



**Regular Meeting of the Board of Directors
January 9, 2018
Minutes**

The Regular Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority (LVCVA) was held on January 9, 2018, 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

Present unless otherwise noted

Commissioner Lawrence Weekly, Chair	Mayor Pro Tem Peggy Leavitt
Mr. Chuck Bowling, Vice Chair <i>via telephone</i>	Mr. Gregory Lee..... <i>absent</i>
Mr. Bill Noonan, Secretary	Mayor John Lee
Commissioner Larry Brown, Treasurer	Councilman John Marz
Councilman Ricki Y. Barlow	Councilman George Rapson..... <i>absent</i>
Mayor Carolyn Goodman..... <i>via telephone</i>	Ms. Mary Beth Sewald
Mr. Tom Jenkin..... <i>absent</i>	Mr. Maurice Wooden..... <i>absent</i>

LVCVA Executive Staff in Attendance	Rossi Ralenkotter, President/CEO
	Luke Puschnig, Esq., CEM, Legal Counsel
	Rana Lacer, Chief Financial Officer
	Jacqueline Peterson, Chief Communications & Public Affairs Officer
	Barbara Bolender, Chief People Officer
	Cathy Tull, Chief Marketing Officer
	Terry Jicinsky, Senior Vice President of Operations

OPENING CEREMONIES – CALL TO ORDER

Chair Lawrence Weekly called the meeting to order at 9:36 a.m. A quorum of the members was present at roll call, including Vice Chair Chuck Bowling, Member Carolyn Goodman, and Member Ricki Barlow via telephone.

INVOCATION The invocation was delivered by Reverend Bonnie Polley of Christ Episcopal Church.

FLAG SALUTE The Pledge of Allegiance followed the invocation.

Member John Lee entered the meeting at 9:38 a.m.

Member Ricki Barlow entered the meeting at 9:39 a.m.

COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no comments from the floor by the public.

APPROVAL OF THE AGENDA AND MINUTES **Secretary Bill Noonan moved and it was carried by unanimous vote of the voting members present, including Vice Chair Chuck Bowling and Member Carolyn Goodman via telephone, to approve the January 9, 2018, Regular Meeting of the Board of Directors agenda, *withdrawing item 6*, and the December 12, 2017, Regular Meeting of the Board of Directors minutes.**

BOARD NOMINATION

In accordance with the NRS, the following nominee was submitted by the Las Vegas Metro Chamber of Commerce to fill the remainder of the term of July 1, 2017, through June 30, 2019.

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

From the Las Vegas Metro Chamber of Commerce.....NRS 244A.603(1)(g)(1)
Ms. Mary Beth Sewald – Las Vegas Metro Chamber of Commerce

Member John Lee moved and it was carried by unanimous vote of voting elected members present, including Member Carolyn Goodman via telephone, to approve Mary Beth Sewald as the Las Vegas Metro Chamber of Commerce nominee to serve as a member of the Board of Directors for the remainder of the term of July 1, 2017, through June 30, 2019.

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

Rossi Ralenkotter, President/CEO, discussed the partnership between the LVCVA and Brand USA and introduced Chris Thompson, President/CEO of Brand USA, in the audience.

Mr. Thompson recognized the growth and excitement in Las Vegas, including the Vegas Golden Knights residency, the Las Vegas Convention Center District (LVCCD) Groundbreaking Ceremony on January 8, and the 2018 Consumer Electronics Show (CES) on January 9-12. Mr. Thompson discussed his experience in destination marketing, recognized Las Vegas as a global destination, and noted Brand USA's role in travel and tourism. Mr. Thompson also discussed visitation trends to the United States, elaborated on the LVCVA's role in increasing international visitation, and thanked Mr. Ralenkotter for his leadership.

Chair Lawrence Weekly asked Mr. Thompson for his perspective on the best destination marketing organization in the country, to which Mr. Thompson answered that the LVCVA was at the forefront of the industry. Mr. Ralenkotter elaborated on the effectiveness of Brand USA in relation to international marketing.

Mr. Ralenkotter shared that Tony Calanca, Executive Vice President of UBM (MAGIC), announced that MAGIC supported Las Vegas after the events of October 1 and participated in contributions to the Las Vegas Victims' Fund.

Mr. Ralenkotter informed the Board that Cathy Tull was promoted to Chief Marketing Officer, Ed Finger would be promoted to Rana Lacer's position as Chief Financial Officer upon Ms. Lacer's retirement, and Steve Hill would join the LVCVA Executive Team as the President/COO.

PRESENTATIONS – DISCUSSION AND POSSIBLE ACTION

PRESENTED Presentation by Applied Analysis: Economic Impact Series

Jeremy Aguero, Principal, Applied Analysis, presented an update entitled "The Las Vegas Convention and Visitors Authority Return on Investment Analysis."

Vice Chair Chuck Bowling requested the presentation materials be provided to the Board.

Member Carolyn Goodman thanked Mr. Aguero for his presentation.

Member John Lee inquired about the projected economic impact of professional sports teams in Las Vegas, to which Mr. Aguero detailed and further discussed the benefits of future construction projects for local employment opportunities. Member John Lee expressed his appreciation to Mr. Aguero and noted his excitement for future projects in the destination.

Member John Marz discussed the benefits of LVCVA marketing initiatives for resorts and noted the significant return on investment for the destination, to which Mr. Aguero agreed.

Secretary Bill Noonan inquired about the economic impact of taxes implemented relating to professional sports teams in Las Vegas, to which Mr. Aguero discussed the impact of taxes created by professional sports franchises to the community, specifically in relation to the Las Vegas Raiders Stadium. Secretary Noonan clarified that the taxes would benefit the entire State of Nevada, to which Mr. Aguero confirmed.

Chair Lawrence Weekly asked Mr. Aguero if a data comparison was regularly performed between Applied Analysis and Las Vegas Events (LVE). Mr. Aguero answered that he worked collaboratively with LVE to determine the economic impact of special events to the destination.

Member Marz asked if any analysis had been performed to determine the value of the exposure of the Vegas Golden Knights domestically and internationally, to which Mr. Aguero answered that an analysis had not been performed. Member Marz suggested to Ms. Tull that the exposure be measured, to which Chair Weekly agreed that an analysis would be beneficial.

Member Mary Beth Sewald thanked Mr. Aguero for his report and inquired about the overall economic impact of the professional sports in Las Vegas. Mr. Aguero answered that a total projected economic impact of the professional sports had not been analyzed, but that he would work collaboratively with the sports entities to determine such impact.

This was an information item. Not an action item.

Presentations by the Las Vegas Convention and Visitors Authority Staff

Jacqueline Peterson, Chief Communications & Public Affairs Officer, recapped the LVCCD Groundbreaking Ceremony and showcased two videos highlighting the history of the Las Vegas Convention Center, as well as comments from community leaders. Ms. Peterson discussed the importance of the LVCCD Expansion Project and noted other expansion projects within the domestic competitive set.

Ms. Peterson also noted the following public affairs highlights:

- Launch of the Public Affairs social media channels on Facebook and Twitter
- Media coverage in December
 - USA Today's Lois Alter Mark article *10 Ways to Experience the Luxurious Side of Las Vegas*
 - Contessa Brewer's interview with Mr. Ralenkotter

Terry Jicinsky, Senior Vice President of Operations, delivered a video presentation on the following operations highlights:

- Consumer Electronics Show – January 9-12
- World of Concrete – January 23-26
- Sports Licensing and Tailgate Show – January 23-25

Ms. Tull delivered a video presentation on the following marketing highlights:

- Mesquite Motor Mania – January 12-14
- Mesquite Hot Air Balloon Festival – January 26-28
- Airline Updates:
 - VivaAerobús began daily nonstop service from Mexico City, Mexico, to Las Vegas on December 16, 2017.
 - LATAM Airlines begins new seasonal three-times weekly service from San Paulo, Brazil, to Las Vegas in June
 - Frontier Airlines begins three-times weekly service from Omaha, Nebraska, to Las Vegas in April

- Marketing Initiatives
 - Social media spots with local employees, entertainers, and chefs
 - Debut of *What Happens Here Stays Here: Time Traveler* on January 1
 - Las Vegas hosting of *The Real Housewives of Beverly Hills*
 - SHARP Magazine's winter issue feature *Knights in Shining Armor*

Ms. Lacer discussed the successful transaction of LVCVA refunding bond sales in December 2017 and recognized Mr. Finger, Shannon Anderegg, Senior Director of Finance & Accounting, Carrie Webb, Director of Financial Resources, JNA Consulting Group, Sherman & Howard, Bank of America Merrill Lynch, Morgan Stanley, and Robert W. Baird, Ms. Peterson, the Public Affairs team, and Brownstein Hyatt Farber & Schrek for their efforts with the sales.

This was an information item. Not an action item.

STAFF REPORTS – DISCUSSION AND POSSIBLE ACTION

MARKETING DIVISION

- ITEM 1. **2017 Preliminary Year-End Visitor Statistics and 2018 Forecast**
Kevin Bagger, Executive Director of the Research Center, presented an overview of the 2017 preliminary year-end visitor statistics and 2018 forecast.

Member Carolyn Goodman left the call at 10:43 a.m.

This was an information item. Not an action item.

- ITEM 2. **U.S. Travel Association's IPW – Denver, CO – May 19-23, 2018**
Ms. Tull requested the Board of Directors: 1) Approve an estimated expenditure of \$188,000 for expenses associated with participation in the U.S. Travel Association's IPW to be held in Denver, CO, May 19 - 23, 2018; 2) Authorize the LVCVA President/CEO to execute the contract documents; and 3) Authorize any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2018 \$188,000 Estimated expenditure

Secretary Bill Noonan moved and it was carried by unanimous vote of the voting members present, including Vice Chair Chuck Bowling via telephone, to: 1) Approve an estimated expenditure of \$188,000 for expenses associated with participation in the U.S. Travel Association's IPW to be held in Denver, CO, May 19 - 23, 2018; 2) Authorize the LVCVA President/CEO to execute the contract documents; and 3) Authorize any residual unexpended balances from this authorization to revert to available general funds.

- ITEM 3. **International Association of Exhibitions and Events (IAEE) 2019 Host City Agreement for Expo! Expo! - December 3-5, 2019**

Ms. Tull requested the Board of Directors: 1) Approve an estimated expenditure of \$760,000 for expenses associated with Las Vegas being selected as the host city for Expo! Expo! 2019, International Association of Exhibitions and Events (IAEE) Annual Meeting & Exhibition, December 3-5, 2019; 2) Authorize the LVCVA President/CEO to execute the contract documents; and 3) Authorize any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2019	\$143,000	Estimated expenditure
FY 2020	\$617,000	Estimated expenditure
	<u>(\$230,000)</u>	Estimated sponsorship revenue
	\$530,000	Total estimated net expenditure to LVCVA

Vice Chair Chuck Bowling expressed his support of the event and announced he would abstain on the item.

Secretary Bill Noonan moved and it was carried by unanimous vote of the voting members present, with Vice Chair Chuck Bowling abstaining via telephone, to: 1) Approve an estimated expenditure of \$760,000 for expenses associated with Las Vegas being selected as the host city for Expo! Expo! 2019, International Association of Exhibitions and Events (IAEE) Annual Meeting & Exhibition, December 3-5, 2019; 2) Authorize the LVCVA President/CEO to execute the contract documents; and 3) Authorize any residual unexpended balances from this authorization to revert to available general funds.

ITEM 4. **Airline Development Update – Recap of July-December 2017 Activities**

Ms. Tull introduced Brig Lawson, LVCVA Senior Director of Business Partnerships, Ailevon Pacific Airline Consulting's (APAC) Oliver Lamb, Managing Director, and Joel Van Over, Senior Consultant, as well as Chris Jones, Chief Marketing Officer of McCarran International Airport (McCarran) to present an airline development update on activities and accomplishments since July 2017.

Mr. Lawson introduced the presentation and outlined APAC's efforts in airline development.

Mr. Van Over and Mr. Lamb delivered a PowerPoint presentation on activities and accomplishments since July 2017.

Mr. Lawson discussed international airline development and collaborative planning efforts for future developments and expressed his gratitude for the support of the LVCVA Sales, Public Affairs, and Advertising departments, Tiffany Majors, LVCVA Business Partnership Manager, the Executive staff, and the Board.

Mr. Jones updated the Board on activities, new developments, and the improvement efforts at McCarran.

Member John Lee inquired about the value of layover times in Las Vegas, to which Mr. Jones answered that there was a minimal impact from layover times apart from slot machine revenue.

Vice Chair Chuck Bowling thanked Mr. Lawson, APAC, and McCarran for their partnership.

Chair Lawrence Weekly also expressed his appreciation for the business partnership and acknowledged the comments from Gary Shapiro, President of the Consumer Technology Association, at the LVCCD Groundbreaking Ceremony regarding community partnerships.

Treasurer Larry Brown inquired about seat capacity entering the destination, to which Mr. Jones discussed the changes in aircrafts, increases in seat capacity, and increases in visitation due to room inventory growth correlating with expansions at McCarran.

This was an information item. Not an action item.

- ITEM 5. **Las Vegas Events Update**
Pat Christenson, President of LVE, presented a comprehensive recap of FY 2018 second quarter activities and preview of third quarter activities to the LVCVA Board of Directors.

Chair Lawrence Weekly commended Mr. Christenson and LVE for their work in 2017 and offered suggestions for potential events in North Las Vegas.

This was an information item. Not an action item.

GENERAL GOVERNMENT DIVISION

- ITEM 6. **2018 and 2019 General Obligation Bond Resolution**
WITHDRAWN The Finance Department is requesting the Board of Directors: 1) Approve and adopt the 2018 and 2019 Bond Resolution authorizing the issuance of the Clark County, Nevada, General Obligation (Limited Tax) LVCVA Convention Center Expansion Bonds (Additionally Secured With Pledged Revenues) Series 2018 and Series 2019 in the combined maximum principal amount of \$400,000,000; 2) Authorize the Chair of the Board to sign the Resolution; 3) Authorize the President/CEO or the Chief Financial Officer to arrange for the sale(s) of the bonds and to execute agreements for issuance costs; and 4) Provide for authorization for all other matters relating thereto as defined in the Resolution.

For possible action.

- ITEM 7. **Purchasing Inclusion and Diversity Outreach**
Ms. Lacer provided information to the LVCVA Board of Directors regarding purchasing inclusion and diversity outreach efforts.

Member John Marz left the meeting at 11:35 a.m.

Member John Lee expressed his appreciation to Ms. Lacer for the report, discussed local businesses in North Las Vegas, and expressed his appreciation to the LVCVA for the diversity outreach efforts.

Member Peggy Leavitt also expressed her appreciation for the presentation, noted potential partnerships with businesses in Boulder City, and recognized the LVCVA's contract with JNA Consulting Group, an independent financial advisor in Boulder City.

This was an information item. Not an action item.

- ITEM 8. **Legal Counsel's Report and Recommendation(s)**
There were no new legal items to report.

This was an information item. Not an action item.

COMMITTEES

Committee Appointments

LVCVA Board Policy mandates that Committee Members be selected by the Chairman of the Board of Directors and ratified by the Board Members.

Chair Lawrence Weekly proposed the following changes to the Board Committee assignments:

Audit Committee:

Peggy Leavitt, Gregory Lee, Bill Noonan, George Rapson, Mary Beth Sewald, Lawrence Weekly

Compensation Committee:

Chuck Bowling, Larry Brown, Tom Jenkin, Bill Noonan, Mary Beth Sewald, Lawrence Weekly, Maurice Wooden

Policy Committee

Carolyn Goodman, Peggy Leavitt, John Lee, Gregory Lee, Bill Noonan, George Rapson

LVCCD Committee:

Ricki Barlow, Chuck Bowling, Larry Brown, Carolyn Goodman, Tom Jenkin, John Lee, John Marz

Marketing Committee:

Tom Jenkin, Gregory Lee, John Marz, Lawrence Weekly, Maurice Wooden

LVE Board

Ricki Barlow, Larry Brown

Secretary Bill Noonan moved and it was carried by unanimous vote of the voting members present, including Vice Chair Chuck Bowling via telephone, to approve Chair Lawrence Weekly's proposed changes to the Board Committee assignments.

DIRECTORS' RECOGNITION

Member Mary Beth Sewald expressed her excitement to serve on the Board, thanked the Board for the opportunity, and announced the upcoming 2018 Preview Las Vegas on January 26 with Mr. Ralenkotter as a guest speaker.

Member Ricki Barlow wished everyone a happy new year.

Member Peggy Leavitt recognized Ms. Lacer for her service to the LVCVA and wished her the best in her future endeavors. Member Leavitt also discussed the impact of the Vegas Golden Knights residency and wished everyone a happy new year.

Secretary Bill Noonan recognized Ms. Lacer on behalf of the Board for her dedication and service to the LVCVA, recognized her husband, Dwayne Lacer, in the audience, discussed the numerous finance awards and achievements of the LVCVA under Ms. Lacer's leadership, and presented her with a token of appreciation from the Board.

Ms. Lacer expressed her appreciation to the Board and LVCVA for their support and recognized the leadership and impact of the LVCVA to Southern Nevada.

Secretary Noonan congratulated Mr. Ralenkotter for completing the C-Suite reorganization.

Chair Lawrence Weekly expressed his appreciation to the meeting participants.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Ed Uehling expressed his concerns about Las Vegas visitation results compared to international travel trends, specifically in China, discussed Southern Nevada room count decreases, and voiced his disagreement with laws that do not allow individuals to rent out their properties to visitors.

Vice Chair Chuck Bowling left the call at 12:01 pm.

Rob Dondero, Executive Vice President of R&R Partners, expressed his appreciation, on behalf of R&R Partners, to Ms. Lacer for her leadership and partnership during her years working at the LVCVA.

ADJOURNMENT

Chair Lawrence Weekly adjourned the meeting at 12:05 p.m.

Respectfully submitted,

Date Approved: February 13, 2018

Courtney Lipski
Executive Assistant to the Board of Directors

Lawrence Weekly
Chair