



**Regular Meeting of the Board of Directors
January 8, 2019
Minutes**

The Regular Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority (LVCVA) was held on January 8, 2019, at the Las Vegas City Hall Chambers, 495 S. Main St., Las Vegas, Nevada 89101. This meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

Board of Directors

Present unless otherwise noted

Mr. Chuck Bowling..... <i>absent</i>	Mr. Gregory Lee
Commissioner Larry Brown	Councilman John Marz
Councilwoman Michele Fiore	Mr. Bill Noonan
Mayor Carolyn Goodman	Councilman George Rapson..... <i>via telephone</i>
Mayor Pro Tem Pamela Goynes-Brown	Ms. Mary Beth Sewald <i>absent</i>
Mr. Tom Jenkin..... <i>absent</i>	Ms. Marilyn Spiegel
Mayor Pro Tem Peggy Leavitt	Commissioner Lawrence Weekly

LVCVA Executive Staff in Attendance	Steve Hill, CEO/President
	Luke Puschnig, Esq., CEM, Legal Counsel
	Ed Finger, Chief Financial Officer
	Jacqueline Peterson, Chief Communications & Public Affairs Officer
	Barbara Bolender, Chief People Officer
	Cathy Tull, Chief Marketing Officer
	Brian Yost, Chief Operating Officer
	Terry Jicinsky, Senior Vice President of Operations

OPENING CEREMONIES – CALL TO ORDER

Chair Lawrence Weekly called the meeting to order at 9:04 a.m.

INVOCATION The invocation was delivered by Nickan Mashood of Las Vegas Baha'i Center.

FLAG SALUTE The Pledge of Allegiance followed the invocation.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Aleta Dupree provided thoughts regarding the election of Board officers agenda item.

Daniel Braisted requested a follow-up to Member Carolyn Goodman's previous information request on the expenditures of funds distributed to the Clark County School District by the LVCVA, to which Chair Weekly replied that staff would follow up after the meeting's adjournment.

Shaundell Newsome, Chairman of the Urban Chamber of Commerce Board of Directors and Founder and Visionary for Sumnu Marketing, thanked Chair Weekly for his leadership and commitment to small businesses and his participation as MC at the Green Tie Awards, discussed his experiences in the small business community, and expressed his excitement for the continued relationship with the LVCVA.

Cyrus Hojjaty expressed concern regarding crimes and sanctuary policies, provided comments regarding taxpayer-funded resources, the prevention of sanctuary designation, and immigration concerns.

**APPROVAL OF
THE AGENDA
AND MINUTES**

Secretary Bill Noonan moved and it was carried by unanimous hand vote of the voting members present, including Member George Rapson via telephone, to approve the January 8, 2019, Regular Meeting of the Board of Directors' agenda, and the December 11, 2018, Regular Meeting of the Board of Directors' minutes.

BOARD APPOINTMENTS

In accordance with the Nevada Revised Statute (NRS) 244A.603, oath of office may be administered to new members of the Board.

This is an information item. Not an action item.

No appointment made.

BOARD NOMINATIONS

In accordance with the NRS, the following nominee has been submitted by the Nevada Resort Association (NRA) for the term of January 8, 2019 – June 30, 2019.

In accordance with the NRS, only elected Board Members may vote for the nominee:

From the Nevada Resort Association:

Ms. Marilyn Spiegel – Wynn Resorts Las VegasNRS 244A.603(1)(g)(2)

For possible action.

Member Carolyn Goodman moved, and it was carried by unanimous hand vote of the voting elected members present to approve Marilyn Spiegel as the Nevada Resort Association nominee to serve as member of the Board of Directors for the term of January 8, 2019 through June 30, 2019.

Oath of Office was administered to the newly elected Member of the Board by the Honorable Judge Nancy Allf.

BOARD NOMINATIONS

In accordance with the Nevada Revised Statutes (NRS) 244A.611 and LVCVA Board Policy 1.03, officers of the Board shall be elected in January of each odd-numbered year.

- Treasurer

Member Larry Brown nominated Chuck Bowling for Treasurer, seconded by Member Goodman, and it was carried by unanimous hand vote of the voting members present, including Member Rapson via telephone, to appoint Chuck Bowling as Treasurer.

- Secretary

Member Brown nominated Peggy Leavitt for Secretary, seconded by Member Goodman, and it was carried by unanimous hand vote of the voting members present, including Member Rapson via telephone, to appoint Peggy Leavitt as Secretary.

- Vice Chair

Member Brown nominated Bill Noonan for Vice Chair, seconded by Member Goodman, and it was carried by unanimous hand vote of the voting members present, including Member Rapson via telephone, to appoint Bill Noonan as Vice Chair.

- Chair

Chair Weekly nominated Larry Brown for Chair, seconded by Member Noonan, and it was carried by unanimous hand vote of the voting members present, including Member Rapson via telephone, to appoint Larry Brown as Chair.

Oath of Office was administered to the newly elected Officers of the Board by the Honorable Judge Nancy Alif.

RECESS

A short recess was taken to allow for officer seating rearrangement, with Member Larry Brown taking over as Chairman from this point forward.

PRESENTATIONS – DISCUSSION AND POSSIBLE ACTION

Steve Hill, CEO/President, thanked Members Goodman and Fiore for their hospitality at City Hall Chambers, and thanked former Chair Weekly for his leadership.

Presentation by Applied Analysis: Economic Impact Series

Jeremy Aguero, Principal, Applied Analysis, provided a PowerPoint presentation titled “The Relative Dependence on Tourism of Major U.S. Economies”.

Member Pamela Goynes-Brown asked whether the wages portion of Mr. Aguero’s presentation encompassed tipping, to which Mr. Aguero replied the intent of the study is to include all tipping, but does not fully account for all of it.

Member Goodman asked what the biggest vulnerability was in the tourism economy, to which Mr. Aguero responded the safety and security of our visitors, and complacency.

This was an information item. Not an action item.

Presentations by the Las Vegas Convention and Visitors Authority Staff

Barbara Bolender, Chief People Officer, provided a summary of the results of a recent voluntary separation program (VSP).

Brian Yost, Chief Operating Officer, delivered a video presentation on the following operations highlights:

- CES 2019 – January 8-11
- World of Concrete – January 22-25

Cathy Tull, Chief Marketing Officer, delivered a video presentation on the following marketing highlights:

- Mesquite Motor Mania – January 18-20
- Mesquite Hot Air Balloon Festival – January 25-27
- Marketing Initiatives
 - Airline Developments:
 - Spirit Airlines new nonstop service from Indianapolis beginning March 14
 - El Al Airlines new weekly nonstop service from Tel Aviv beginning June 14
 - Video spot welcoming the National Football League's (NFL) 2020 Draft to Las Vegas
 - Launch of the third 30-second national TV spot in the *Only Vegas Moments* video series
 - Public Relations Efforts
 - *Extra TV's* feature of several Las Vegas restaurants
 - *Rob Report Mexico's* showcase of Las Vegas
 - *The London Economic's* feature of Las Vegas shops, restaurants, and entertainment
 - *WestJet Magazine's* feature of the Las Vegas culinary scene

Jacqueline Peterson, Chief Communications & Public Affairs Officer, thanked the Board of Directors for the opportunity to serve them and the community, and delivered a PowerPoint presentation on the following Public Affairs highlights:

- Government Relations
 - Work with Nevada Delegation to retain the LATAM Airlines winter flights
- Domestic Public Affairs
 - Garnered 1.2M impressions
 - Hosted and earned coverage from several popular publications
- News Bureau
 - Covered hundreds of events throughout Southern Nevada
 - Launched *Las Vegas Newswire*
 - Launched community-facing social channel, @LVCVAImpact
- Las Vegas Host Committee
 - Participated in 142 engagements during 2018

Mr. Hill highlighted details about the Consumer Electronics Show (CES) and its impact on the community, summarized a December meeting in Washington, DC with the Consumer Technology Association, provided history and growth details regarding CES, highlighted average tenure information of ambassadors participating in the VSP program, and acknowledged and thanked certain individuals participating in the program. Mr. Hill welcomed Brian [Yost] and explained some of Mr. Yost's responsibilities in the organization, provided a progress report on the LVCVA expansion, informed the Board of Directors about the kickoff of the LVCVA's budget season and detailed timelines pertaining to the budget, provided an update regarding recommendations of the Southern Nevada Sporting Event Committee, expressed excitement about the 2020 NFL Draft in Las Vegas, and commented on the conceptual agreement with the NFL.

Member Weekly exited the meeting at 10:03 a.m. and returned at 10:06 a.m.

This was an information item. Not an action item.

STAFF REPORTS – DISCUSSION AND POSSIBLE ACTION

MARKETING DIVISION

ITEM 1. **Airline Development Update Recap of July – December 2018 Activities**

Ms. Tull provided a recap of results of airline development efforts, and introduced Oliver Lamb and Joel Van Over of Ailevon Pacific Aviation Consulting (APAC), and Chris Jones of McCarran International Airport, whom provided a PowerPoint presentation to the LVCVA Board of Directors on airline development activities and accomplishments since July 2018.

Member Lee requested clarification on the process of filling event-specific flights, to which Mr. Lamb responded the factors include the airlines' experience in backfilling aircraft and the marketing efforts of the LVCVA and resort properties.

Member Weekly inquired about what will be new and different in 2019, in regard to reaching out to potential new visitors to which Ms. Tull replied will be the combination of sales, public relations and digital engagement efforts and aligning with those of industry partners to ensure maximum marketing capacity and consistent messaging, as well as ensuring the LVCVA's tradeshow booth provides the latest technology. Member Weekly provided comments regarding his experiences at conferences.

Member Goodman expressed her desire for more efficient, safe, and comfortable mobility from the airport, to which Ms. Tull provided information about the LVCVA's involvement in transportation conversations.

Chair Brown provided information about the Regional Transportation Commission's (RTC) upcoming retreat and recommended having presentations to that Board prior to the retreat, and inquired about the growth of international travel to Las Vegas and what regions show the most increase, to which Mr. Van Over replied 5.7%, much of it being from Mexico and Canada, but also includes the new air service from Brazil.

This was an information item. Not an action item.

ITEM 2. **Las Vegas Events Update**

Ms. Tull introduced Pat Christenson of Las Vegas Events (LVE) to provide a PowerPoint and video presentation of the comprehensive recap of fiscal year (FY) 2019 second quarter activities and preview of FY 2019 third quarter activities to the LVCVA Board of Directors.

This was an information item. Not an action item.

GENERAL GOVERNMENT DIVISION

ITEM 3. **Legal Counsel's Report and Recommendation(s) and Contract Report**

Luke Puschnig, Legal Counsel, presented a report on the Asher lawsuit.

This was an information item. Not an action item.

Mr. Hill presented Member Lee a plaque for Eureka Hotel & Casino's naming as one of the Top 100 Places to Work for Medium and Small Businesses in the U.S. by *Fortune Magazine*.

Member Lee thanked Mr. Hill and the LVCVA for the recognition, and acknowledged the work of Eureka's employees in the success of the company.

Chair Brown inquired if Member Lee previously offered employees ownership, to which Member Lee replied yes, three years ago the Eureka became Nevada's first employee-owned, wholly-owned hotel casino.

DIRECTORS' RECOGNITION

Member Goynes-Brown provided information regarding City of North Las Vegas activities including deferred utility payments for federal workers impacted by the government shutdown, the launch of the new Parking Services Division, a second public workshop about the Deer Springs District on January 17, and the January 23 State of the City Address at Texas Station at noon.

Member Fiore provided a summary of the groundbreaking ceremony of the Alyn Beck Memorial Park on December 18, information on future groundbreakings of Igor Soldo park as well as the next phase of the Centennial Bowl, the January 29 kickoff of Coffee with the Council at 8:00 a.m., and the [City of Las Vegas] State of the City Address on January 10. Member Fiore thanked LVCVA staff members whom she traveled with in the past year.

Member Marz expressed his excitement for the groundbreaking of the Raiders practice facility on January 14.

Member Lee thanked former Chair Weekly for his leadership and welcomed Member Spiegel, and provided information about the LVCVA's role in a recently opened Pilot Truck Stop in Mesquite, including support on a transportation study, the fuel indexing law, and research and marketing efforts.

Secretary Leavitt thanked former Board Chair Weekly, provided information on Boulder City's State of the City address on January 17 at 6 p.m., and thanked Hugh [Sinnock] and Jacqueline [Peterson] of the LVCVA.

Member Spiegel expressed her excitement to be part of the LVCVA Board of Directors.

Member Goodman thanked former Board Chair Weekly and LVCVA staff, and detailed changes taking place at several Las Vegas entities.

Chair Brown mentioned Member Weekly is now the most senior member of the Clark County Commission.

Member Weekly expressed his enthusiasm for the opportunities he has had to be involved with the community, thanked several individuals, and provided information on changes at the [Clark] County Commission.

Vice Chair Noonan thanked Member Weekly for his contribution to the LVCVA Board of Directors, welcomed Marilyn Spiegel, recognized LVCVA staff, and requested an update on the following month's agenda regarding the [Las Vegas Ballpark] stadium.

Chair Brown discussed the upcoming Board Committee assignments, and thanked the Board of Directors for supporting him as Chairman.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Ken Evans, President of the Urban Chamber of Commerce, thanked former Chair Weekly for his work to ensure the representation of Urban Chamber business in the expansion project, congratulated Chair Brown, thanked Steve Hill and Jacqueline [Peterson] for their support of his organization, and suggested the exploration of nonstop [airline] service to the continent of Africa.

Aleta Dupree congratulated Chair Brown, and expressed thoughts regarding mobility, foodservice, construction, and home sharing.

Raymond Fletcher discussed accessibility and mobility challenges faced by those in wheelchairs, described research regarding wheelchair-accessible activities in Las Vegas, provided information on disability conferences and events, and expressed a desire to introduce the disability community to Las Vegas. Mr. Fletcher described the challenges in obtaining accessibility information from local properties, and provided a concept for mobility advertising.

Mayor Goodman expressed her support of Mr. Fletcher's concepts.

Member Rapson exited the call at 11:16 a.m.

Cyrus Hojjaty described a crime committed in California and provided contact information for reporting suspicious individuals.

ADJOURNMENT

Chair Brown adjourned the meeting at 11:18 a.m.

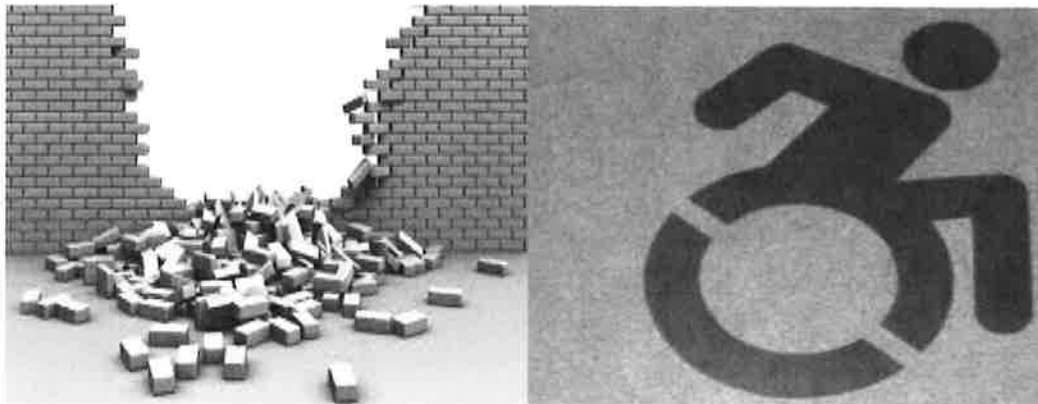
Respectfully submitted,

Date Approved: February 12, 2019

Silvia Perez
Executive Assistant to the Board of Directors

Larry Brown
Chair

Accessibility Ambassador



**Proposal by Raymond L. Fletcher, III
Presented to Las Vegas Convention and Visitors Authority
January 8, 2019**

Introduction

Over the last five years Las Vegas has hosted over 208.1 million visitors and over thirty million convention delegates.ⁱ When planning vacations and conventions, people without mobility limitations have much less to worry about than their mobility challenged peers. Oftentimes barriers exist for mobility challenged people that hinder their ability to take part in activities outside their home region. People in wheelchairs not only have to worry about accessible transit at their destination but also the accessibility of walkways, curb cuts, public squares and hotel rooms just to name a few. The method of travel is also a concern as airlines store wheelchairs with the regular baggage and load them up a conveyer belt. It is unknown at this time the exact number but each year hundreds of wheelchair users are reporting damaged wheelchairs during air travel. Those who are unfortunate enough to have their chair damaged lose out on recreation and convention opportunities. Recreation and leisure opportunities are the final things people with mobility challenges look for before looking for a vacation or convention location. Is the destination wheelchair accessible, will I be able to get around once I get there and what is there to do once I get there is the typical type of discussion people with mobility issues have.

When researching “wheelchair friendly destinations” places such as Sonoma Valley, California,ⁱⁱ where California’s oldest winery Buena Vista Winery recently completed a massive ADA upgrade, incorporating ramps and elevators to make tours, tastings, and restrooms accessible, and Florida with its excellent beaches often come up. In Florida many of their beaches have access mats or boardwalks that make them wheelchair accessible. There is a wheelchair accessible All Access tour at Daytona International Speedway and nature

adventurists can go on accessible airboat tours in different locations around the stateⁱⁱⁱ. Chicago, Dallas and Denver are on many lists with Seattle topping many lists and Washington DC setting “The Gold Standard” for accessible vacation and convention destinations^{iv}.

On the convention end there are numerous mobility and accessibility related conferences and conventions that are different from other disability conventions. Americas Mobility Conference, Abilities Expo, Mobility International USA (MIUSA) and The Arc's National Convention and the Disability Policy Seminar are just a few. There are so many more accessibility and mobility conferences that are planned for in the coming years and while some are even looking at different locations, others are seeking out new opportunities.

Las Vegas has numerous wheelchair friendly activities to keep anyone busy. Other than gambling, as you well know, The Strip has spectacular architecture, wide and seamless walkways, elevators with raised crosswalks and street entertainment. You can even watch a fire or water show. If you manage to take in all of the sights on The Strip Fremont Street, where Slotzilla Zip line is wheelchair accessible, is a quick trip away on the SDX or Duce. Gold and Silver Pawn is accessible via the Duce as well. Cultural experiences are easily accessible as well with trips to The Mob Museum or the Neon Museum. If you're feeling really adventurous wheelchair users have an opportunity to ride in a hot air balloon.

Accessibility Ambassador

The intention of this role/position will be to establish the Las Vegas area as the preeminent destination for wheelchair accessible travel. The incumbent will have had significant experience encountering barriers and breaking them down. This position may either be a consultant or employment position. With the thirtieth anniversary of the American's with Disabilities Act 565 days away a consultant contract could be set up in three phases; the first being research, creating accessible publicity and developing a marketing strategy. The second would be outreach and potential contracts the third and final phase would be execution. A huge event could be held on the 26 of July 2020 to kick off the year-long celebration with a final event concluding the year on July 25, 2021. Throughout this process there will be various benchmarks the incumbent must reach as directed by the executive director and board. Should the Board agree to this idea and create this position as an at will employee then the duties listed herein shall be outlined in any employee agreement.

Biography



Raymond Fletcher is a graduate of Indiana University with a Bachelor's of Arts degree in Political Science. He has previously worked for the Hammond Indiana school system serving as a long-term substitute teacher, migrant student summer program coordinator and bilingual instructor. Additionally he hosted a talk show on AM 1230 and was very active in his community serving on the transit board of directors, running for State Assembly and City Council.

Raymond has over twenty-five years experience of disability advocacy ranging from issues such as employment and housing to academia and community accessibility. Raymond has worked with Everybody Counts Center for Independent Living to train employees in the hospitality industry, local colleges, grocery stores and transit. Together they worked with the South Shore Convention and Visitors Authority to ensure the John Dillinger Museum at the historical Old Lake County Courthouse was accessible. Raymond has attended over two dozen conferences, convention, forum and trainings related to disability issues. His insight to the various issues mobility challenged people face on a daily basis would prove invaluable.

Raymond Fletcher

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ⁱ https://assets.simpleviewcms.com/simpleview/image/upload/v1/clients/lasvegas/Historical_1970_to_2017_c6545898-1224-48cf-bff5-b08a53ce4369.pdf

ⁱⁱ <https://www.curbfreewithcorylee.com/2015/05/06/most-handicapped-accessible-travel-destinations/>

ⁱⁱⁱ <http://spintheglobe.net/dir/2018/06/22/best-wheelchair-accessible-vacation-spots/>

^{iv} <https://wheelchairtravel.org/destinations/>