized the "exceptional" performance of the LVCC Loop and the Las Vegas Monorail, and thanked Ed Finger, The Boring Company staff, and Western Management Group staff for their efforts.

Mr. Hill acknowledged the departure of Ms. Subaric from the LVCVA and provided thoughts on her leadership during her tenure.

Ms. Subaric thanked Mr. Hill, LVCVA staff, and the Board.

Mr. Hill informed the Board about the departure of Board Vice Chair Marilyn Spiegel and presented a video in her honor.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

MARKETING DIVISION

- ITEM 1. **Heart + Mind Strategies, LLC., Research Surveys and Reports**
Fletch Brunelle, Vice President of Marketing, delivered a PowerPoint presentation on the purpose of research efforts such as the Visitor Profile Studies and other reports. Mr. Brunelle provided background information on Heart + Mind Strategies, and requested that the Board consider authorizing the Chief Executive Officer (CEO)/President to execute a three (3) year contract with Heart + Mind Strategies, in the amount of \$1,204,350, for research surveys and reports.

Fiscal Impact

FY 2022: \$242,850 (includes \$12,500 reimbursable travel expenses)
FY 2023: \$396,200 (includes \$25,000 reimbursable travel expenses)
FY 2024: \$378,450 (includes \$25,000 reimbursable travel expenses)
FY 2025: \$186,850 (includes \$12,500 reimbursable travel expenses)

Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute a three (3) year contract with Heart + Mind Strategies, LLC., in the amount of \$1,204,350, for research surveys and reports.

ITEM 2. **Professional Bull Riders Teams Series Sponsorship Agreement - Las Vegas, Nevada - 2022 - 2026**

Mr. Brunelle provided estimated attendance and economic impact information for the new Professional Bull Riders, LLC (PBR) Teams Series, and requested that the Board consider authorizing the CEO/President to execute a Sponsorship Agreement with the Professional Bull Riders, LLC (PBR), in the amount of \$6,400,000, for the 2022-2026 PBR Teams Series and World Championship Event to be held at T-Mobile Arena in Las Vegas.

Fiscal Impact

FY 2023: \$1,100,000 Expenditure
FY 2024: \$1,250,000 Expenditure
FY 2025: \$1,250,000 Expenditure
FY 2026: \$1,350,000 Expenditure
FY 2027: \$1,450,000 Expenditure

Treasurer Anton Nikodemus provided a disclosure, pursuant to Chapter 281A of the Nevada Revised Statutes (NRS), relating to his employment by MGM Resorts International. He noted that the events described in Item 2 would be taking place at T-Mobile Arena, which is a joint venture of MGM Resorts International. Treasurer Nikodemus noted that the independence of judgement of a reasonable person in his situation may be materially affected by his employment with MGM Resorts International and would be recusing from deliberating and voting on Item 2.

Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members (other than Treasurer Nikodemus who recused), to authorize the CEO/President to execute a Sponsorship Agreement with PBR, in the amount of \$6,400,000, for the 2022-2026 PBR Teams Series and World Championship Event to be held at T-Mobile Arena in Las Vegas.

OPERATIONS DIVISION

ITEM 3. **American Express Advertising & Sponsorship Agreement Extension**

Mr. Yost provided information on the operation of the American Express Open Lounge, and requested that the Board consider authorizing the CEO/President to execute an extension to the Advertising and Sponsorship Agreement with American Express Open, in the amount of \$750,000, for the period from November 1, 2021 to October 31, 2022.

Fiscal Impact

FY 2022: \$500,000
FY 2023: \$250,000

Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute an extension to the Advertising and Sponsorship Agreement with American Express Open, in the amount of \$750,000, for the period from November 1, 2021 to October 31, 2021.

GENERAL GOVERNMENT DIVISION

ITEM 4. **Las Vegas Monorail Convention Center Station Sponsorship and Wireless Service Agreement with Boingo LLC**

Ingrid Reisman, Vice President of Marketing, detailed the proposed agreement, and requested that the Board consider authorizing the CEO/President to execute an agreement with Boingo, LLC, for an advertising sponsorship of, and exclusive provision of wireless services at, the Las Vegas Monorail's Convention Center Station for the period from January 1, 2022 through December 31, 2023, with one (1) optional eight (8) year extension, in the amount of \$5,750,000.

Fiscal Impact

Minimum annual revenue:

FY 2022: \$250,000

FY 2023: \$550,000

FY 2024: \$562,500

FY 2025: \$525,000

FY 2026: \$562,500

FY 2027: \$600,000

FY 2028: \$600,000

FY 2029: \$600,000

FY 2030: \$600,000

FY 2031: \$600,000

FY 2031: \$300,000

Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute an agreement with Boingo, LLC, for an advertising sponsorship of, and exclusive provision of wireless services at, the Las Vegas Monorail's Convention Center Station for the period from January 1, 2022 through December 31, 2023, with one (1) optional eight (8) year extension, in the amount of \$5,750,000.

ITEM 5. **Quarterly Budget and Statistical Report**

Ed Finger, Chief Financial Officer, presented the LVCVA Budget and Statistical Report for the quarter ending September 30, 2021 to the Board.

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

ITEM 6. **Cisco Network Upgrade, ConvergeOne, Inc.**

Mr. Finger described the project details and requested that the Board consider authorizing the CEO/President to execute agreements with ConvergeOne, Inc., in the amount of \$1,193,152, to upgrade the Las Vegas Convention Center's campus backbone network infrastructure.

Fiscal Impact

FY 2022: \$1,193,152 Expenditure

Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute agreements with ConvergeOne, Inc., in the amount of \$1,193,152, to upgrade the Las Vegas Convention Center's campus backbone network infrastructure.

ITEM 7. **Amendment to Clark County Self-Funded Interlocal Medical and Dental Benefits Plan Agreement**

Mr. Finger explained details of the PPO and EPO programs, and requested that the Board consider approving and authorizing the Board Chair to sign an amendment to the Interlocal Agreement for the Health, Accident, and Life Benefit Program among Clark County, the LVCVA, the Clark County Water Reclamation District, the University Medical Center of Southern Nevada, the Las Vegas Valley Water District, the Clark County Regional Flood Control District, the Regional Transportation Commission of Southern Nevada, the Southern Nevada Health District, Henderson District Public Libraries, Mount Charleston Fire Protection District, the Las Vegas Metropolitan Police Department, and the Moapa Valley Fire Protection District, to adopt: 1) a new Exclusive Provider Organization (EPO) within the Self-Funded Medical and Dental Benefits Plan; and 2) revisions to the PPO Benefit Plan.

Fiscal Impact

PPO - No Rate Changes

EPO - Maintains Rates of Previous HMO

Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members, to approve and authorize the Board Chair to sign an amendment to the Interlocal Agreement for the Health, Accident, and Life Benefit Program among Clark County, the LVCVA, the Clark County Water Reclamation District, the University Medical Center of Southern Nevada, the Las Vegas Valley Water District, the Clark County Regional Flood Control District, the Regional Transportation Commission of Southern Nevada, the Southern Nevada Health District, Henderson District Public Libraries, Mount Charleston Fire Protection District, the Las Vegas Metropolitan Police Department, and the Moapa Valley Fire Protection District, to adopt: 1) a new Exclusive Provider Organization within the Self-Funded Medical and Dental Benefits Plan; and 2) revisions to the PPO Benefit Plan.

ITEM 8. **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. Ms. Bateman clarified that the World Men's Curling Championship event would be taking place in Las Vegas.

Fiscal Impact

TBD

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

COMMITTEES

9. **Audit Committee Report and Recommendations**

The Audit Committee met on December 7, 2021, to discuss items A and B.

Audit Committee Chair Kiernan McManus presented a report to the Board of Directors.

Item A. Resolution to Augment Fiscal Year 2022 Budget

Audit Committee Chair McManus informed the Board that the Audit Committee approved the proposed augmentation. Mr. Finger explained the augmentation process and the timing of the State budget process.

Mr. Finger detailed the proposed use of the augmentation funds, including increasing the marketing budget specific to weddings in the amount of \$400,000, a transfer to the collection allocation line, and a transfer to the LVCCD Capital Fund for the purpose of returning to PayGo funding and borrowing for the completion of the LVCC building renovation.

Audit Committee Chair McManus reiterated that the Audit Committee recommended to the Board, approval of the proposed budget augmentation and the adoption of the associated Resolution 2021-02 to augment the fiscal year 2022 General Fund budget.

Fiscal Impact

FY 2022 - General Fund:

Increase in budgeted resources:

Beginning General Fund fund balance \$ 25,171,049

Increase in expenditures and transfers out:

Marketing (Advertising) \$ 400,000

Community Support (Collection Allocation) \$ 4,563,570

Transfers Out (LVCCD Capital) \$ 20,207,479

Member Carolyn Goodman stated that she was in favor of the augmentation but was opposed to any augmentation allocated to the Las Vegas Monorail or its operation.

Mr. Finger explained that the LVCCD Fund is restricted by State Law to the expansion and renovation of the Las Vegas Convention Center and none of the funds are allowed to be used for the monorail transportation system.

Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members, to approve the proposed budget augmentation and the adoption of the associated Resolution 2021-02 to augment the fiscal year 2022 General Fund budget.

Item B. Internal Audit Report

Audit Committee Chair McManus provided a summary of reports and findings provided by Mr. Finger and BDO, LLC to the Audit Committee, including Las Vegas Monorail inventory audit, Western Management Group revenue controls, The Boring Company's Convention Center Loop capacity test, review of the advertising contract, and construction audit.

Audit Committee Chair McManus thanked Mr. Finger and BDO, LLC for their efforts on these audits.

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

COMMENTS FROM THE FLOOR BY THE PUBLIC

Mr. Uehling echoed Mr. Braisted's earlier public comment regarding Item 1 and encouraged the connection between the LVCVA and the University of Nevada Las Vegas. Mr. Uehling provided thoughts on The Boring Company's Convention Center Loop's capacity fulfillment and commented on traffic challenges on I-15.

Mr. Braisted referenced a recent health convention, encouraged local public officials to attend the city's conventions, and provided comments on the attached handout regarding signage in Las Vegas.

ADJOURNMENT

Chair Marz thanked LVCVA staff for their efforts during a challenging year and thanked fellow Board members for their diligence.

Member Mary Beth Sewald thanked Vice Chair Spiegel for her leadership.

Vice Chair Spiegel expressed her appreciation to the Board and LVCVA staff.

Chair Marz adjourned the meeting at 10:06 a.m.

Respectfully submitted,

Date Approved: January 11, 2022

Silvia Perez
Executive Assistant to the Board

John Marz
Chair