



**Regular Meeting of the Board of Directors
June 13, 2023
Minutes**

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on June 13, 2023, 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 (Board)

Present unless otherwise noted

Commissioner Jim Gibson, Chair
Mr. Anton Nikodemus, Vice Chair
Mayor Pamela Goynes-Brown, Secretary
Mr. Scott DeAngelo, Treasurer
Councilman Cedric Crear
Mayor Carolyn Goodman.....*virtual*
Mr. Brian Gullbrants

Ms. Jan Jones Blackhurst
Commissioner Michael Naft
Mayor Michelle Romero
Ms. Mary Beth Sewald
Mr. Steve Thompson
Councilman Steve Walton
Councilman Brian Wursten

LVCVA Executive Staff present

Caroline Bateman, General Counsel
Ed Finger, Chief Financial Officer
Brian Yost, Chief Operating Officer
Kate Wik, Chief Marketing Officer
Lori Nelson-Kraft, Senior Vice President of Communications
Nadine Jones, Senior Vice President of People & Culture

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 Member Jan Jones Blackhurst.

Member Jones Blackhurst entered the meeting at 9:02 a.m.

The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Daniel Braisted requested a response to a handout that he distributed to the Board at its previous regular meeting regarding his suggested ideas, to which Chair Gibson commented that dialogue isn't normally conducted during the Public Comment period and that Ed Finger, LVCVA Chief Financial Officer would review Mr. Braisted's handout.

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 June 13, 2023 Regular Meeting of the Board of Directors agenda, and to approve the May 9, 2023 Regular Meeting of the Board of Directors meeting minutes and the May 31, 2023 Public Hearing on the Budget minutes.

BOARD APPOINTMENT

In accordance with the Nevada Revised Statutes (NRS), the following appointment is made to the LVCVA Board by the City of Mesquite:

From the Governing Body of the City of Mesquite..... NRS 244A.603(1)(f)
Councilman Brian Wursten

Chair Gibson informed the Board that Councilman Brian Wursten was re-appointed by the City of Mesquite.

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

BOARD NOMINATIONS

In accordance with the NRS, the following nominees have been submitted by the Vegas Chamber for the term of July 1, 2023, through June 30, 2025.

In accordance with the NRS, only public sector Board Members may vote for the following nominees:

From the Vegas Chamber.....NRS 244A.603(1)(g)(1)
Ms. Jan Jones Blackhurst – Caesars Entertainment
Ms. Mary Beth Sewald – Vegas Chamber

Chair Gibson informed the Board that the Vegas Chamber nominated Jan Jones Blackhurst and Mary Beth Sewald as its representatives on the LVCVA Board.

Member Michael Naft moved, and it was carried by unanimous vote of the voting public elected members of the Board, to approve the Vegas Chamber’s appointment of Ms. Mary Beth Sewald and Ms. Jan Jones Blackhurst to the LVCVA Board.

Ms. Bateman asked Chair Gibson if the swearing in ceremony could take place later in the meeting, upon the arrival of Judge Bluth, to which Chair Gibson agreed.

PRESENTATIONS

Presentations by the LVCVA Staff

Lori Nelson-Kraft, Senior Vice President of Communications, acknowledged that the Vegas Chamber’s executive team was in the audience.

Ms. Nelson-Kraft shared videos recognizing Rodney Quijano, Security Bike Officer at Planet Hollywood Las Vegas Resort and Casino, and Stanley Lamoya, and Kenette Soliman, Bike Officers at Westgate Resort, as the quarterly recipients of the Hospitality Hero Award. Chair Gibson awarded the awards to the recipients.

Chair Gibson returned to the Board Appointment and Nominations Agenda Items and asked the Honorable Judge Jacqueline Bluth to approach the podium. Judge Bluth administered the Oath of Office to Members Wursten, Jones Blackhurst, and Sewald, and expressed appreciation to the Hospitality Hero award recipients

Brian Yost, Chief Operating Officer, delivered a presentation on Las Vegas Convention Center (LVCC) building updates including the Society for Human Resource Management Conference and Exposition, Barrett Jackson’s Las Vegas Auction, and the International Aesthetics Cosmetics and Spa Conference and International Beauty Show. Mr. Yost presented special events updates including the National Collegiate Athletic Association’s (NCAA) D1 Men’s Regional Golf Tournament.

Mr. Yost recognized the LVCVA’s recent recognition as the 2023 List of Best U.S. Convention Centers by *Smart Meetings* magazine.

Kate Wik, Chief Marketing Officer, delivered a presentation highlighting LVCVA marketing efforts. Ms. Wik shared a clip from the LVCVA's summer advertising campaign, "Live in Vegas", and discussed recent content collaborations with podcasts.

Ms. Wik provided information on Virgin Atlantic Airlines' recent announcement of the return of its seasonal summer service beginning summer of 2024 and discussed the importance of that route to the recovery of international tourism to Las Vegas.

Ms. Wik highlighted the execution of an International Summit event by the LVCVA's Global Sales, Marketing, and Public Relations departments, and the teams' attendance at the IPW Conference in San Antonio, Texas. Ms. Wik shared pictures of the Formula 1 (F1) simulators at the LVCVA's IPW booth.

Ms. Wik shared a video showcasing a marquee takeover coordinated by the LVCVA and its resort partners for upcoming Vegas Golden Knights playoff hockey games.

Ed Finger, Chief Financial Officer, informed the Board that the LVCVA's Chief Executive Officer (CEO)/President Steve Hill was absent due to his attendance and involvement in the Special Session of the Nevada Legislature currently taking place in Carson City.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

ITEM 1. **Special Events Update**

Terry Miller, Principal at Miller Project Management, presented an update on the F1 track paving and paddock building construction and timeline.

Sam Joffray, President and CEO of the Las Vegas Super Bowl Host Committee (Committee) summarized the formation and makeup of the Committee including working groups, full-time staff, and interns.

Mr. Joffray discussed the Committee's Business Connect Program, its envisioned legacy beyond the Super Bowl event, and current initiatives including transportation and public safety, planning and permitting, branding and décor, and community programs.

Member Sewald thanked Mr. Joffray for his efforts on the Business Connect Program, for providing opportunities for small businesses to participate in the large-scale Super Bowl event.

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

ITEM 2. **AVIAREPS Tourism Korea - International Representative Office Contract – South Korea**

Fletcher Brunelle, Vice President of Marketing, provided information on the LVCVA's previous partnerships with AVIAREPS, and provided visitation, flight, and economic impact statistics regarding travel to Las Vegas from South Korea. Mr. Brunelle requested that the Board consider: 1) Authorizing the Chief Executive Officer (CEO)/President to execute a one-year agreement, beginning July 1, 2023, through June 30, 2024, with two optional one-year extensions, with AVIAREPS Tourism – Korea, for an international representative office in South Korea, in the amount of \$1,140,000; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2024: \$360,000 Expenditure

FY 2025: \$380,000 Expenditure

FY 2026: \$400,000 Expenditure

Member Sewald moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize the CEO/President to execute a one-year agreement, beginning July 1, 2023, through June 30, 2024, with two optional one-year extensions, with AVIAREPS Tourism – Korea, for an international representative office in South Korea, in the amount of \$1,140,000; and 2) Authorize any residual unexpended balances from this authorization to revert to available general funds.

ITEM 3. **Las Vegas Events Promotion Agreement - July 1, 2023 – June 30, 2024**

Mr. Yost stated that the Agreement has already been budgeted for with funding approved by the Board during its approval of the FY 2024 budget but requires Board approval for the execution of the agreement. Mr. Yost requested that the Board consider: 1) Authorizing the CEO/President to execute an Events Promotion Agreement with Las Vegas Events (LVE) for FY 2024 in the amount of \$6,696,130; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2024: \$6,696,130 Expenditure

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize the CEO/President to execute an Events Promotion Agreement with LVE for FY 2024 in the amount of \$6,696,130; and 2) Authorize any residual unexpended balances from this authorization to revert to available general funds.

ITEM 4. **Request to Approve LVE Event Funding: NBA Summer League - Las Vegas, NV – July 7-17, 2023**

Mr. Yost provided information on the NBA Summer League in Las Vegas, including its ancillary events and economic impact, and requested that the Board consider: 1) Approving an expenditure in the amount of \$600,000 to LVE to fund the National Basketball Association Summer League July 7 – 17, 2023, at Thomas & Mack Center; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2024: \$600,000 Expenditure

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members, to: 1) Approve an expenditure in the amount of \$600,000 to LVE to fund the National Basketball Association Summer League July 7 – 17, 2023, at Thomas & Mack Center; and 2) Authorize any residual unexpended balances from this authorization to revert to available general funds.

ITEM 5. **Agreements with Waxie Sanitary Supply Company**

Randy Shingleton, Vice President of Facilities, recalled the 2021 bid for sanitary supplies providers when Waxie Sanitary Supply Company (Waxie) was selected as the LVCVA's vendor for 2022, with three optional one-year extensions. Mr. Shingleton stated that the LVCVA also purchased a \$79,000 floor cleaner from Waxie under this agreement, and the aggregate spend from the 2021 bid combined with the floor cleaner and other purchases, would cause the total expenditures under the agreements with Waxie to exceed the CEO's Signature Authority, requiring additional approval from the Board, in accordance with Board Policy. Mr. Shingleton informed the Board that Staff plans to bid the majority of the necessary sanitary supply purchases in 2026 and requested that the Board consider: 1) Authorizing the CEO/President to approve expenditures with Waxie for sanitary and cleaning supplies and equipment for the period from July 1, 2023, through June 30, 2026, in the amount of \$450,000; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact
FY 2024: \$150,000
FY 2025: \$150,000
FY 2026: \$150,000

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize the CEO/President to approve expenditures with Waxie Sanitary Supply Company (Waxie) for sanitary and cleaning supplies and equipment for the period from July 1, 2023, through June 30, 2026, in the amount of \$450,000; and 2) Authorize any residual unexpended balances from this authorization to revert to available general funds.

ITEM 6. **TBC – The Boring Company – Operations and Management Agreement for the Vegas Loop at the Las Vegas Convention Center**

Mr. Finger detailed the proposed expenditure and performance measures of the Vegas Loop system. Mr. Finger stated that the current request is to exercise the second year of the five-year extension that was approved in January 2021, and that the current expenditure request is 2.2% higher than the previous year, and that the requested amount was included in the FY 2024 budget. Mr. Finger requested that the Board consider authorizing the CEO/President to execute an agreement with TBC - The Boring Company, DBA Vegas Loop, for the operations and management of the Vegas Loop at the Las Vegas Convention Center, in an amount not to exceed \$4,600,000, for the period beginning July 1, 2023, through June 30, 2024.

Fiscal Impact
FY 2024: \$ 4,600,000

Member Sewald moved, and it was carried by unanimous vote of the voting members to authorize the CEO/President to execute an agreement with TBC - The Boring Company, DBA Vegas Loop, for the operations and management of the Vegas Loop at the Las Vegas Convention Center, in an amount not to exceed \$4,600,000, for the period beginning July 1, 2023, through June 30, 2024.

ITEM 7. **Western Management Group - Las Vegas Monorail Operations and Management Agreement Amendment**

Mr. Finger informed the Board that the proposed extension was contemplated in the original Board approval of the Western Management Group (WMG) contract in 2021, and that current contemplated costs were included in the FY 2024 budget. Mr. Finger outlined the Las Vegas Monorail's performance including ridership and earnings and requested that the Board consider authorizing the CEO/President to execute an amendment to the agreement with WMG, in the amount of \$60,000,000, for the operations and management of the Las Vegas Monorail System (System), to: 1) extend the term of the agreement through June 30, 2026, and 2) revise the WMG management bonus structure.

Fiscal Impact
FY 2024: \$20,000,000
FY 2025: \$20,000,000
FY 2026: \$20,000,000

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members to authorize the CEO/President to execute an amendment to the agreement with WMG, in the amount of \$60,000,000, for the operations and management of the Las Vegas Monorail System, to: 1) extend the term of the agreement through June 30, 2026, and 2) revise the WMG management bonus structure.

ITEM 8. **Levy Online - Las Vegas Monorail Online Marketing and Website Maintenance Services Agreement**

Mr. Finger informed the Board that Levy Online currently provides strategy and execution of the LVCVA's digital marketing services for the Las Vegas Monorail system, but these services are currently managed through an agreement with WMG. Mr. Finger stated that the proposed agreement would allow the LVCVA to directly contract with Levy Online for these services, noting that the expenditure is included in the FY 2024 budget. Mr. Finger requested that the Board consider authorizing the CEO/President to execute an agreement with Levy Online for online marketing and website maintenance, for the period from July 1, 2023 through June 30, 2024, with two (2) optional one (1) year extensions, in the amount of \$1,620,000.

Fiscal Impact

FY 2024: \$525,000 Expenditure

FY 2025: \$540,000 Expenditure

FY 2026: \$555,000 Expenditure

Member Cedric Crear recalled his experiences in working with Levy Online, requested information on metrics related to Levy Online's efforts in marketing the Las Vegas Monorail, and expressed appreciation for allowing a small business this opportunity.

Ms. Wik responded that Levy Online's scope is specific performance marketing, so there are tangible results that can be shared with Member Crear, to which Chair Gibson requested they be shared with the entire Board.

Mr. Finger shared that the LVCVA is receiving about five times the return on investment on the services provided by Levy Online.

Member Sewald moved, and it was carried by unanimous vote of the voting members to authorize the CEO/President to execute an agreement with Levy Online for online marketing and website maintenance, for the period from July 1, 2023 through June 30, 2024, with two (2) optional one (1) year extensions, in the amount of \$1,620,000.

9.

Public Hearing on Collective Bargaining Agreement (CBA) with Service Employees International Union (SEIU) Local 1107

Mr. Finger detailed the contents of the materials provided for this agenda item and stated that the proposed agreement is for a five-year term and covers about 2/3 of the LVCVA's workforce. Mr. Finger stated that the annual cost of living wage adjustment is set for 4.9% the first year, with re-openers for years two through five for that single topic. Mr. Finger stated that the other economic and non-economic terms are described in the summary, and requested that the Board consider, pursuant to Nevada Revised Statutes (NRS) 288.153, conducting a public hearing on the tentative CBA between the LVCVA and SEIU, effective July 1, 2023, through June 30, 2028, and approving the CBA.

Chair Gibson opened the Public Hearing on the CBA between the LVCVA and SEIU Local 1107

There was no discussion of the CBA by any interested person.

Chair Gibson closed the Public Hearing on the CBA between the LVCVA and SEIU Local 1107

Fiscal Impact

FY 2024: \$27,651,000 (\$951,000 expenditure increase from prior CBA)

FY 2025: \$28,002,000 (\$351,000 expenditure increase, plus future wage adjustment reopener)

FY 2026: \$28,348,000 (\$346,000 expenditure increase, plus future wage adjustment reopener)

FY 2027: \$28,689,000 (\$341,000 expenditure increase, plus future wage adjustment

reopener)
FY 2028: \$29,025,000 (\$336,000 expenditure increase, plus future wage adjustment
reopener)

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members to approve the CBA between the LVCVA and SEIU, effective July 1, 2023, through June 30, 2028.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Member Jones Blackhurst described her experiences in serving on the LVCVA Board of Directors for over 25 years and commented on the transformation of Las Vegas into a top sports destination, and detailed the expenditures associated with those efforts. Member Jones Blackhurst reminded the Board that if the Vegas Golden Knights would win the Stanley Cup, it would not be the first major sports team in Las Vegas to win a Championship, given that the Las Vegas Aces Women's Basketball team won the Women's National Basketball Association (WNBA) Championship in 2022. Member Jones Blackhurst encouraged the support of the Las Vegas Aces and women's sports in Las Vegas.

Mr. Braisted encouraged the community to attend an upcoming licensing expo, commented on the 1 October memorial, and requested consideration of implementing an element in the community to help people address stress and to reduce violence in the community.

Mr. Shaundell Newsome acknowledged his attire in support of his partnership with the Public Education Foundation's Juneteenth celebration event. Mr. Newsome applauded the LVCVA's efforts with the Super Bowl Host Committee in providing small business the opportunity to participate. Mr. Newsome described his efforts with the Business Opportunity Success and Sustainability program (BOSS) that helps small businesses with networking, and commented on the economic situation of the African-American community in Las Vegas.

ADJOURNMENT

Secretary Pamela Goynes-Brown led a rally cry for the Las Vegas Golden Knights before Chair Gibson adjourned the meeting at 10:03 a.m.

Respectfully submitted,

Date Approved: July 11, 2023

Silvia Perez
Executive Assistant to the Board

James B. Gibson
Chair

Public Comment Submission

from Mr. Daniel Braisted
June 13, 2023

From: [Daniel Braisted](#)
To: [Silvia Perez](#)
Cc: [James Gibson - G; Office of the Mayor; ward5@govdelivery.lasvegasnevada.gov](#)
Subject: DB Ms Perez: Licensing Expo Tu, We, and Th, Consider forwarding this to those on the Board That I haven;t Addressed
Date: Monday, June 12, 2023 2:11:58 PM

This Message Is From an External Sender

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[Report Suspicious](#)

Mrs Sylvia Perez:

Consider forwarding this email to those on the Board, who I haven't addressed
(Disclaimer I don't represent any of the participants)
Please add to tomorrow's handout

REF: Licensing Expo 2023 Mandalay Bay this Tuesday Wednesday Thursday

Register here:

<https://www.licensingexpo.com>

As of now still free

Its a popular annual Convention at the Mandalay Bay

Who will be there:

- 1) **Artists** want to sell or license their artwork
- 2) **Merchants** looking for fresh artwork for their puzzles, lunch boxes, calendars, games, shirts, etc.
and possibly hire artists..
Even resorts looking for new room art for walls or rugs, should consider sending someone
- 3) **Brokers** ... who want to match artists and merchants, at the show or throughout the year, for a commission

All municipalities, school systems and some companies, should consider encouraging one or two their constituents and older students, who do art.. to attend ...

They often have classes on what should be in a licensing agreements

All should consider sending someone, even for a half of a day, to represent them

and interview brokers, who may. coach them on ways to possibly monetize artwork generated in their municipalities.

Hopefully Board Members representing out lying Cities will see the potential.

Daniel Braisted
Resident
702-365-1833