



**Regular Meeting of the Board of Directors  
January 9, 2024  
Minutes**

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on January 9, 2024, 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.

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**Board of Directors (Board)**

*Present unless otherwise noted*

<b>Commissioner Jim Gibson, Chair</b>	Ms. Jan Jones Blackhurst..... <i>absent</i>
<b>Mr. Brian Gullbrants, Vice Chair</b>	Commissioner Michael Naft
<b>Mayor Pamela Goynes-Brown, Secretary</b>	Mayor Michelle Romero
<b>Mr. Scott DeAngelo, Treasurer</b>	Ms. Mary Beth Sewald
Councilman Cedric Crear	Mr. Steve Thompson
Mayor Carolyn Goodman..... <i>virtual</i>	Councilman Steve Walton
Ms. Ann Hoff	Councilman Brian Wursten

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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  
Kate Wik, Chief Marketing Officer  
Lisa Messina, Chief Sales Officer  
Lori Nelson-Kraft, Senior Vice President of Communications  
Nadine Jones, Senior Vice President of People & Culture

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**OPENING CEREMONIES – CALL TO ORDER**

Chair Jim Gibson called the meeting to order at 9:00 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present, except for Members Pamela Goynes-Brown, Cedric Crear, and Jan Jones Blackhurst.

Vice Chair Goynes-Brown joined the meeting at 9:06 a.m.

Member Crear entered the meeting at 9:07 a.m.

The Pledge of Allegiance was performed.

**COMMENTS FROM THE FLOOR BY THE PUBLIC**

Ed Uehling thanked Staff for its accurate representation of the Minutes from the December 12, 2023, Board meeting.

Mr. Uehling compared expected attendance for the upcoming CES trade show to pre-pandemic levels and attributed the decrease to the “unconscionable rates” being charged by Las Vegas hotels. Mr. Uehling referenced statements made at a previous LVCVA Board meeting by Mr. Gary Shapiro of CES, noting a prediction about the adverse effects of price gouging and of the intentional destruction of homesharing services in Las Vegas. Mr. Uehling shared data regarding the potential revenue that would have been generated by CES and the local economy with an increased number of attendees.

## **APPROVAL OF AGENDA AND MINUTES**

### **APPROVAL OF THE AGENDA AND MINUTES**

**Member Mary Beth Sewald moved, and it was carried by unanimous vote of the voting members, to approve the January 9, 2024 Regular Meeting of the Board of Directors agenda, and to approve the minutes of the December 12, 2023 Regular Meeting of the Board.**

## **PRESENTATIONS**

### **Presentations by the LVCVA Staff**

Brian Yost, Chief Operating Officer, delivered a presentation on Las Vegas Convention Center (LVCC) building updates including the 100<sup>th</sup> anniversary of the Consumer Technology Association's (CTA) CES tradeshow and the progress of Phase A2 of the Las Vegas Convention Center (LVCC) Renovation Project (Project).

Mr. Yost shared news of the passing of the LVCVA's Director of Event Design, Marla Laughlin, and presented a picture slideshow in her honor.

Kate Wik, Chief Marketing Officer, commented on the milestones and accomplishments achieved in the destination during 2023 and highlighted the Las Vegas New Year's Eve 2024 fireworks display and the LVCVA's social media activities and achievements.

Mr. Yost commented on the percentage of Las Vegas visitors that were sports visitors during 2023, the LVCVA's sports marketing activities and sponsorships, and highlighted notable achievements including the Las Vegas Aces Women's National Basketball Association (WNBA) Championship, the Vegas Golden Knights' Stanley Cup Championship, the first-ever NBA In-Season Tournament, and the inaugural Formula 1 (F1) Las Vegas Grand Prix.

Ms. Wik described partnerships with certain events, with an intent to reach audiences for continued support and to market the destination to those audiences throughout the year rather than solely for that specific event.

Ms. Wik highlighted the launch of new campaigns for business and leisure segments during 2023, thanked the LVCVA's creative and media teams for their efforts, and shared results data from those new campaigns.

Ms. Wik commented on the LVCVA's Online Travel Agent (OTA) conquering campaigns, its partnership with Extra TV, and its earned media results during 2023.

Ms. Wik shared data regarding record airline capacity into Las Vegas including growth in domestic and international markets, noting that Harry Reid Airport was listed as the 6th busiest Transportation Security Administration (TSA) checkpoint in the nation.

Ms. Wik described the efforts of the LVCVA's Public Relations, Marketing, and Sales teams to fuel international visitation by traveling to meet with top sales representatives, travel professionals and international media in the key target markets for future visitation to Las Vegas.

Ms. Wik welcomed Durango Resort Las Vegas and Fontainebleau Las Vegas, thanked LVCVA Staff and its agency and resort partners, and expressed excitement for the LVCVA's continued momentum into 2024.

Lori Nelson-Kraft, Senior Vice President of Communications shared images from the Hospitality Heroes End-of-Year reception, provided information on nominations received in 2023, and thanked LVCVA Staff for its efforts in the program's success.

Steve Hill, Chief Executive Officer (CEO)/President thanked Hunt-Penta, Miller Project Management, and the workforce involved in the construction of the LVCVA's new administrative offices and the new gateway to the east side of the South Hall. Mr. Hill noted that the new Board Room would also be made available as a meeting room for the LVCVA's customers.

Mr. Hill commented on the success of Las Vegas in 2023 from a financial perspective including record room rates, an increase in RevPar as compared to 2022, and an increase in hotel room inventory.

Mr. Hill informed the Board about the upcoming commencement of a construction project recently approved by the Board to excavate, fill, and compact the former Riviera property site (the “work”) to complete the sale of that property by the LVCVA to Brett Torino. The work will establish a foundation that will support the planned site project.

Mr. Hill provided that the LVCVA and Hunt-Penta recently agreed on a contract amount for Sequence C of the LVCC Renovation Project and detailed the phases and sequences of that project. Mr. Hill explained that Phase A1 would include internal work that would be managed by the LVCVA such as roof and chilling system replacements. He described the work of the current Phase A2 including the work on the Board Room, administrative offices, and the new entrance to the South Hall, and noted that this part of the Project would come in under budget. Mr. Hill commented on Sequence B including anticipated timeline, budget, and contingencies, and discussed Sequence C including challenges with limited timeframes for renovating the LVCC’s North and Central Halls due to the scheduling of shows.

Mr. Hill detailed the agreement between the LVCVA and Hunt-Penta including the elimination of some items in the original the scope of work, including the renovation of certain meeting rooms and restrooms, that may be managed in a phased approach in the future that will reduce impact on customer usage.

Mr. Hill concluded that the LVCVA is on budget for the LVCC Renovation Project with a slight reduction in scope for the Project.

Member Crear asked Ms. Wik how the success of marketing efforts is evaluated, to which Ms. Wik responded that the LVCVA works closely with its property operators to determine the top-selling markets and to ensure they remain top sellers. Ms. Wik offered to provide more detailed information for Member Crear following the meeting.

Member Crear asked if he received an invitation to the Hospitality Heroes End-of-Year Reception, to which Ms. Nelson-Kraft confirmed he did. Member Crear expressed regret for being unable to attend.

## **LVCVA STAFF REPORTS AND REQUESTED ACTIONS**

### **ITEM 1. Special Events Update**

Sam Joffray, CEO of the Las Vegas Super Bowl Host Committee (LVSBHC), outlined the activities leading up to the upcoming National Football League (NFL) Super Bowl LVIII in Las Vegas (Super Bowl) including the NFL Divisional Playoffs, the TEAM LV Volunteer Orientation, NFL Green Week activities, and the American Football Conference (AFC) and National Football Conference (NFC) Championship games.

Mr. Joffray detailed Super Bowl Week activities including Opening Night Fueled by Gatorade, third-party and sanctioned Super Bowl Experience events, a media party, the Host Committee House hospitality venue, and the kickoff and handoff press conferences.

Mr. Joffray provided information on the NFL OnePass app for access to information on Super Bowl events and activities and acknowledged the partnership with the [Clark] County to communicate parking, transportation, and crisis information to locals.

Mr. Joffray commented on the partnership with the LVCVA on a real-time social media command center as well as traditional media coverage.

Mr. Joffray expressed appreciation for the entities involved in Super Bowl event planning including local government entities, transportation agencies, and public safety groups.

Mr. Joffray discussed the legacies that the Super Bowl will leave in the destination including its internship program, Business Connect program, and economic development initiatives.

Mr. Joffray shared a video depicting the efforts of the LVSBHC's numerous subcommittees.

Member Michelle Romero expressed appreciation for the positive impacts of the LVSBHC's initiatives on the Las Vegas community.

Member Scott DeAngelo acknowledged Mr. Joffray's efforts in leading the Locate Las Vegas program and all of his work in preparation for the Super Bowl.

Member Sewald commended Mr. Joffray for his efforts and acknowledged the opportunities seized by Vegas Chamber members because of their participation in LVSBHC programs.

Mr. Joffray acknowledged the welcoming spirit and hospitality of Las Vegas.

Member Crear congratulated Mr. Joffray and the LVSBHC for their comprehensive efforts and asked what activations were planned for Downtown Las Vegas properties, and expressed interest in the results of revenue generated by businesses that participated in the LVSBHC's Business Connect program. Mr. Joffray provided that dashboard data on contracts awarded would be available after the Super Bowl and clarified that the impact of the Business Connect program also included seminars, workshops, and networking.

Member Crear also shared his experiences with Request for Proposals (RFP) processes and expressed hope that there would be opportunities for those that were on the Business Connect list of vendors. Mr. Joffray informed Mr. Crear that there would be a four-night activation in Downtown Las Vegas, though it would not be an official Super Bowl event.

Member Crear asked if the Fremont Street Experience (FSE) agreed with the LVSBHC in regards to keeping Downtown Las Vegas "business as usual", to which Mr. Joffray confirmed that Andrew Simon of the FSE was Chair of the LVSBHC's Events and Hospitality subcommittee and was in agreement.

Chair Gibson thanked Mr. Joffray for his leadership.

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

ITEM 2. **Las Vegas Events Update**

Tim Keener, President of Las Vegas Events (LVE) presented an update on LVE's activities during October through December 2023, including the following: Indian National Finals Rodeo (NFR); Cliff Keen Las Vegas Collegiate Wrestling event; Downtown Hoedown; Wrangler National Finals Rodeo, including a makeup event due to the tragic events at the University of Nevada Las Vegas (UNLV), and the announcement of a 10-year extension of the NFR in Las Vegas; Cowboy Christmas gift show; Junior Rodeo Finals; Group W Productions spinoff events; World Series of Team Roping Finale; Las Vegas New Year's Eve fireworks show and entertainment; WON BASS U.S. Open and Rod Stewart concert in Laughlin; and Nevada Open in Mesquite.

Mr. Keener outlined LVE's planned FY 2024 third and fourth quarter activities including the following: Excessive Celebration Bowl Bash; United States Bowling Congress (USBC) Open Championships and spinoff events; Rock 'n' Roll Running Series Las Vegas and spinoff events; Pac-12 Conference Basketball Tournament; West Coast Conference Basketball Championships; Mountain West Basketball Championships; The Mint 400; Laughlin – Bullhead Air Show; Mesquite Motor Mania Car Show; and Mesquite Hot Air Balloon Festival.

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

## **COMMITTEES**

### ITEM 3. **Compensation Committee Report and Recommendations**

Compensation Committee Chair Brian Gullbrants presented that the Compensation Committee (Committee) met on January 8, 2024, to hear Agenda Item A, Establishment of an Executive Level Position. Committee Chair Gullbrants provided that the Board is tasked with approving any new executive level positions, including the salary and bonus ranges that report to either the Board or the CEO/President, and asked Nadine Jones, Senior Vice President of People & Culture, to provide additional detail on the proposed position.

Ms. Jones stated that Staff recommends the creation of a new executive level role of Chief Strategy Officer, which would be filled by current Chief Financial Officer (CFO) Ed Finger, if approved, and a search for a new CFO would be subsequently conducted. Ms. Jones detailed that the purpose of the request is to address the need for added capacity to the organization to place it in a more optimal position from an executive strength perspective, and to continue to drive improvements in the LVCVA's organizational performance. Ms. Jones noted that the proposed position would be an E-3 level position with a salary range of a minimum of \$199,000, up to a maximum of \$279,000, and a bonus percentage of up to 20%.

Mr. Hill commented on Mr. Finger's work as LVCVA CFO and noted that Mr. Finger has undertaken several other responsibilities including oversight of the People & Culture Department, transportation duties inclusive of the Vegas Loop and Las Vegas Monorail, and the Stadium Authority Administrator role.

Mr. Hill described Mr. Finger's talents at analyzing the activities of the LVCVA and his project management skills to ensure the growth and improvement of the organization.

Mr. Hill detailed the current number of LVCVA ambassadors, and its payroll expenses as compared to 2018, noting that the LVCVA is at about 80% of the total payroll costs as compared to six years ago. Mr. Hill highlighted that the proportion of bargaining unit employees has increased in that period of time from 57% of the LVCVA's employment base to 62% of its employment base.

Chair Gibson clarified that there was a recommendation, to which Committee Chair Gullbrants confirmed, to establish an "E" level position of Chief Strategy Officer with the salary range and benefits of an E-3 position.

**Committee Chair Gullbrants moved, and it was carried by unanimous vote of the voting members to approve the establishment of an executive "E" level position of Chief Strategy Officer with the salary range and benefits of an "E-3" position.**

## **COMMENTS FROM THE FLOOR BY THE PUBLIC**

Lisa Mayo-DeRiso addressed the need for the LVCVA to meet with, listen to, and assess those businesses that lost revenue in the preconstruction and race week events during the F1 Las Vegas Grand Prix. Ms. Mayo-DeRiso provided that she is advocating for the businesses located on the Flamingo/Koval/Harmon corridor that experienced the biggest impacts, and identified two immediate requests as follows: 1) To remove the bridge that is currently over Harmon, which impedes traffic to those businesses; and 2) To create an F1 small business recovery fund to reimburse those small business owners who lost more than \$20 million due to the F1 Las Vegas Grand Prix event. Ms. Mayo-DeRiso described the losses of businesses including Ferraro's, Battista's, Ellis Island, and Jay's Market, due to the transfer of public streets to a private enterprise. Ms. Mayo-DeRiso noted that failure to remove the existing bridge would result in further losses to these businesses during the upcoming Super Bowl and requested that the "right thing" be done for Las Vegas, and its businesses and future special events.

Shaundell Newsome provided information on the King Week festivities surrounding the Martin Luther King Jr. Day holiday including a parade and a scholarship dinner. Mr. Newsome thanked those involved in the preparation efforts of King Week, and spoke about the dream and legacy of Dr. Martin Luther King Jr.

Daniel Braisted referenced his attached handout regarding mental incest and a list of steps to help grow the community and encouraged hotels with convention centers to invite high school students to experience conventions on their properties.

Mr. Uehling questioned the absence of the LVCVA's mission statement on the Board Room wall, commented on the amounts of money spent to market Las Vegas and the slight increase in visitation to Las Vegas since 2007, and spoke on the failure of the organization to acknowledge the number of visitors to Las Vegas in 2023.

Mr. Uehling calculated a total of \$200 million dollars being lost by the Las Vegas community from not being able to benefit from conference and tradeshow attendees due to "predatory" hotel rates and existing policies.

Cyrus Hojjaty expressed excitement for the grand opening of Fontainebleau Las Vegas and expressed concern regarding transportation challenges caused by construction sites and timed traffic lights throughout Las Vegas.

E.T. Snell commented on a closed rest stop during his commute to the LVCVA Board meeting and indicated that the purpose of his comments is to stop the numerous child deaths that have occurred on the Interstate-15 Freeway from Barstow to the California/Nevada state line. Mr. Snell referenced Mr. Uehling's "offensive" comments during the December 12, 2023 Board Meeting and commended the Board for its work. Mr. Snell described the undesirable aspects of vacation rental homes, to which Chair Gibson asked Mr. Snell to exercise caution in the descriptions used. Mr. Snell addressed Mr. Uehling regarding his attitude and comments, to which Chair Gibson directed Mr. Snell to address any comments to the Board. Mr. Snell reiterated his appreciation for the Board's work.

Larry Michel proposed a new slogan for Las Vegas: "That's the Las Vegas way, all day, all night" and described examples of ways to utilize the new slogan to include different elements of the Las Vegas community. Mr. Michel demonstrated a back-and-forth stadium chant utilizing the proposed new slogan.

UNLV student Zachary Walusek referenced Mr. Keener's LVE presentation and commented on the "impactful" manner that LVE handled the recent tragedy at UNLV, and provided information on Regional Transportation Committee meetings for those concerned with traffic management matters.

## **ADJOURNMENT**

Chair Gibson adjourned the meeting at 10:37 a.m.

Respectfully submitted,

Date Approved: February 13, 2024

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Silvia Perez  
Executive Assistant to the Board

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James B. Gibson  
Chair

# Community Growth Effected By Mental Incest

January 9, 2024 LVCVA

Daniel Braisted 7023651833

[We understand the biological effects of Reproductive Incest]

Population A

Happy Folks:

Using flint, rubbing sticks together, etc, to create fire

Population B

Convention Center & Major Airport I-15

Population B Hosts Major Trade Shows featuring Electric Butane fire starters, Electric/Gas Stoves, and **Matches**

## Steps To Grow Communities:

1. Promote B's Trade Shows to A Population
2. Bribe B Attendees stop in High Schools, theaters and Libraries in communities on way home
3. Legally share registration passes
4. Members of Chambers of Commerce, Local Alumni Groups. Companies, Governments, etc, chip in \$30 for a member to attend, take notes, collect literature, etc and report to contributors on return
5. Live Stream to High Schools, libraries, theaters, ect back home
6. Carpool Seven folks to early flight to example: Dearborn, MI shuttle to Ford Museum or Ford Truck Plant, return to home city that evening. Paid for by airlines marketing Department and revenue from renting Advertising Space on sides of Airport parking garages, and Donations from Community and Mayor's Funds
7. Lessons learned would move through Population A upon return

**Goal is to have Some Folks from Population A to visit Population B and Vice Versa.** Doesn't have to be many, only enough to hit Critical Mass

## Added Option:

Create A Smaller Mirror Trade Show of a major trade show at Encore, Resorts World, or Fountain Blue (Instead of 30 new refrigerators, Two. Instead 4 people carrying Drones 1: Instead of 10,000's of shoes. Five, etc)

Open early so attendees may note what is available

Open Later local Business and Government folks, could visit around lunch time, for a Fee (Room for school buses)

Open Late afternoon/evening schools, union, unemployed, families, for less than movie, Fee

Later Date night option for Fee