



**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.

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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
<b>Commissioner Jim Gibson, Secretary</b>	Mayor Kiernan McManus
<b>Mr. Scott DeAngelo, Treasurer</b>	Commissioner Michael Naft
Mayor Pro Tem Michele Fiore..... <i>via phone</i>	Ms. Mary Beth Sewald
Mayor Carolyn Goodman	Mr. Steve Thompson
Councilwoman Pamela Goynes-Brown	Councilman Brian Wursten..... <i>via phone</i>

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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, Sr. VP of Communications
	Kate Wik, Chief Marketing Officer

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**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

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Silvia Perez  
Executive Assistant to the Board

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John Marz  
Chair