



Regular Meeting of the Board of Directors February 8, 2022 Minutes

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on February 8, 2022, 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
Mr. Anton Nikodemus, Vice Chair
Commissioner Jim Gibson, Secretary
Mr. Scott DeAngelo, Treasurer

Mayor Pro Tem Michele Fiore.....*via phone*

Mayor Carolyn Goodman

Councilwoman Pamela Goynes-Brown

Mr. Brian Gullbrants

Ms. Jan Jones Blackhurst

Mayor Kiernan McManus

Commissioner Michael Naft

Ms. Mary Beth Sewald

Mr. Steve Thompson

Councilman Brian Wursten.....*via phone*

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

Kate Wik, Chief Marketing Officer

OPENING CEREMONIES – CALL TO ORDER

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

Caroline Bateman, General Counsel, acknowledged that all Board members were present except for Member Jan Jones Blackhurst.

The Pledge of Allegiance was performed.

Member Jones Blackhurst entered the meeting at 9:03 a.m.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Daniel Braisted addressed Agenda Item 6 and referenced the attached handout regarding the re-selling of tradeshow tickets and providing the city's youth the option to attend. Mr. Braisted encouraged the Board to promote local tradeshow and commented on the Vegas Chamber's recent Preview Las Vegas event.

APPROVAL OF AGENDA AND MINUTES

APPROVAL OF THE AGENDA AND MINUTES

Vice Chair Anton Nikodemus moved, and it was carried by unanimous vote of the voting members, to approve the February 8, 2022, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the January 11, 2022, Regular Meeting of the Board of Directors.

OFFICER VACANCY – ELECTION

In accordance with NRS 244A.605(4) and LVCVA Board Policy 1.03.2, when a vacancy occurs in an officer position, the vacancy must be filled by the Board at its first regularly scheduled meeting following the vacancy. The officer elected to fill a vacancy shall serve out the unexpired term of his or her predecessor.

- Treasurer

Chair Marz acknowledged the vacancy of the Treasurer position and nominated Member Scott DeAngelo as Treasurer of the Board.

Chair Marz moved, and it was carried by unanimous vote of the voting members, to approve the appointment of Member DeAngelo as Treasurer of the Board.

Oath of Office was administered to the newly elected Officer of the Board by the Honorable Judge Tierra Jones.

PRESENTATIONS

Presentations by the LVCVA Staff

Brian Yost, Chief Operating Officer, delivered a video presentation summarizing recent shows at the Las Vegas Convention Center (LVCC), including: AHR Expo, CHAMPS Trade Show, Tobacco Plus Expo, Winter Fancy Food Show, and NHL Fan Fair. Mr. Yost provided information on upcoming shows at the LVCC including MAGIC Fashion Trade Show, and ASD Market Week.

Mr. Yost acknowledged *Modern Steel Construction* magazine's recognition of the LVCC West Hall and its creative engineering solutions. Mr. Yost thanked TVS Architects, Turner/Martin-Harris, and Miller Project Management for their efforts.

Kate Wik, Chief Marketing Officer, delivered video presentations on the LVCVA's marketing initiatives, highlighting Ultimate Sports Weekend and the *Vegas On* series.

Ms. Wik detailed trending social media activity as well as real-time and polished media coverage of the Ultimate Sports Weekend events.

Ms. Wik described the LVCVA's efforts in generating in-market, user generated content by placing Instagram traps within Las Vegas and highlighted the LVCVA's partnership with resort partners on a marquee takeover.

Ms. Wik outlined the development of the new *Vegas On* platform, and shared promotional material related to the video series.

Steve Hill, Chief Executive Officer (CEO)/President, recognized MGM Resorts International, Las Vegas Sands, and Wynn Resorts for their inclusion in the *Fortune World's Most Admired Companies* list.

Mr. Hill welcomed Rico Ramirez, Senior Diversity Recruiter and Prashant Bhardwaj, Chief Information Officer to the LVCVA.

Mr. Hill summarized LVCVA staff's recent activities related to the National Hockey League All-Star Game, the National Football League (NFL) Pro Bowl, and the NFL Super Bowl.

Mr. Hill provided an update on LVCC renovation plans and a potential upcoming joint meeting of the Oversight Panel and Las Vegas Convention Center District Committee. Mr. Hill outlined a potential schedule for construction renovation.

Mr. Hill commented on The Boring Company's tunnel connection to Resorts World Las Vegas.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

MARKETING DIVISION

ITEM 1. **USA Volleyball 2024 Girls Junior National Championships - Las Vegas, Nevada – June 28 to July 7, 2024 – Mandalay Bay**

Fletch Brunelle, Vice President of Marketing, provided information on the Championships event including estimated visitors and economic impact. Mr. Brunelle requested that the Board consider authorizing the Chief Executive Officer (CEO)/President to execute a Sponsorship Agreement with USA Volleyball, in the amount of \$275,000, for the 2024 Girls Junior National Championships event to be held at Mandalay Bay Resort in Las Vegas.

Fiscal Impact

FY 2024: \$ 82,500 Expenditure

FY 2025: \$192,500 Expenditure

Vice Chair 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 event described in Item 1 would be taking place at Mandalay Bay Resort, which is presently owned by MGM Growth Properties and the Blackstone Group, and is operated by 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 1.

Secretary Jim Gibson moved, and it was carried by unanimous vote of the voting members, with the exception of Vice Chair Nikodemus who abstained, to authorize the CEO/President to execute a Sponsorship Agreement with USA Volleyball, in the amount of \$275,000, for the 2024 Girls Junior National Championships event to be held at Mandalay Bay Resort in Las Vegas.

OPERATIONS DIVISION

ITEM 2. **Bid #22-4705, PWP CL-2022-122, Elevator and Escalator Maintenance – TK Elevator Corporation**

Randy Shingleton, Vice President of Facilities, described the need for maintenance service for the LVCC's elevators and escalators, and summarized the bid process. Mr. Shingleton requested that the Board consider: 1) Awarding Bid #22-4705, Elevator and Escalator Service, to TK Elevator Corporation (FKA Thyssenkrupp), Las Vegas, Nevada; 2) Authorizing the CEO/President to execute a one-year agreement with TK Elevator Corporation in the amount of \$828,109; and 3) Authorizing the CEO/President to execute three (3) possible one-year contract extensions in the total amount of \$2,608,542.

Fiscal Impact

FY 2022: \$828,109 Expenditure

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members, to: 1) Award Bid #22-4705, Elevator and Escalator Service, to TK Elevator Corporation (FKA Thyssenkrupp), Las Vegas, Nevada; 2) Authorize the CEO/President to execute a one-year agreement with TK Elevator Corporation in the amount of \$828,109; and 3) Authorize the CEO/President to execute three (3) possible one-year contract extensions in the total amount of \$2,608,542.

GENERAL GOVERNMENT DIVISION

ITEM 3. **Comprehensive Annual Financial Report Fiscal Year Ended June 30, 2021**

Ed Finger, Chief Financial Officer, presented the LVCVA's Comprehensive Annual Financial Report, including the independent auditors' reports, for the year ended June 30, 2021, to the Board.

Mr. Finger explained the late timing of the report was due to conversations regarding the Las Vegas Monorail acquisition, which resulted in the engagement of a third-party valuation company.

Mr. Finger highlighted the clean/unmodified opinion on the audit statements, and the required report attesting to the proper use of Senate Bill 1 taxes.

Audit Partner Bill Nelson confirmed the unqualified opinion on the audit statements and described the audit process including sampling and analytic testing. Mr. Nelson noted no material weaknesses in the report.

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

ITEM 4. **Quarterly Budget and Statistical Report**

Mr. Finger presented the LVCVA Budget and Statistical Report for the quarter ending December 31, 2021, to the Board. Mr. Finger acknowledged the conservative budgeting conducted by LVCVA staff and commented on facility revenues and liquidity position.

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

ITEM 5. **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

ITEM 6. **Marketing Committee Report and Recommendations**

The Marketing Committee met on January 24, 2022, to discuss items A and B. LVCVA Staff presented a report to the Board.

LVCVA Staff presented a report and gave the Committee's recommendations to the Board.

Item A. Marketing Committee Charter Review and Approval

Ms. Bateman confirmed that the Committee reviewed its own performance under the Committee Charter and fulfilled its duties. Ms. Bateman explained the proposed updates in the Committee Charter to remain consistent with language in Board Policies, including membership in the Committee to be pursuant to Board Policies in which the Board Chair makes appointments subject to ratification by the Board.

Ms. Bateman outlined the proposed inclusion of the Committee's duty to evaluate and make recommendations to staff regarding major marketing initiatives. Ms. Bateman requested that the Board consider approving the proposed changes to the Marketing Committee Charter.

Member Mary Beth Sewald moved, and it was carried by unanimous vote of the Voting members, to approve the proposed changes to the Marketing Committee Charter.

Item B. 2021 Marketing Recap and 2022 Marketing Outlook

Ms. Wik provided the Board with a summary report of the strategic approach from calendar year (CY) 2021 marketing efforts during the worldwide COVID-19 pandemic, and the LVCVA's go-forward approach for CY 2022 destination marketing and sales plans based on the current outlook.

Ms. Wik highlighted *The Greatest Arena on Earth* campaign, the two Ultimate Sports Weekends, and the *Meanwhile in Vegas* and *Forever Happens Here* campaigns for the first half of 2022, and indicated there would be new messaging in the second half.

Ms. Wik provided detailed findings on research conducted on the sports audience and provided information on future sports messaging plans.

Ms. Wik provided information about the *Vegas On* platform which highlights new offerings in Las Vegas.

Ms. Wik highlighted the volume, engagement power, and trends of each social platform, with a focus on meta platforms.

Ms. Wik described and shared a video from the *Meanwhile in Vegas* campaign, and shared the new look and feel of social digital advertising.

Ms. Wik outlined the content pillars that were discussed at the Committee meeting.

Ms. Wik highlighted communications plans for C-suite, meeting planners and trade show organizers with the *Moving Business Forward* campaign.

Chair Marz thanked Ms. Wik, LVCVA marketing staff, R&R Partners and Grey Group for the information provided at the Marketing Committee Meeting.

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

COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no comments from the floor by the public.

ADJOURNMENT

Chair Marz adjourned the meeting at 9:55 a.m.

Respectfully submitted,

Date Approved: March 8, 2022

Silvia Perez
Executive Assistant to the Board

John Marz
Chair

Possible Additional Items To Consider:

- 1) Use of Meetup.com: It is online software that allows anyone to develop a group based on interests, demographics, or facility. There are currently over 54 million members in 185 countries. Locally it could feature residents with an interest in attending trade shows. Some trade shows would be happy to invite anyone to bolster their attendance. NAB does routinely. In past they have posted invites on talk radio shows to attend their shows. There is another way Meetup could help LVCVA ... would takes longer than I have to explain
- 2) Resell of Ticket - Consider the development of software package that could be leased to Trade Show Operators to facilitate the resale of idle passes, when not being used. It would increase the number of fresh eyeballs walking a trade show. While one person takes a break from a trade show and is gambling, someone else could use his ticket to walk the trade show. A company or municipality could buy 10 passes to a trade show Those passes would allow limited attendance to shows, before the individual would turn the pass back in as he went back to work. They might on their own chose to purchase a pass for the weekend
- 3) Furniture, this doesn't pertain to LVCVA directly yet would be good for the local economy. Interested resorts would post a layout of their hotel rooms by resort and room number on line, with an invite to quests to order items depicted..They could be dropped shipped or taken with the visitor. Could be expanded to include any items in the resort example paintings, flower vases, statues, etc
- 4) Circus Effect - Encourage local event planners to organize prior to or after a major trade shows, mini shows in local high schools or resorts featuring scheduled exhibitors, with small displays.
- 5) Suggestion for business cards, not sure where to suggest this. Attendees could be encouraged to bring business cards..That include "We met in Las Vegas at the 2022 Hardware Show" incorporated in the card layout.
- 6) Increase the number of sponsors for events. Once contract is signed for a new trade show details of the demographics for the show would be shared with pre-approved sponsor facilitators. They would have banners for different sponsors stored in their local facilities. Once they got a response as to interest level from the possible sponsors, an offer would be made to the trade show administrator
- 7) Las Vegas should be home of the best manufacture representatives groups. That is what trade show administrators are really looking for.
- 8) Major Trade shows should be encouraged to share their attendance results by Nevada Zip-codes with statewide municipalities

Daniel Braisted

danielb702@gmail.com 702-365-1833

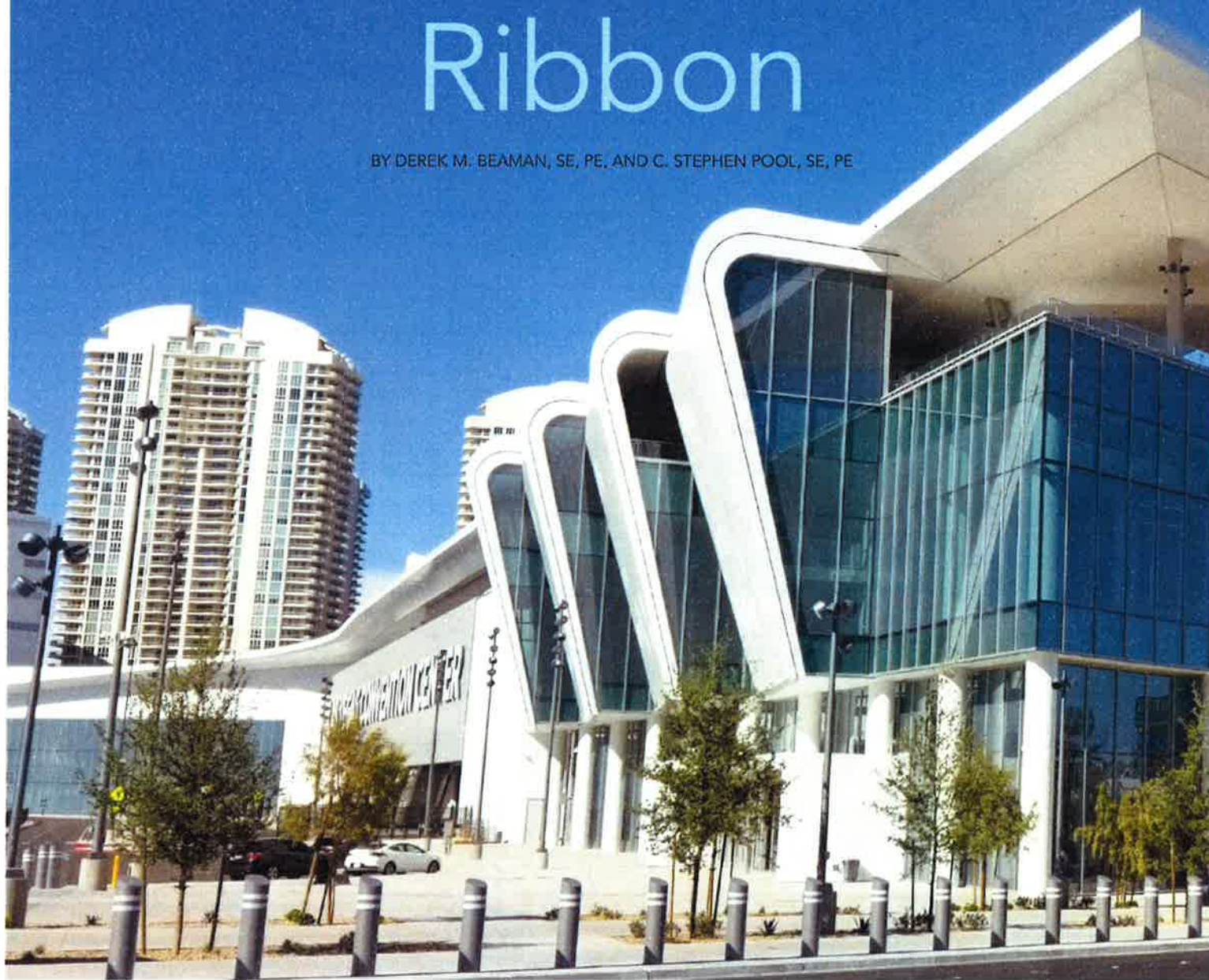
Modern Steel Construction

February 2022



Tied with a Ribbon

BY DEREK M. BEAMAN, SE, PE, AND C. STEPHEN POOL, SE, PE

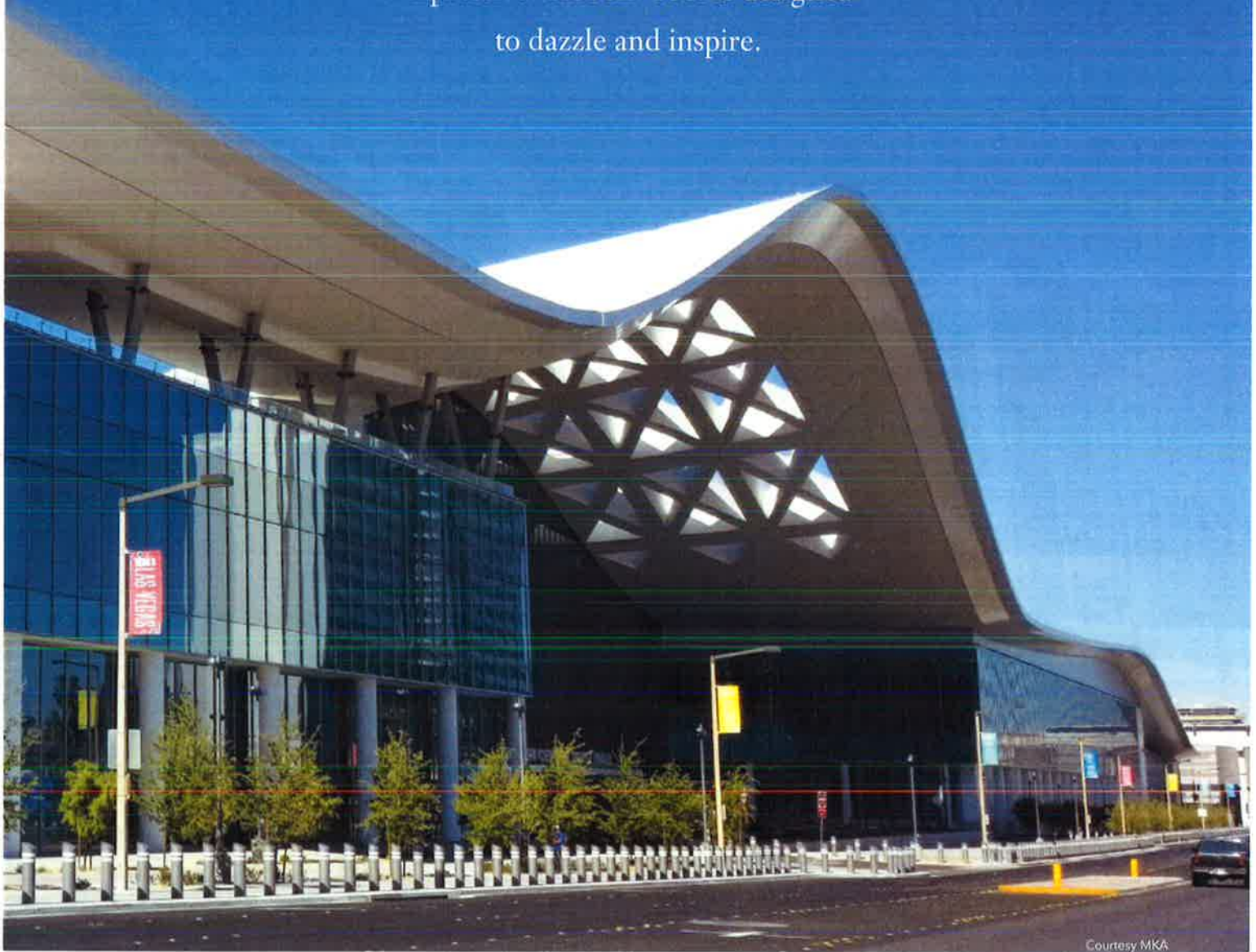


IN A CITY FAMOUS for outsized, neon-lit resorts, the newly expanded Las Vegas Convention Center's (LVCC's) "ribbon" roof is a rippling architectural element that claims a unique and tasteful place of its own.

Designed to dazzle and inspire visitors, this roof, which includes a signature "snow cone" shape over the grand entry lobby, delivers an iconic postcard image that some might argue LVCC has lacked throughout its 60-year history.

As post-pandemic business travel increases and large meetings and conventions resume, visitors returning to LVCC after being away for a few years will surely notice significant changes in addition to the venue's billowing roof. The facility's \$980 million, 1.4-million-sq.-ft expansion includes a 600,000-sq.-ft exhibit hall, 210,000 sq. ft of concourse space, 150,000 sq. ft of space for meetings and multipurpose activities, a 14,000-sq.-ft outdoor terrace roomy enough for 2,000

The newly expanded Las Vegas Convention Center's architecturally expressive "ribbon" roof is designed to dazzle and inspire.



Courtesy MKA

visitors, and more than 500,000 sq. ft of back-of-house service and support space.

Beyond these programmatic elements, LVCC's owner established a series of aspirational goals early to guide the building's design, one of which was to create a signature element the likes of which LVCC had never seen. As the design evolved, the overall building emerged as a combination of three major subcomponents: the Exhibit Hall Block on the east side, Meeting Room Block on

the west side, and Atrium Triangle Block in between, with a grand entry lobby space and architecturally expressive roof delivering that "wow factor" the owner desired.

Creative Engineering Solutions

While Level 3 and below of the Meeting Room Block are concrete framed, the roof of the Meeting Room Block and all of the Atrium Triangle Block and Exhibit Hall Block are steel-framed

(the entire project incorporated approximately 22,000 tons of structural steel). The glass wall at the lobby's southern edge is 350 ft wide and 125 ft tall at its highest point. The snow cone roof spans 120 ft to the north of the entry wall and above the 35,000-sq.-ft, column-free grand lobby space, the majority of which is open to the roof above. In addition to enclosing the lobby, the roof cantilevers 125 ft to the south of the entry wall, providing an awe-inspiring sunshade over the outdoor space below.

The roof is asymmetric, geometrically complex, and covers an area of more than 117,000 sq. ft. At the south end, above the lobby and outdoor space, built-up steel rib girders are radially arrayed over each of the seven 48-in.-diameter hollow structural section (HSS) columns located just inside the lobby wall. Horizontally oriented wide-flange top and bottom chords and steel plate webs comprise the girders, and each measures 16 ft deep at the point of maximum moment above the columns. At the cantilever's southern tip, the girders taper down to 12 in. Meanwhile, 82 triangular openings are located between the girders and glazed as skylights over the lobby below to afford more natural light into an area frequently populated by LVCC's visitors.

All of the secondary roof trusses (with 90-ft spans) were designed using a depth that could be prefabricated. With only one splice in the middle of each truss, the two halves of each secondary truss could be quickly spliced together and erected into place.

Although the primary trusses (270-ft center spans) could not be prefabricated, the splices were located to allow the end spans to be erected first and cantilever over the permanent building columns, with the center span subsequently erected into place. This strategy precluded the need for any shoring towers; only the permanent structure was required to erect the exhibit hall roof.

While the geometry and spans of the gravity framing system were challenging to begin with thanks to the roof's size and shape, developing the lateral force-resisting system added yet another layer of difficulty, mainly because the Atrium Triangle Block is wedged between three separate building structures separated by seismic joints: two in the Meeting Room Block and one in the Exhibit Hall Block. The project team arrived at a solution that allowed the roof to receive lateral support from only the southern Exhibit Hall Block. Because the roof's west edge required vertical support, slide bearings were fitted atop the Meeting Room Block's columns from the south and north meeting room buildings. These slide bearings allowed for lateral movements of the roof up to 14 in. in all horizontal directions without transferring lateral loads between the roof and the base buildings.

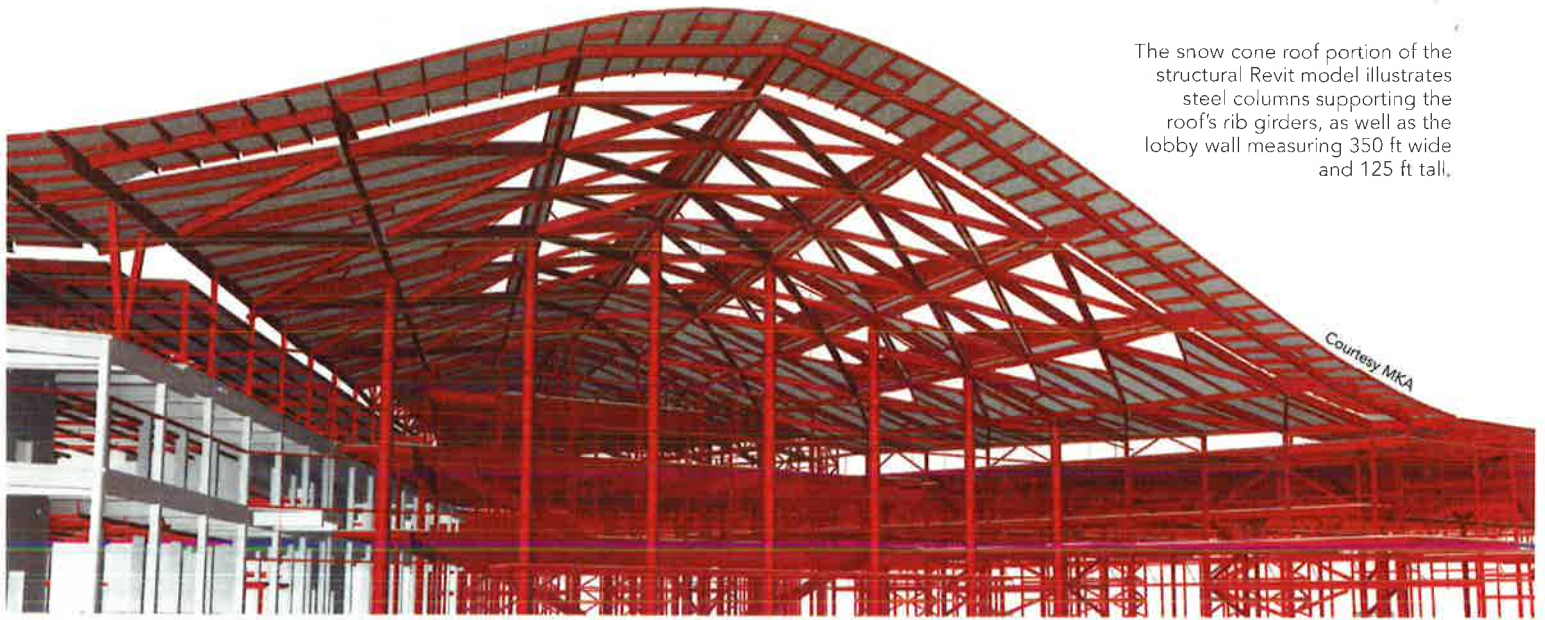
Outside of the visually stunning snow cone is the lacy ribbon roof—located along and architecturally interconnecting the west and south sides of the Meeting Room, Exhibit Hall, and Atrium Triangle Blocks—which required its own set of engineering design solutions. At the west and south sides of the Meeting Room Block, where the structural roof was typically well below the ribbon, a “flying ribbon” condition was created. At these locations, steel V-columns made up of 18-in. square built-up box columns supported the ribbon. These columns support steel girders that cantilever up to 65 ft and also support the steel roof deck and in-fill beam framing necessary to create the architectural expression that beautifully puts a “bow” on the facility's overall design.



above: The lobby's “snow cone” roof cantilevers 125 ft to the south of the entry wall.

below: The ribbon roof provides an awe-inspiring sunshade over the outdoor space below.





The snow cone roof portion of the structural Revit model illustrates steel columns supporting the roof's rib girders, as well as the lobby wall measuring 350 ft wide and 125 ft tall.

below: The 350-ft-wide glass entry wall allows natural light to pour into the atrium lobby.





Construction of the convention center's 14,000-sq.-ft outdoor terrace included steel V-shaped columns to support tapered steel girders that cantilevered up to 65 ft in each direction.

Courtesy MKA



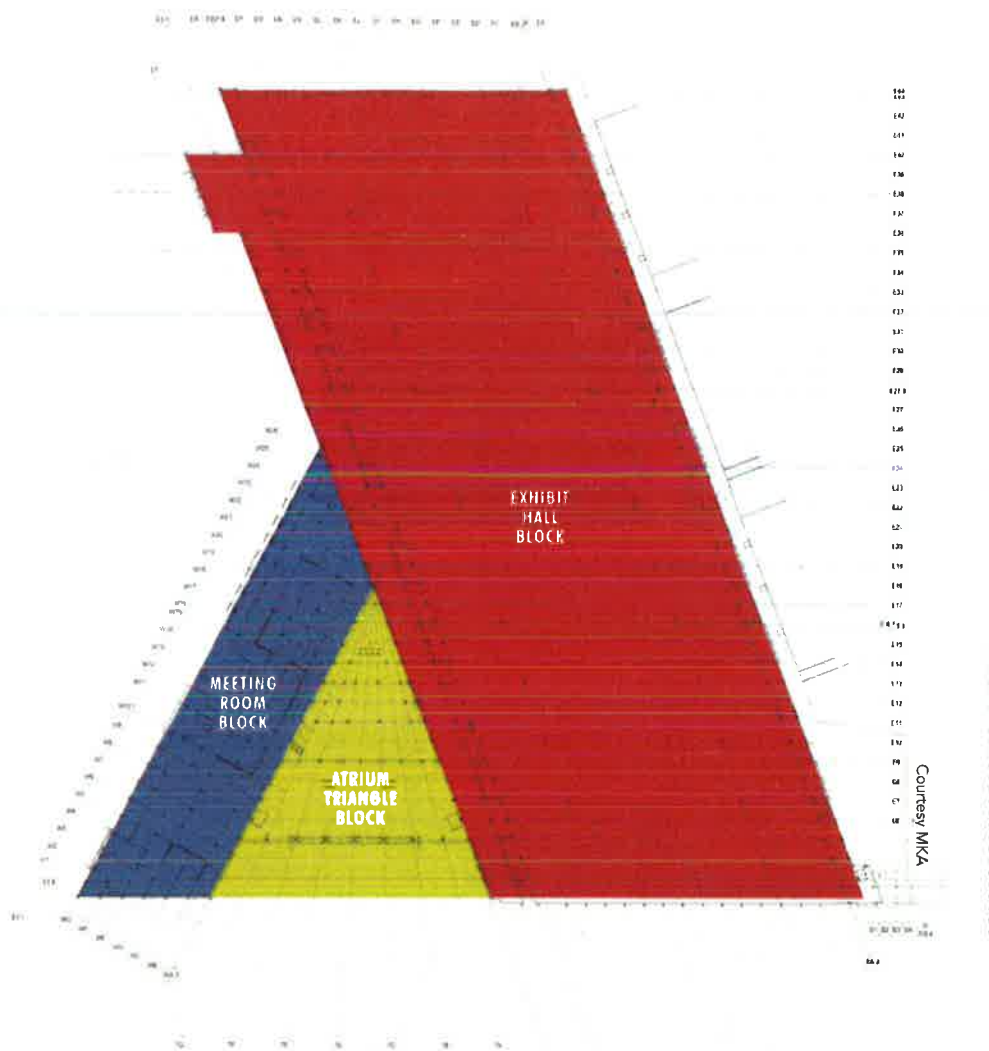
Courtesy MKA

The long cantilevers allow the ribbon roof to "float" above the outdoor terrace space and provide shade and comfort for visitors.



Courtesy MKA

Visitors celebrate the expanded facility's grand opening on the outdoor terrace.



Derek Beaman
(dbeaman@mka.com), senior principal and Convention Center Design Leader with Magnusson Klemencic Associates, functioned as Principal-in-Charge for the project.

C. Stephen Pool (cpool@mka.com), associate with Magnusson Klemencic Associates, was the project manager.

Three subcomponent “blocks”—Exhibit Hall, Meeting Room, and Atrium Triangle—comprise the Las Vegas Convention Center Expansion’s overall building design.

LVCC’s expansion was designed, constructed, and completed in a record 36 months, a feat never achieved for a convention center of this size and complexity, thanks to creative engineering solutions and seamless collaboration. The expansion bolsters Las Vegas’s economic future and furthers the city’s position as the top trade show destination in North America, and visitors attending meetings, trade shows, and other large events at LVCC will appreciate the additional space and new features. Equally significant is the venue’s ribbon roof, which delivers on the owner’s aspirational goal of creating a jaw-dropping, architecturally expressive element that stands out, even in a city that exists to grab your attention at every opportunity. ■

Owner

Las Vegas Convention and Visitors Authority

Project Manager

Miller Project Management

Construction Manager-at-Risk

Turner-Martin Harris, A Joint Venture

Architects

TVS Design (prime architect)
TSK Architects
Simpson Coulter Studio
KME Architects
Carpenter Sellers Del Gatto Architects

Structural Engineers

Magnusson Klemencic Associates (prime structural engineer)
Poggemeyer Design Group
Sigma Engineering

Steel Team

Fabricator and Detailer

W&W | AFCO Steel 

Erector

W&W Steel Erectors 