



**Regular Meeting of the Board of Directors  
June 14, 2022  
Minutes**

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on June 14, 2022 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>Councilman John Marz, Chair</b>	Mr. Brian Gullbrants
<b>Mr. Anton Nikodemus, Vice Chair</b> .....absent	Ms. Jan Jones Blackhurst.....via phone
<b>Commissioner Jim Gibson, Secretary</b>	Mayor Kiernan McManus
<b>Mr. Scott DeAngelo, Treasurer</b>	Commissioner Michael Naft
Councilwoman Michele Fiore	Ms. Mary Beth Sewald
Mayor Carolyn Goodman	Mr. Steve Thompson
Councilwoman Pamela Goynes-Brown	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
	Lori Nelson-Kraft, Senior Vice President of Communications
	Kate Wik, Chief Marketing Officer
	Nadine Jones, Senior Vice President of People & Culture

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**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 Members Anton Nikodemus and Carolyn Goodman.

The Pledge of Allegiance was performed.

Member Goodman entered the meeting at 9:03 a.m.

**COMMENTS FROM THE FLOOR BY THE PUBLIC**

There were no comments from the floor by the public.

**APPROVAL OF AGENDA AND MINUTES**

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**Secretary Jim Gibson moved, and it was carried by unanimous vote of the voting members, to approve the June 14, 2022, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the May 10, 2022 Regular Meeting of the Board of Directors, and the minutes of the May 23, 2022 Public Hearing on the Budget.**

**BOARD NOMINATIONS**

Pursuant to Chapter 244A of the Nevada Revised Statutes (NRS), the following nominees have been submitted by the Vegas Chamber and the Nevada Resort Association (NRA) for the term of July 1, 2022 – June 30, 2024.

***In accordance with NRS 244A.603(1)(g), only public sector Board Members may vote to appoint the nominees:***

From the Vegas Chamber:

Scott DeAngelo – Allegiant Travel Company .....NRS 244A.603(1)(g)(1)

From the Nevada Resort Association:

Steve Thompson – Boyd Gaming Corporation.....NRS 244A.603(1)(g)(2)

**Member Goodman moved and it was carried by unanimous vote of the voting public sector members, to approve Mr. DeAngelo as the Vegas Chamber nominee, and Mr. Thompson as the Nevada Resort Association nominee to serve as members of the Board of Directors for the terms ending June 30, 2024.**

***Oath of Office was administered to the re-appointed Members of the Board by the Honorable Judge Jacqueline Bluth.***

**PRESENTATIONS**

**Presentations by the LVCVA Staff**

Brian Yost, Chief Operating Officer, delivered a PowerPoint and video presentation on building updates including the following past and upcoming events at the Las Vegas Convention Center (LVCC): InfoComm 2022; Embedded Tech Convention USA; LightFair International; International Esthetics, Cosmetics, & Spa Conference; and Barrett Jackson Auto Auction.

Kate Wik, Chief Marketing Officer, discussed the recent launch of the LVCVA’s evergreen advertising campaigns designed to drive destination visitation year-round. Ms. Wik described messaging, media partnerships, and branding, and shared clips from the *Live in Vegas* campaign.

Ms. Wik highlighted a new partnership with Amazon.com, utilizing banner creative to intersect Vegas in relation with specific summer or travel-related item searches; and a new digital advertising partnership with Vogue, Meta and the Met Gala in the digital coverage of the annual Met Gala event.

Ms. Wik provided information on earned media efforts, including features in National Geographic Traveler UK and the DailyHive.

Ms. Wik highlighted a recent integrated media campaign targeting c-suite decision-makers for consideration of their meeting and convention needs and shared a portion of a segment of a Sirius XM radio interview with Steve Hill, LVCVA Chief Executive Officer (CEO)/President.

Ms. Wik provided information on the advertising efforts for the extended destinations including Boulder City, Laughlin and Mesquite, and shared an ExtraTV segment focusing on those extended destinations. Ms. Wik provided descriptions of each of the extended destinations, its target audience, and shared its advertising assets.

Ms. Wik provided an update on the air service recovery of Las Vegas, including domestic and international capacity.

Mr. Hill expressed excitement for the anticipated first connection of The Boring Company’s underground people mover from the Las Vegas Convention Center to Resorts World.

Mr. Hill commented on a recent meeting with Brightline and the Federal Railroad Administration and expressed optimism for the potential of a high-speed transportation project.

Member Michael Naft thanked Ms. Wik for highlighting the outlying areas of Clark County.

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

### **MARKETING DIVISION**

#### ITEM 1. **International Marketing Representative Office Contracts**

Fletch Brunelle, Vice President of Marketing, provided information on the LVCVA's global marketing efforts prior to the COVID-19 pandemic as they relate to the LVCVA's international offices, shared international visitation statistics and its impact on the Las Vegas economy, and requested that the Board consider authorizing the Chief Executive Officer (CEO)/President to execute one-year international marketing office agreements, effective July 1, 2022 through June 30, 2023, with two optional one-year extensions, as follows (with any residual unexpended balances from the contract authorizations to revert to available general funds):

- 1) Reach Global (Canada): \$1,860,000
- 2) Ad Nova Comunicación Estratégica (Mexico): \$1,890,000
- 3) Hills Balfour (United Kingdom): \$3,000,000
- 4) AVIAREPS Tourism (Germany): \$1,460,000

#### Fiscal Impact

FY 2023: \$2,600,000 Expenditure

FY 2024: \$2,740,000 Expenditure

FY 2025: \$2,870,000 Expenditure

Chair Marz noted the importance of the international marketplace in relation the recent announcement of a Formula 1 race in Las Vegas.

Member Goodman asked what cities the physical offices were in, to which Mr. Brunelle answered they were Toronto in Canada, Mexico City in Mexico, London in the UK, and Munich in Germany, all of which were the same physical office locations as pre-pandemic.

**Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute one-year international marketing office agreements, effective July 1, 2022 through June 30, 2023, with two optional one-year extensions, as specified above.**

#### ITEM 2. **Las Vegas Events Promotion Agreement – July 1, 2022 - June 30, 2023**

Mr. Brunelle described the scope of the proposed agreement, and requested that the Board consider: 1) Authorizing the CEO/President to execute an Events Promotion Agreement with Las Vegas Events, Inc. (LVE) for fiscal year (FY) 2023 in the amount of \$6,528,275; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

#### Fiscal Impact

FY 2023: \$6,528,275 Expenditure

**Secretary Gibson 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 2023 in the amount of \$6,528,275; and 2) Authorize any residual unexpended balances from this authorization to revert to available general funds.**

ITEM 3. **Las Vegas Events Update**

Dale Eeles of LVE presented the Board with a comprehensive recap of its activities during the third and fourth quarters of FY 2022 including Indian National Finals Rodeo, Downtown Hoedown, Cowboy Christmas, National Finals Rodeo, Cliff Keen Wrestling, World Series of Team Roping Finale, America's Party: New Year's Eve, Rock 'n' Roll Half Marathon, College Basketball Conference Championships, West Coast Basketball Conference, Mountain West Conference Championships, Mint 400, U.S. Bowling Congress Championships, and events in Laughlin and Mesquite. Mr. Eeles previewed LVE's planned FY 2023 first and second quarter activities including NBA Summer League, Downtown Rocks Summer Concert Series, Senior Softball Championships, Life is Beautiful, U.S. Hockey Hall of Fame, and Laughlin and Mesquite events.

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

**OPERATIONS DIVISION**

ITEM 4. **Soccer United Marketing Sponsorship Agreement – Las Vegas, Nevada - July 16, 2022**

Mr. Yost provided information on the participating teams and potential attendance, and requested that the Board consider: 1) Authorizing the CEO/President to execute a Sponsorship Agreement with Soccer United Marketing, LLC, in the amount of \$425,000, for an international soccer match to take place between Chelsea FC and Club America at Allegiant Stadium on July 16, 2022; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2023: \$425,000 Expenditure

Treasurer Scott DeAngelo provided a recusal statement for Agenda Items 4 and 5, stating that he is employed by Allegiant Travel Company as its Executive Vice President and Chief Marketing Officer, and the proposed sponsorship agreements under Agenda Items 4 and 5 are related to international soccer matches taking place at Allegiant Stadium, of which his employer Allegiant Travel Company is contracted for the naming rights of Allegiant Stadium. Mr. DeAngelo stated that the independence of judgement of a reasonable person in his situation may be materially affected regarding the proposed sponsorship agreements, and as a result, will be abstaining on voting on or deliberating on the items.

**Member Goodman moved, and it was carried by unanimous vote of the voting members with the exception of Treasurer DeAngelo who abstained, to: 1) Authorize the CEO/President to execute a Sponsorship Agreement with Soccer United Marketing, LLC, in the amount of \$425,000, for an international soccer match to take place between Chelsea FC and Club America at Allegiant Stadium on July 16, 2022; and 2) Authorize any residual unexpended balances from this authorization to revert to available general funds.**

ITEM 5. **Anschutz Entertainment Group Sponsorship Agreement - Las Vegas, Nevada – July 2022**

Mr. Yost detailed the participating teams in each match, and requested that the Board consider: 1) Authorizing the CEO/President to execute a Sponsorship Agreement with Anschutz Entertainment Group in the amount of \$750,000, for two international soccer matches to be held at Allegiant Stadium - in July 2022 (Juventes versus Chivas and Real Madrid versus FC Barcelona); and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2023: \$750,000 Expenditure

**Member Mary Beth Sewald moved, and it was carried by unanimous vote of the voting members with the exception of Treasurer DeAngelo who abstained, to: 1) Authorize the CEO/President to execute a Sponsorship Agreement with Anschutz Entertainment Group in the amount of \$750,000, for two international soccer matches to be held at Allegiant Stadium - in July 2022; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.**

ITEM 6.

**UFI – The Global Association of the Exhibition Industry 90<sup>TH</sup> UFI CONGRESS**

John Schreiber, Vice President of Business Sales, provided background information on UFI and stats on its previous events, and requested that the Board consider: 1) Authorizing the CEO/President to execute all necessary contracts, in the amount of \$760,000, for the LVCVA to host the 90<sup>th</sup> UFI Global Congress which will take place November 1-4, 2023, at the Aria Resort & Casino; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2024: \$765,000 Expenditure  
(\$350,000) Anticipated Sponsorship Contributions  
\$415,000 Total Anticipated LVCVA Net Expenditure

**Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize the CEO/President to execute all necessary contracts, in the amount of \$760,000, for the LVCVA to host the 90<sup>th</sup> UFI Global Congress which will take place November 1-4, 2023, at the Aria Resort & Casino; and 2) Authorize any residual unexpended balances from this authorization to revert to available general funds.**

**COMMITTEES**

ITEM 7.

**Las Vegas Convention Center District (LVCCD) Committee Report**

LVCCD Committee Chair Gibson provided background on the LVCCD Committee, and the history of the previously approved Phase Three Renovation Plan.

Owner's Representative Terry Miller of Miller Project Management presented an update on the proposed revised scope of the LVCCD Phase Three Renovation project including the following: original planned scope; original planned projected costs; revised plan scope of work; remaining key elements of original plan; and renovation project schedule.

Ed Finger, Chief Financial Officer, detailed the financial components of the LVCCD Phase Three Renovation project, including the LVCCD Pro Forma and LVCVA debt service.

Member Pamela Goynes-Brown asked if there was opportunity for kiosks in the connecting halls, to which Mr. Yost answered that the LVCVA's food and beverage provider would provide pop-up food and beverage opportunities along the corridor as needed, and explained that the area may be used for show-related activities as well.

Mr. Hill informed the Board that the LVCVA's administrative offices will be moved to the east side of the South Hall during the construction, and detailed other construction activities that are not part of the renovation project. Mr. Hill commented on the previous \$540M estimate and the unpredictability of construction costs during today's economic climate. Mr. Hill indicated that the highest priority of the renovation is to provide customers with an experience similar to that of the LVCVA's West Hall.

LVCCD Committee Chair Gibson clarified that this matter would be back to the Board in the future and the Board will be fully apprised of any project developments.

Member Gullbrants asked what the plan was for the components that were deferred to future projects in the reduction of scope, to which Mr. Hill replied that most of the deferred components are located in South Hall, which is structurally in “great shape”, and stated that those components are generally deferred indefinitely.

Chair Marz thanked LVCCD Committee Chair Gibson and commented on the expectations of the LVCVA’s clients, and the necessary upgrades to keep the LVCC competitive.

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

ITEM 8.

**Compensation Committee Report and Recommendations**

Compensation Committee Vice Chair Mary Beth Sewald requested that Agenda Item 9 be heard with Agenda Item 8A, to which Chair Marz agreed.

**Item A. Article 6 Revision Modifying the Collective Bargaining Agreement with Service Employees International Union (SEIU) Local 1107**

The proposed modification of the Collective Bargaining Agreement with the SEIU will be presented to the board as a separate Public Hearing action item on the agenda.

**Public Hearing on the Proposed Modification of the Collective Bargaining Agreement with Service Employees International Union (SEIU) Local 1107**

Mr. Finger described the current five-year SEIU agreement, stating that the first three years were previously negotiated, and that years four and five required single-year negotiations. Mr. Finger detailed the fiscal impact of the proposed modification, and requested that the Board consider, pursuant to NRS 288.153: 1) Conducting a public hearing on the proposed modification to the Collective Bargaining Agreement (CBA) between the LVCVA and SEIU, effective July 10, 2022 to June 30, 2023, providing for an across the board increase in base wages of four percent (4%) and a one-time lump sum payment of \$2,250; and 2) Authorizing the CEO/President to execute the CBA modification.

Fiscal Impact

FY 2023: \$1.3 million Expenditure

**[Chair Marz opened the Public Hearing on the proposed modification of the CBA between the LVCVA and SEIU Local 1107.](#)**

There was no discussion of the proposed modification by any interested person.

**Chair Marz closed the Public Hearing on the proposed modification of the CBA between the LVCVA and SEIU Local 1107.**

**Member Naft moved, and it was carried by unanimous vote of the voting members, to: 1) Approve the proposed modification to the CBA between the LVCVA and SEIU, effective July 10, 2022 to June 30, 2023, providing for an across the board increase in base wages of four percent (4%) and a one-time lump sum payment of \$2,250; and 2) Authorize the CEO/President to execute the CBA modification.**

Item B. Compensation Philosophy and Executive Class Review

Mr. Finger outlined the Compensation Committee’s responsibilities, including approving the salary and bonus ranges of executive officers who report to the Board or the CEO/President. Mr. Finger summarized the LVCVA’s compensation philosophy; described the methodology for executive pay ranges, specifying the setting of pay range midpoints to market comparisons to Destination Marketing Organizations (DMO), local hospitality industry, convention centers and/or local governments. Mr. Finger illustrated the pay range setting methodology by using the CEO/President position as an example and summarized the history of previous movement of executive pay and bonus ranges. Mr. Finger requested that the Board consider: 1)

Approving changes to the LVCVA's general compensation philosophy; and 2) Approving the salary and bonus ranges of executive officers who report to the Board or the Chief Executive Officer (CEO)/President.

Member Sewald recused herself from voting on or discussing Agenda Item 8B, noting that she is employed by the Vegas Chamber, wherein she serves as the President & CEO. Agenda Item B contemplates revising the salary and bonus ranges of LVCVA executive officers that report to the Board CEO/President. The proposed revisions will affect Lori Nelson-Kraft, the LVCVA's Senior Vice President of Communications. Ms. Kraft also serves on the Vegas Chamber Board, and thus exercises a supervisory function over Vice Chair Sewald in her official capacity. Vice Chair Sewald noted that the independence of judgment of a reasonable person in her situation may be materially affected by her position with the Vegas Chamber, and would be recusing herself from voting on Agenda Item 8B.

**Member Naft moved, and it was carried by unanimous vote of the voting members, to: 1) Approve changes to the LVCVA's general compensation philosophy; and 2) Approve the salary and bonus ranges of executive officers who report to the Board or the Chief Executive Officer (CEO)/President.**

Item C. Review of the LVCVA's Rewards and Recognition Policy

Nadine Jones, Senior Vice President of People & Culture, stated that the only notable recommended change to the policy was the amount of the ten-year tenure award and requested that the Board consider approving the proposed revisions of the LVCVA's Rewards and Recognition Policy providing special awards for ambassadors.

Fiscal Impact

FY 2023: \$150,000 Expenditure

Member Sewald disclosed that she is employed by the Vegas Chamber where she serves as the President & CEO. The Customer Service Excellence Program is conducted in partnership between the LVCVA and the Vegas Chamber. Vice Chair Sewald stated that the independence of judgement of a reasonable person in her situation would not be materially affected by her position with the Vegas Chamber and its participation in this event and would therefore be voting on the item.

**Member Sewald moved, and it was carried by unanimous vote of the voting members, to approve the proposed revisions of the LVCVA's Rewards and Recognition Policy providing special awards for ambassadors.**

Item D. Review and Approval of the LVCVA's Parental Leave Policy

Ms. Jones informed the Board that the Parental Leave Policy is a new policy for the LVCVA and provided details on its purpose – namely to provide those ambassadors who do not qualify for Family Medical Leave Act leave opportunities (or other State or Federal leave) the ability to take time off for parental responsibilities related to the birth or adoption of a newborn child. Ms. Jones requested that the Board consider approving a Parental Leave Policy effective June 1, 2022, providing Ambassadors time away from work for parental responsibilities related to the birth or adoption of a newborn child, when other State or Federal leave is not available.

Fiscal Impact

FY 2023: \$15,000 Expenditure

**Member Sewald moved, and it was carried by unanimous vote of the voting members, to approve a Parental Leave Policy effective June 1, 2022, providing Ambassadors time away from work for parental responsibilities related to the birth or adoption of a newborn child, when other State or Federal leave is not available.**

**COMMENTS FROM THE FLOOR BY THE PUBLIC**

Daniel Braisted expressed interest in the use of the flat surface from the Las Vegas Monorail station to the Las Vegas Convention Center, provided information on a recent medical equipment show, provided an update on the replacement of an exit sign on Interstate 15 and Sahara, and commented on other exit signs in Las Vegas.

Michael Garwood commented on his experience working at the recent 100<sup>th</sup> anniversary celebration of State Farm Insurance at Allegiant Stadium and commented on a recent comparison to Las Vegas on a BBC radio station.

Ed Uehling expressed excitement for future events in Las Vegas and provided thoughts on home-sharing and small businesses in Las Vegas.

**ADJOURNMENT**

Chair Marz adjourned the meeting at 10:47 a.m.

Respectfully submitted,

Date Approved: July 12, 2022

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Silvia Perez  
Executive Assistant to the Board

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John Marz  
Chair