



Regular Meeting of the Board of Directors January 11, 2022 Minutes

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

Mayor Pro Tem Michele Fiore..... *absent*

Mayor Carolyn Goodman..... *via phone*

Councilwoman Pamela Goynes-Brown

Mr. Brian Gullbrants

Ms. Jan Jones Blackhurst

Mayor Kiernan McManus

Commissioner Michael Naft

Ms. Mary Beth Sewald

Mr. Steve Thompson..... *via phone*

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

Kate Wik, Chief Marketing Officer

OPENING CEREMONIES – CALL TO ORDER

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

Caroline Bateman, General Counsel, acknowledged that all Board members were present except for Member Michele Fiore.

The Pledge of Allegiance was performed.

Chair Marz informed the Board that electronic voting was not available for this meeting and voting would be conducted via voice votes.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Ed Uehling referenced a handout he provided regarding Agenda Item 2 and stated his thoughts on the LVCVA's use of tax funds and its community involvement.

Daniel Braisted addressed Agenda Item 1 and suggested an "educational" Parks & Recreation Committee and the marketing of day trips to Las Vegas for educational purposes.

APPROVAL OF AGENDA AND MINUTES

APPROVAL OF THE AGENDA AND MINUTES

Secretary Jim Gibson moved, and it was carried by unanimous vote of the voting members, to approve the January 11, 2022, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the December 14, 2021, Regular Meeting of the Board of Directors.

BOARD APPOINTMENT

Pursuant to NRS 244A.603(1)(g)(2), the following nominee has been submitted by the Nevada Resort Association for the term ending June 30, 2023.

In accordance with NRS 244A.603, only elected Board Members may vote on the possible appointment of the following nominee:

Mr. Brian Gullbrants – Wynn Resorts Las Vegas

Chair Marz informed the Board that the Nevada Resort Association (NRA) nominated Brian Gullbrants as its representative on the LVCVA Board, to complete the term vacated by Ms. Marilyn Spiegel.

Secretary Gibson moved, and it was carried by unanimous vote of the voting public elected members of the Board, to approve the NRA's appointment of Mr. Gullbrants to the LVCVA Board.

Oath of Office was administered to the newly appointed Member of the Board by the honorable Judge Jacqueline Bluth

REORGANIZATION OF THE BOARD – ELECTION OF OFFICERS

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.

- Vice Chair

Chair Marz acknowledge the vacancy of the Vice Chair position due to Ms. Spiegel's departure, and nominated Member Anton Nikodemus as Vice Chair of the Board.

Member Jan Jones Blackhurst moved, and it was carried by unanimous vote of the voting members, to approve the appointment of Member Nikodemus as Vice Chair of the Board.

Oath of Office was administered to the newly elected Officer of the Board by the honorable Judge Jacqueline Bluth.

PRESENTATIONS

Presentations by the LVCVA Staff

Brian Yost, Chief Operating Officer, delivered a presentation summarizing the return of the CES show to the Las Vegas Convention Center, as well as information on the upcoming World of Concrete show.

Kate Wik, Chief Marketing Officer, delivered video presentations on the LVCVA's marketing efforts surrounding the announcement of Las Vegas as the host city for the National Football League's (NFL) Super Bowl LVIII including press events, multi-channel promotions, marquee takeovers, and digital advertising. Ms. Wik previewed promotional efforts for the event over the following 24 months.

Ms. Wik described the LVCVA's public relations efforts in December regarding the holiday season, New Year's Eve fireworks show, *The Greatest Arena on Earth* campaign, and the Super Bowl 2024 announcement. Ms. Wik summarized the coverage secured by the LVCVA's Public Relations team and shared videos from Extra TV segments highlighting Las Vegas's New Year's Eve entertainment offerings.

Ms. Wik highlighted the Ultimate Sports Weekend digital campaign promoting several sporting events throughout Las Vegas.

Ms. Wik provided information and presented a video regarding the LVCVA's *Moving Business Forward* business campaign.

Ms. Wik highlighted the LVCVA's co-sponsorship of the PCMA's Convening Leaders conference.

Lori Nelson-Kraft, Senior Vice President of Communications, summarized an event celebrating the culmination of the 2021 Hospitality Heroes program, in partnership with the Vegas Chamber. Ms. Nelson-Kraft shared a video honoring the latest Hospitality Hero award recipients.

Steve Hill, Chief Executive Officer (CEO)/President, expressed excitement for the Las Vegas Raiders entering the NFL Playoffs and expressed appreciation for the CES show moving forward with an in-person convention.

Mr. Hill shared that he has received positive feedback from show managers regarding the new West Hall building and The Boring Company Convention Center Loop.

Mr. Hill congratulated Member Jones Blackhurst for her recent recognition as one of "*The Top 25 to Watch in 2022*" and being named The People's Champion.

Mr. Hill provided an update on the planned renovation of the LVCVA's North Hall building, anticipated to begin in 2024, and acknowledged the engagement of the Oversight Panel for the renovation.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

MARKETING DIVISION

ITEM 1.

Air Service Development Update Recap of 2021 and COVID-19 Recovery

Fletcher Brunelle, Vice President of Marketing, introduced Brad DiFiore, Co-Founder and Managing Director, and Joel Van Over, Senior Director and Lead Consultant, of Ailevon Pacific Aviation Consulting (APAC) to present a recap of 2021 activities and provide a status update on COVID-19 air service recovery to the LVCVA Board of Directors.

Mr. Van Over delivered a PowerPoint presentation highlighting the following: a recap of 2021 air service performance and recovery; domestic and international service to Las Vegas, new market growth, ultra-low-cost carriers (ULCC), capacity comparisons as they relate to other large cities, and a pilot shortage.

Member Jones Blackhurst asked what the cause of the pilot shortage is, to which Mr. Van Over referenced changes in the requirements and costs to becoming a pilot, as well as retirements in the industry.

Member Pamela Goynes-Brown asked what the reason is for other cities being above Las Vegas in capacity recovery numbers, to which Mr. Van Over referenced the outdoor opportunities in Phoenix and Orlando.

Secretary Gibson asked what the demographics were for those using ULCC airlines, to which Mr. Van Over answered that it was anecdotal data with no significant change in demographics.

Member Scott DeAngelo shared information on the consumers who use ULCC, noting that they use the money saved for other purposes related to their trip.

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

GENERAL GOVERNMENT DIVISION

ITEM 2. **2024 NFL Super Bowl LVIII, Sponsorship Request – Las Vegas Host Committee, LLC. - Las Vegas, Nevada – February 11, 2024**

Mr. Hill described the circumstances that led to the consideration of Las Vegas as host of Super Bowl 2024, thanked Raiders President Mark Davis, LVCVA staff, consultant Sam Joffray, and resort partners for all of their efforts in bringing this to fruition.

Mr. Hill described the requirements of the NFL to have a single-purpose nonprofit entity in place to provide oversight for the event, outlined the formation of that entity by the Host Committee and its Executive Committee, and described the anticipated formation of several Committees for different aspects of the event. Mr. Hill detailed potential sponsorship opportunities and packages, and detailed the potential expenditure.

Mr. Hill requested that the Board consider authorizing him to execute a Sponsorship Agreement with the Las Vegas Super Bowl Host Committee, LLC (Host Committee), in an amount not to exceed \$40,000,000, to fund the Host Committee for the 2024 National Football League (NFL) Super Bowl LVIII, to be held at Allegiant Stadium in Las Vegas, Nevada, on or about February 11, 2024.

Vice Chair Nikodemus provided comments regarding his experience in being part of two destinations that have hosted a Super Bowl event.

Mr. Hill provided information regarding the incremental economic impact of the Super Bowl event.

Fiscal Impact

FY 2022-2024: Not to exceed \$40,000,000

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute a Sponsorship Agreement with the Las Vegas Super Bowl Host Committee, LLC, in an amount not to exceed \$40,000,000, to fund the Host Committee for the 2024 National Football League (NFL) Super Bowl LVIII, to be held at Allegiant Stadium in Las Vegas, Nevada, on or about February 11, 2024.

ITEM 3. **Zone Change – Ten Acre Parcel at Las Vegas Boulevard and Elvis Presley Boulevard**

Ed Finger, Chief Financial Officer, explained the need to re-zone the LVCVA's land, and requested that the Board consider authorizing the CEO/President to execute a land use application, and any associated documents, to Clark County for a zone change of the ten acre parcel located at Las Vegas Boulevard and Elvis Presley Boulevard (Parcel) from a Public Facility (P-F) to Limited Resort and Apartment (H-1).

Fiscal Impact

FY 2022: \$15,000 Expenditure

Secretary Gibson disclosed that the re-zoning request would go before the [Clark] County Commission, a body that he and Member Michael Naft sit on, and asked if he should abstain from the item, to which Ms. Bateman advised there may be a disclosure recommendation when the item goes before the County Commission, but they are both free to vote on the item on this meeting's agenda.

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute a land use application, and any associated documents, to Clark County for a zone change of the ten acre parcel located at Las Vegas Boulevard and Elvis Presley Boulevard from a Public Facility (P-F) to Limited Resort and Apartment (H-1).

ITEM 4.

Release and Settlement Agreement – West Hall Expansion Design Claims

Mr. Hill described the process of concluding construction projects, and stated this was an adjustment needed to the contract to recognize the settlement and prevent arbitration. Mr. Hill requested that the Board consider authorizing him to execute a settlement agreement with TVS Nevada, Inc. and TVS Design Companies, Inc. (together, TVS), and TVS subcontractors Environmental Systems Design, Inc., Magnusson Klemenic Associates, Inc., Schwob Acoustics, Inc., Tate Snyder Kimsey Architects, KME Architects, Carpenter Sellers Del Gatto Architects, Simpson Coulter Studios, CM Kling + Associates, Inc., and Poggemeyer Design Group, in the amount of \$3,000,000, to resolve design claims related to the Las Vegas Convention Center West Hall Expansion.

Fiscal Impact

FY 2022: \$3,000,000 Revenue

Member Goodman asked if the settlement funds were coming out of the LVCVA's reserves, to which Mr. Hill explained this settlement would require TVS and their partners to pay the LVCVA \$3M.

Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute a settlement agreement with TVS, and TVS subcontractors Environmental Systems Design, Inc., Magnusson Klemenic Associates, Inc., Schwob Acoustics, Inc., Tate Snyder Kimsey Architects, KME Architects, Carpenter Sellers Del Gatto Architects, Simpson Coulter Studios, CM Kling + Associates, Inc., and Poggemeyer Design Group, in the amount of \$3,000,000, to resolve design claims related to the Las Vegas Convention Center West Hall Expansion.

ITEM 5.

2022 General Obligation Refunding Bond Resolution

Mr. Finger described the purpose of the refunding is to achieve interest savings, and outlined the approval process. Mr. Finger requested that the Board consider: 1) Approval and adoption of the 2022 Bond Sale Resolution (Resolution 2022-01) providing for the issuance of Clark County, Nevada, General Obligation (Limited Tax) Las Vegas Convention and Visitors Authority (LVCVA), Refunding Bonds, Series 2022 in the maximum principal amount of \$15,370,000; 2) Making a finding that the available revenues to be received by the LVCVA will at least equal the amount necessary in each year for the payment of interest on and the principal of the refunding bonds and that no increase in the Clark County ad valorem (property) tax is anticipated to be necessary for the payment of the refunding bonds, and requesting that the Clark County Debt Management Commission (DMC) approve the finding; 3) Authorizing the Chair of the Board to sign the Resolution; 4) Authorizing the Chief Executive Officer (CEO)/President or the Chief Financial Officer (CFO) to arrange for the sale of the bonds and to execute agreements necessary for issuance; and 5) Authorizing the CFO and the Finance Department to complete all other necessary measures to fulfill the requirements of the Resolution.

Fiscal Impact

FY 2022: \$350,000 Estimated expenditures for costs of issuance

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members, to: 1) Approve and adopt the 2022 Bond Sale Resolution (Resolution 2022-01) providing for the issuance of Clark County, Nevada, General Obligation (Limited Tax) LVCVA, Refunding Bonds, Series 2022 in the maximum principal amount of \$15,370,000; 2) Make a finding that the available revenues to be received by the LVCVA will at least equal the amount necessary in each year for the payment of interest on and the principal of the refunding bonds and that no increase in the Clark County ad valorem (property) tax is anticipated to be necessary for the payment of the refunding bonds, and requesting that the Clark County Debt Management Commission approve the finding; 3) Authorize the Chair of the Board to sign the Resolution; 4) Authorize the CEO/President or the Chief Financial Officer (CFO) to arrange for the sale of the bonds and to execute agreements necessary for issuance; and 5) Authorizing the CFO and the Finance Department to complete all other necessary measures to fulfill the requirements of the Resolution.

ITEM 6. **Authorization to Sublease the LVCVA Chicago Office**

Mr. Finger explained that the LVCVA's Chicago office moved to a remote model in 2019, provided information of a new potential tenant, and requested that the Board consider authorizing the CEO/President to sublease the former LVCVA office space at 455 North Cityfront Plaza, NBC Tower, in Chicago, Illinois, and to execute any necessary agreements related to the sublease.

Fiscal Impact

Sublease revenue recovery over the remaining term of the lease is estimated to be approximately \$350,000.

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to sublease the former LVCVA office space at 455 North Cityfront Plaza, NBC Tower, in Chicago, Illinois, and to execute any necessary agreements related to the sublease.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Mr. Braisted provided a suggestion on sports pavilions to include engineering specifics in their programs, reiterated comments on a previous meeting regarding exit signs, and provided thoughts on a new slogan for Las Vegas. Mr. Braisted encouraged the use of sleeping bags for hotel guests instead of hotel bedding and emphasized the importance of vitamins and minerals in the body to help mitigate the COVID-19 pandemic.

Mr. Uehling clarified his previous comments regarding the Super Bowl event, stating that he feels that those who benefit from the event should contribute to the community.

ADJOURNMENT

Chair Marz adjourned the meeting at 10:34 a.m.

Respectfully submitted,

Date Approved: February 8, 2022

Silvia Perez
Executive Assistant to the Board

John Marz
Chair

11January2022

TO: Chairperson Marz and members of the Board of LVCVA
FROM: Ed Uehling, 702-808-6000, ed.uehling@yahoo.com
RE: Item number 2, allocation of \$40,000,000 to those who benefit most from the Super Bowl

When my family moved to Boulder City in the 40's, Las Vegas was a dusty, wild west outpost of 10,000 inhabitants in the middle of the desert. In the early fifties Las Vegas started to boom because people, who had been labeled as criminals in every other state of the Union, started coming to build gaming venues and hotels to accommodate the deluge of visitors from all those states. My parents benefited financially during this time because the Chamber of Commerce (government?) would put out a request for locals to provide housing and relief from the heat for these visitors and they were happy to pay us a few dollars.

After a several years of break-neck construction of hotels and more houses each year than the total number of residents during the forties to accommodate all the people who wanted to move here, the political and (presumably) hotel leadership got the bright idea of marketing Las Vegas as a nation-wide tourist destination and created what is today the LVCVA in order to create even more benefits for all businesses residents of Southern Nevada.

I was in college on the east coast at the time and came home each summer to lifeguard at Lake Mead and direct the swimming program of Boulder City. In my second year I was able to move the swimming lessons from Boulder Beach to a just-opened swimming pool right in my hometown paid for by the new "LVCVA", which had NOTHING compared to its budget today. I don't have to waste your time noting that the Resort Industry today is vastly wealthier than that of the 1950's.

Yet, Item #2, like the use of public funds to build the industry's money tree, Allegiant Stadium, constitutes a \$40,000,000 theft of public funds paid to the very same businesses which benefit most from the Super Bowl. Any payments of LVCVA (i.e., tax) funds should benefit the entire community with more than a few left-over crumbs.

In the 80's I owned a hotel in Pasadena and at least one super bowl was held during my time there. If the primary beneficiaries of the Super Bowl were to have verbalized their intent of getting paid \$40,000,000 by the taxpayers, there would have been a (justifiable) revolt, I promise you.

Please do not approve this item and give Boulder City its second reward in the last 70 years: an updated swimming pool!

Thank you for voting no on this item.

From: [Daniel Braisted](#)
To: [Silvia Perez](#)
Subject: DB Pls Share with Chairman John Marz
Date: Monday, January 10, 2022 5:00:07 PM
Attachments: [ext.pdf.pdf](#)

To: Chairman John Marz
and Board of LVCVA

Reference:

1) The ugly Highway Exit signs, I mentioned during public comment at last meeting, is there something being done about them (and others on South 215, I-15, Summerland, etc.)?

2) Would like the Marketing Committee to add to their Jan 24th agenda, updating the LVCVA's tag line to include "Leisure, Sports, and Business"

3) Would like the Resorts to consider during this pandemic, locking some of their beds vertically against a wall, thus encouraging guests to sleep on the floor in their sleeping bags or buying them in the guest shop or preordering them, thus saving resorts the added labor, resources of washing double sets of sheets on the beds.

This would speed up the sanitizing of the rooms,

The guests on departing could take the sleeping bags with them or donate to the many non-profits providing bedding for the homeless.

4) Attached is picture of a fire extinguisher on a shed, of a major Strip Hotel. It has been there going on four years. Their security would not notice a coward wheeling multiple duffel bags across their lobby.

Not sure how these will be handled,
He reviews them out loud or ??

Daniel Braisted
Resident
702-365-1833

From: [Jon Astor White](#)
To: [Silvia Perez](#)
Subject: LVES-TV Sponsorship Proposal to The LVCVA/R&R Partners
Date: Friday, January 7, 2022 3:47:16 PM

TO: Ms. Perez
Executive Assistant to the LVCVA BOARD

Regarding our E-Mail below; please see that the contents of the text therein, are read into the minutes of the next LVCVA Board meeting January 11, 2022. Thank you. Best Regards.
Jon Astor-White, President/CEO LVES-TV, (702)765-5309 Land Line

From: Jon <jawlvestv@embarqmail.com>
To: shill <shill@lvcva.com>; billy.vassiliadis <billy.vassiliadis@rrpartners.com>; kwik <kwik@lvcva.com>; fbrunelle <fbrunelle@lvcva.com>
Date: Friday, 7 January 2022 10:33 AM PST
Subject: LVES-TV Sponsorship Proposal to The LVCVA/R&R Partners

LAS VEGAS ENTERTAINMENT & SPORTS TELEVISION,
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NATIONAL/LAS VEGAS ENTERTAINMENT & SPORTS
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Jon Astor-White, President/CEO
January 7, 2022

TO: Mr. Steve Hill, President/COO LVCVA, et al (Please review our updated web site above)

RE: LVES-TV " Hall Of Fame Weekend" featuring the "Vegas Star Awards" Sponsorship

Again! Fortunately, due to the unfortunate death of George Floyd; most of the TV Networks,

Advertising Agencies and other Corporations have made a dedicated commitment to be

more "Inclusive" with "Black Owned Businesses", in particular associated in television & film

and to stop and point out "Systemic Racism", especially, here in Las Vegas as

expressed in

our April 6, 2017 Legal Action of "Racial Discrimination" and "Breach Of Contract", etc. against

Rob Dondero, Rossi Ralenkotter and the Las Vegas Convention and Visitors Authority and

R&R Partners, et al. which we dismissed June 2017, after-which, then LVCVA Legal Counsel

Luke Puschnig asked me "To continue to come to the LVCVA/R&R Partners with Our Projects",

which I made known to the LVCVA Board during their June/July 2017 Board meetings.

With the aforementioned stated; we again come to you at the LVCVA and R&R Partners, with

our "LVES-TV" "Hall Of Fame Weekend" "Vegas Star Awards" Sponsor-ship proposal as follows;

Again! My background briefly; co-creator of the long-running "Peoples Choice Awards" and

the actual award itself "The Applauding Hands" encased in plastic, as presented to Dick Atkins of

"Procter & Gamble Productions" in New York 1974. The show ran on CBS-TV from 1975 thru 2018

and is now on NBC &E! last broadcasted December 7, 2021. After the "NAACP" had been presenting

their "Image Awards" without it being televised for fifteen years; I organized and produced the 1st. TV

star-studded "Image Awards" hosted by Byron Allen, co-hosted by George Peppard, Tyne Daly, Georg

Stanford Brown, Jayne Kennedy and starring Anita Baker, featuring Eddy Murphy, Mark Harmon and

Aaron Spelling from the Holly-wood Palladium (1983, while I was moving from L.A. to Las Vegas),

co-founder of the musical group "Earth, Wind & Fire" (1970); co-manager of Don Rickles with Joe

Scandore and manager/producer of actor/impressionist Frank Gorshin (The "Riddler" on the Batman

TV Series) until his death 5/17/ 2005, I have founded the "National/Las Vegas Entertainment & Sports

Hall Of Fame, Inc." (Non-Profit 1984) and the "Hall Of Fame Weekend" featuring the "Vegas Star Awards"

to provide Las Vegas with its own major annual awards show, to rival the "Academy Awards", "EMMYS"

and "Tonys"; organizer and owner of Las Vegas Entertainment and Sports Television, Inc. (2009 for a

proposed "OTA" television network) which is finally ready to launch with our 3-day star-studded "Hall

Of Fame Weekend/Vegas Star Awards" around April 15, 16 and 17, 2022, from a venue/partner with

an excess of 5000 or 10,000 seats, yet to be determined. (See "Awards Summary" on our web-site)

LVES-TV has an option to lease 21 Sub-Channels in the top "DMA" cities to well over 38 Million "OTA"

households; which gives us at LVES-TV the control of our "CPM" for our advertising partners. We will guarantee

that with our 3-day star-studded "Hall Of Fame Weekend" featuring the "Vegas Star Awards" to bring attention

to our TV network and our 24/7, 365 days a year 75% Original "Entertainment & Sports" programming, we expect

to reach no less than 3 or 4 million "OTA" viewer households during our initial 3-day weekend, while advertising

our unique, upcoming weekly and prime-time programming. We are advised, that the LVCVA and R&R Partners

spent around \$700,000 dollars for your 4th. of July fireworks display. We are seeking the same amount of \$700,

000, as our charter sponsor, which will guarantee you million of dollars in viewer impressions; not only for a day

or a weekend, but for 24/7, 365 days a year on our LVES-TV "OTA" TV Network; plus Las Vegas' own annual

awards show. Any reasonable person would agree, that, what we are presenting, is the greatest marketing vehicle

in the history of Las Vegas. If any of you have any questions; please don't hesitate to contact me direct. We should

have "Zoom Meetings" to further discuss, this very important proposal to market Las Vegas 24/7. (NOTE: We have

made it a point over the last 13 plus years, to keep everything in writing to the LVCVA/R&R Partners, in case of need

for "Public Disclosure" accordingly). We look forward to discussing this very, very important matter. Best Regards.

Jon Astor-White, President/CEO LVES-TV