



**Regular Meeting of the Board of Directors
February 11, 2020
Minutes**

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on February 11, 2020, 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

Commissioner Larry Brown, Chair
Ms. Marilyn Spiegel, Vice Chair
Councilman John Marz, Secretary
Mr. Greg Lee, Treasurer
Mayor Pro Tem Michele Fiore
Mayor Carolyn Goodman
Councilwoman Pamela Goynes-Brown

Mr. Tom Jenkin.....*absent*
Mr. Anton Nikodemus
Mayor Kiernan McManus
Councilman George Rapson
Ms. Mary Beth Sewald
Mr. Steve Thompson
Commissioner Lawrence Weekly

LVCVA Executive Staff in Attendance

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 & Government Affairs
Fletch Brunelle, Vice President of Marketing
Stana Subaric, Senior Vice President of People & Possibilities

OPENING CEREMONIES – CALL TO ORDER

Chair Larry Brown called the meeting to order at 9:02 a.m.

FLAG SALUTE The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Aleta Dupree expressed support of Agenda Item 6 and described its potential impact on visitation.

APPROVAL OF AGENDA AND MINUTES

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AND MINUTES**

Vice Chair Marilyn Spiegel moved, and it was carried by unanimous vote of the voting members present, to approve the February 11, 2020, Regular Meeting of the Board of Directors agenda, with the removal of Item 2, and to approve the minutes of the January 14, 2020, Regular Meeting of the Board of Directors.

PRESENTATIONS

Presentations by the LVCVA Staff

Brian Yost, Chief Operating Officer, delivered a PowerPoint presentation on the Las Vegas Convention Center District (LVCCD) expansion project, highlighting the installation of glazing, flooring, exterior walls and panels, catwalk cabling, and HVAC ducts. Mr. Yost described a pedestrian bridge area, and the setting of fan units on the roof.

Mr. Yost described progress in the completion of the expansion project provided details on man hours worked.

Mr. Yost delivered a PowerPoint presentation on the campus-wide people mover tunnel, describing the path of the boring machine to different stations.

Member Anton Nikodemus requested a report on the sales and booking for the expansion project as part of staff presentations, to which Mr. Hill stated that he would be provided the report at a future meeting.

Mr. Yost delivered a video presentation on the following Convention Center February highlights:

- World of Concrete – Feb. 4-7
- National Automobile Dealers Association (NADA) – Feb. 14-17
- White Label World Expo – Feb. 26-27

Fletch Brunelle, Vice President of Marketing, delivered a video presentation on sales and marketing updates:

- Marketing Updates
 - Media coverage surrounding the recent announcement of NFL Draft stage location
 - Pre-Super Bowl media relations opportunities in Miami
 - Announcement of LVCVA's volunteer portal for the NFL Draft
- Visitation
 - Las Vegas welcomed 42.5 million visitors and 6.6 million meeting and convention attendees in 2019
 - McCarran International Airport welcomed more than 51.5 million passengers in 2019
- Awards
 - Corporate and Incentive Travel Magazine's Award of Excellence
 - Best Sports Host City award from Sports Travel Awards
 - Two ABBI awards for the "*Only Vegas Moments*" campaign
 - Exhibitor Magazine's Award for *Best Convention Center Over One Million Square Feet of Exhibit Space*

Stana Subaric, Vice President of People and Possibilities recognized Centerplate bartender James Canada for successfully performing the Heimlich Maneuver on a co-worker. Ms. Subaric congratulated Tiffany Miller, LVCVA Life Systems Coordinator for successfully earning the State of Nevada Fire Marshal's G card and F card certifications. Ms. Subaric recognized Lisa Motley, Directors of Sports Marketing & Special Events, and Jennifer Bundschuh, Sports Marketing & Special Events Manager, for their efforts in submitting 97 bids to host National Collegiate Athletic Association (NCAA) championship events. The process was a coordinated strategy between the LVCVA Sports Marketing department, resort partners, Las Vegas Events, and Clark County and City entities of Southern Nevada.

Lori Nelson-Kraft, Senior Vice President of Communications & Government Affairs, introduced Erica Johnson, the LVCVA's new Director of Communications. Ms. Nelson-Kraft provided an update on communications regarding the Coronavirus and its potential impact. Ms. Nelson-Kraft thanked Board member Mary Beth Sewald for providing the opportunity to promote Las Vegas's new branding campaign at the recent Las Vegas Chamber Preview event.

Steve Hill, CEO/President, provided comments on the progress of The Boring Company tunnel project and provided information on the above-ground and underground stations.

Mr. Hill announced the recent issuance of the marketing agency Request for Proposals (RFP), and addressed the effects of the Coronavirus on flights and lift capacity to Las Vegas.

Mr. Hill noted that the removal of Agenda Item 2 was due to unanticipated factors related to the LVCVA's solar project plans. He explained that the item was postponed so that staff could ensure completeness of information upon presenting to the Board.

Mr. Hill recognized the "exceptional amount of work" that went into the NCAA bid submittals and acknowledged the partnership with the University of Nevada Las Vegas (UNLV) in sponsorship of each event.

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

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

OPERATIONS DIVISION

ITEM 1. **Transportation Services Agreement**

Mr. Yost requested that the Board consider authorizing the Chief Executive Officer (CEO)/President to execute a transportation services agreement with Bell Trans DBA Bell Limousine in the amount of \$120,000 to provide shuttle service for LVCVA ambassadors and business partners.

Fiscal Impact

Current Approval Request: \$120,000
Aggregate Vendor Total for FY 2020: \$265,000

Member Carolyn Goodman asked what the alternative choices were, to which Mr. Yost replied this is the only option for offsite parking as all parking lots will be utilized by CONEXPO-CON/AGG.

Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members present, to authorize the CEO/President to execute a transportation services agreement with Bell Trans DBA Bell Limousine in the amount of \$120,000 to provide shuttle service for LVCVA ambassadors and business partners.

ITEM 2. **Authorization to Lease/Purchase a Roof-Mounted Solar Photovoltaic (PV) System**

WITHDRAWN

That the Board consider: 1) Authorizing the CEO/President to negotiate and execute the lease (power purchase agreement) and subsequent purchase of a roof-mounted solar photovoltaic (PV) system for the Las Vegas Convention Center (LVCC) expansion facility with SunPower DevCo, LLC, in an amount not to exceed \$14,000,000; and 2) Authorizing the CEO/President to enter into a non-binding Memorandum of Understanding (MOU) with SunPower DevCo, LLC, to reserve the necessary solar panels for the system.

For possible action.

GENERAL GOVERNMENT DIVISION

ITEM 3. **Quarterly Budget and Statistical Report**

The LVCVA Budget and Statistical Report for the quarter ending December 31, 2019, was presented by Ed Finger, Chief Financial Officer, to the Board for its information and review.

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

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- ITEM 4. **Quarterly Collection Allocation**
Mr. Finger provided a report to the Board that room tax collection allocation amounts for the second quarter of fiscal year (FY) 2020 are \$7,536,847.
- This was an information item and did not require Board action.
- ITEM 5. **Contracts Report**
Pursuant to Board Policies (1.04 and 5.01) and Chapters 332 and 338 of the Nevada Revised Statutes, General Counsel Caroline Bateman presented the Contracts Report to notify the Board 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.
- This was an information item and did not require Board action.
- ITEM 6. **2020 NFL Draft, Budget Authorization Request – Las Vegas, Nevada – April 23-25, 2020**
Mr. Hill requested that the Board consider the following as they relate to the 2020 National Football League (NFL) Draft in Las Vegas, Nevada, April 23-25, 2020: 1) Approving an expenditure in an amount not to exceed \$2,400,000 for programming and sponsorship requirements; and 2) Authorizing the CEO/President to sign and execute the necessary contract documents not exceeding \$500,000.
- Member Nikodemus disclosed that the Bellagio Resort, which will host a portion of the 2020 NFL Draft activities, is an entity of MGM Resorts International, and because the private interest of a reasonable person in his situation could be affected by the proposed distribution of funds, that he would recuse from any discussion or vote on item 6.
- Mr. Hill detailed budget line items inclusive of public safety, signature event, temporary structure permitting, volunteer and transportation costs requirements, as well as other requirements within his authority and a built-in contingency amount.
- Mr. Hill thanked those involved in the NFL Draft planning process.
- Member George Rapson asked about the costs in relation to the amount spent by the most recent previous Draft host (Nashville), and expected economic benefit relative to that experienced by Nashville. Mr. Hill responded it will be less expensive for the LVCVA because expenses incurred will be paid by the Draft sites, Caesars and MGM Resorts International, whereas Nashville spent approximately \$4 million having the Draft held in public space.
- Member Rapson asked if an analysis has been made regarding economic benefit, to which Mr. Hill said he expects visitation will be higher than Nashville, and economic impact will be as great or greater than in any other city.
- Member Pamela Goynes-Brown asked if there had been discussions regarding parking for locals during the event, to which Mr. Hill responded those conversations have taken place resulting in park and ride services to be provided, and work is still being done in regard to the matter.
- Mr. Yost stated a park and ride service utilizing the monorail will also be offered, with LVCVA parking lots available for locals, and conversations are taking place with the monorail to continue locals pricing.

Member Lawrence Weekly asked when the required marquee event will be discussed, to which Mr. Yost indicated part of the marquee event is the surprise element, and R&R Partners is working to deliver an “Only Vegas” execution.

Member Weekly thanked Mr. Yost, Valarie Segarra, LVCVA Senior Director of Industry Initiatives & Events, and Rob Dondero of R&R Partners for their work in partnership with Clark County relative to public works and road closures.

Member Weekly asked when electronic signage will go into effect to communicate road closure updates to locals, to which Mr. Yost answered there are numerous messaging measures including a web page, a link to the NFL site, and electronic signage. Mr. Yost discussed timing related to those efforts and described a planning strategy similar to that conducted by the Las Vegas Marathon including communications with resort and media partners.

Ms. Nelson-Kraft stated the LVCVA is working in partnership with local media to convey the ongoing details.

Member Weekly thanked Mr. Hill for the volunteer opportunities for locals during the event.

Vice Chair Spiegel moved and it was carried by unanimous vote of the voting members present, with the exception of Member Nikodemus who abstained, to approve the following as they relate to the 2020 National Football League (NFL) Draft in Las Vegas, Nevada, April 23-25, 2020: 1) Approve an expenditure in an amount not to exceed \$2,400,000 for programming and sponsorship requirements; and 2) Authorize the CEO/President to sign and execute the necessary contract documents not exceeding \$500,000.

COMMITTEES

ITEM 7.

Marketing Committee Report

The Marketing Committee met on February 6, 2020, to discuss items A-C. Marketing Committee Vice Chair Pamela Goynes-Brown presented a report to the Board of Directors.

The Marketing Committee Vice Chair presented a report on item A and gave the Committee’s recommendation to the Board of Directors.

Item A. Marketing Committee Charter Review and Committee Performance Evaluation

Marketing Committee Vice Chair Goynes-Brown recommended a proposed modification to Section Two, Subparagraph Three in the Marketing Committee Charter language to read “In order to discharge its responsibilities, the Committee shall establish a schedule of meetings as needed but no less than two times per year,” and provided justification for the change.

Chair Brown moved and it was carried by unanimous vote of the voting members present, to adopt the recommended modification to Section Two, Subparagraph Three in the Marketing Committee Charter language to read, “In order to discharge its responsibilities, the Committee shall establish a schedule of meetings as needed but no less than two times per year.”

No action required on items B-C.

Item B. Las Vegas Brand Advertising Campaign Update

Item C. Laughlin Advertising Campaign Update

Committee Vice Chair Goynes-Brown provided a summary on item B discussions and presented R&R Partners’ video recap of the campaign update.

Committee Vice Chair Goynes-Brown thanked the LVCVA and R&R Partners for the heartfelt messaging related to Kobe Bryant's passing during the sequence of events during the campaign launch.

Committee Vice Chair Goynes-Brown provided a summary on item C discussions and presented videos related to the Laughlin advertising campaign.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Ed Uehling expressed interest in the campus wide people mover project and inquired about its extension throughout Las Vegas. Mr. Uehling expressed approval of the LVCVA's new advertising campaign.

Aleta Dupree expressed content with the approval of the NFL Draft Budget and emphasized the importance of work with the Regional Transportation Commission (RTC) on mobility issues during the NFL Draft event. Ms. Dupree commented on the importance of an RFP for solar energy, discussed opportunities for marketing in the city of New York, and expressed support for the people mover tunnel project.

Phil Jaynes, President of the International Alliance of Theatrical Stage Employees (IATSE) Local 720 commented on the need for qualified professionals for work on the NFL Draft event. Mr. Jaynes outlined IATSE's history in providing skilled stagehands for events and commented on the lack of union representations in partnership with the NFL for the 2020 Draft event. Mr. Jaynes provided information on the list of IATSE Local 720's partners and encouraged the consideration of the use of union labor.

Chair Brown clarified that Commissioner Naft has communicated Mr. Jaynes's concerns to the LVCVA.

David L. Washington thanked the Board of Directors for the adjustment to the LVCVA's advertising campaign plan in order to acknowledge the passing of Kobe Bryant and expressed support of the new brand campaign.

ADJOURNMENT

Chair Brown adjourned the meeting at 10:03 a.m.

Respectfully submitted,

Date Approved: March 10, 2020

Silvia Perez
Executive Assistant to the Board

Larry Brown
Chair



Awards

2019 Q4

Google

Based on trillions of searches, Google revealed its 19th Annual Year in Search, giving us a peek into the people, moments and brands that captured our attention in 2019.

AWARD

Google Year in Search - One of the top-trending "Trip to ..." searches for all of 2019 - Las Vegas

Prevue

The Visionary Awards are given annually to acknowledge the forward-thinking destinations, hotels/resorts, cruise lines, airlines, CVBs/DMOs, and convention centers of the industry.

AWARD

Gold - Best Western U.S. CVB/DMO - LVCVA

EXHIBITOR Magazine

In addition to being named among the 2020 Centers of Excellence, a number of facilities qualified for special awards in six categories. These special awards recognize the exhibitor-friendly venues that consistently exceed expectations. The winners were announced in conjunction with Expo! Expo!, the International Association of Exhibitions and Events' (IAEE) annual meeting and exhibition.

AWARD

Best Convention Center (over 1 million square feet of exhibit space) - LVCC

GABBCON

GABBCON's Audience Based Buying Innovation (ABBI) awards celebrate the very best and most innovative companies in audience-based buying.

AWARDS

2019 Best Use of Content - "Only Vegas Moments" - LVCVA
2019 Best Branded Content in Digital Channels - "Only Vegas Moments" - LVCVA





Awards 2019 Q4

Corporate & Incentive Travel Magazine

Corporate & Incentive Travel magazine's AWARD OF EXCELLENCE recognizes those hotels, resorts, conference centers, and convention and visitors bureaus that have demonstrated their overall commitment to excellence.

AWARD
Award of Excellence - LVCVA

Recommend Magazine

These awards are given to members of the travel industry who are anchored in excellence and who have advanced the interests of the travel industry. *Recommend's* readers voted for their favorite destinations, hotels and resorts, tour operators, cruise lines, and airlines to determine the winners in each category.

AWARD
Recommend Readers' Choice Award - Best Travel Agent Support - Gold - U.S. Destination - Las Vegas

Insurance & Financial Meetings Management

Insurance & Financial Meetings Management magazine's WORLD-CLASS AWARD is presented to bureaus for outstanding service.

AWARD
World-Class Award - LVCVA

SportsTravel

The *SportsTravel* Awards honor the best events, venues and hosts in the sports-event industry.

AWARD
Best Sports Host City - Las Vegas

