



**Regular Meeting of the Board of Directors
June 8, 2021
Minutes**

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held at the Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nevada 89109 on June 8, 2021. This meeting was properly noticed and posted in accordance with the State of Nevada Executive Department Declaration of Emergency Directives 006 and 044, dated March 22, 2020 and April 19, 2021, respectively.

Board of Directors (Board)

Present unless otherwise noted

<p>Councilman John Marz, Chair Ms. Marilyn Spiegel, Vice Chair.....<i>via phone</i> Commissioner Jim Gibson, Secretary Mr. Anton Nikodemus, Treasurer Mr. Scott DeAngelo Councilwoman Michele Fiore Mayor Carolyn Goodman</p>	<p>Councilwoman Pamela Goynes-Brown Jan Jones Blackhurst Mayor Kiernan McManus Commissioner Michael Naft Ms. Mary Beth Sewald.....<i>absent</i> Mr. Steve Thompson Councilman Brian Wursten.....<i>via phone</i></p>
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<p>LVCVA Executive Staff present</p>	<p>Steve Hill, CEO/President Caroline Bateman, General Counsel Ed Finger, Chief Financial Officer Brian Yost, Chief Operating Officer Lori Nelson-Kraft, Sr. VP of Communications Kate Wik, Chief Marketing Officer Stana Subaric, Senior Vice President of People & Culture Constance Brooks, Vice President of Public Affairs and Diversity</p>
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OPENING CEREMONIES – CALL TO ORDER

Chairman John Marz called the meeting to order at 9:00 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present, with Members Carolyn Goodman and Brian Wursten attending telephonically.

The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Mr. Ed Uehling asked if he may speak on the [West Hall Ribbon Cutting] event that was held immediately preceding the Board meeting, to which Ms. Bateman stated that the first public comment portion was restricted to agenda items only.

APPROVAL OF AGENDA AND MINUTES

<p><u>APPROVAL OF THE AGENDA AND MINUTES</u></p>	<p><u>Secretary Jim Gibson moved, and it was carried by unanimous vote of the voting members, to approve the June 8, 2021, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the May 11, 2021 Regular Meeting of the Board of Directors.</u></p>
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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 Marz informed the Board that Councilman Brian Wursten was re-appointed by the City of Mesquite, and would be sworn in at a later time, as he was not present in-person at this meeting.

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

BOARD NOMINATIONS

Ms. Bateman asked Chair Marz if the following Board Nominations item could be held till later in the meeting, as Ms. Jones Blackhurst was attending in person but was delayed, to which Chair Marz confirmed.

PRESENTATIONS

Presentations by the LVCVA Staff

Steve Hill, Chief Executive Officer (CEO)/President, acknowledged the Board's return to the LVCVA's original Board Room and thanked the Board for attending the morning's West Hall Ribbon Cutting event.

Brian Yost, Chief Operating Officer, delivered a PowerPoint presentation on building updates including the following events held at the Las Vegas Convention Center (LVCC): Las Vegas Metropolitan Police Department's Police Academy Graduation ceremony; the Grand Opening Ceremony for the LVCC's West Hall and Convention Center Loop; and the return of World of Concrete.

Mr. Yost provided information on upcoming events to be held at the LVCC including the following: Barrett-Jackson Collector Car Auction; International Esthetics, Cosmetics & Spa Conference and International Beauty Show; USA Volleyball Girls Junior National Championship; Waste Expo; the Nightclub and Bar Show; and Amusement Expo International.

Mr. Yost provided information about OnMed, the LVCC's new interactive telemedicine station.

Kate Wik, Chief Marketing Officer, provided a PowerPoint and video presentation detailing the recent launch of two consumer initiatives; the Summer Entertainment Campaign; and the Pride Month Campaign.

Ms. Wik shared television spots that are extension elements of the current "Boom Boom Clap" national ad campaign, and their performance results and media coverage.

Ms. Wik presented ExtraTV segments that highlighted Las Vegas pools and dayclubs, and highlighted the elements of the Pride Campaign.

Member Carolyn Goodman reminded Ms. Wik to acknowledge Circa and some of the Downtown pools in promotional content, to which Ms. Wik confirmed current work is being performed for the creation of a Downtown-specific event listing.

Member Goodman asked if there will be a preview provided for the Board, of content related to the grand opening of Resorts World, to which Ms. Wik confirmed presentations can be provided to Board members on the resort and its product offerings. Member Goodman described the need for information, due to Board Members' opportunities to speak to media and obtain more interest.

BOARD NOMINATIONS

In accordance with the NRS, the following nominees have been submitted by the Vegas Chamber for the term of July 1, 2021, through June 30, 2023.

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

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

Chair Marz informed the Board that the Vegas Chamber nominated Jan Jones Blackhurst and Mary Beth Sewald as its representatives on the LVCVA Board. Chair Marz acknowledged Ms. Sewald’s absence and stated she would be sworn in at a later time.

Chair Marz 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.

Oath of Office was administered to Ms. Jones Blackhurst by the Honorable Judge Jacqueline Bluth.

PRESENTATIONS (Continued)

Stana Subaric, Senior Vice President of People & Culture, recognized LVCVA Vice President of Marketing Ingrid Reisman for her efforts in relaunching the Las Vegas Monorail.

Mr. Subaric recognized LVCVA Database Marketing Manager Jill Whitfield for her efforts in overseeing the LVCVA’s customer relationship system “ELVIS” and for providing assistance to returning LVCVA sales staff.

Ms. Subaric recognized LVCVA Custodian Johnathon Rodriguez for his assistance in stopping a cart that was rolling down a ramp in West Hall, helping to prevent a potential accident.

Ed Finger, Chief Financial Officer, provided an updated on the Las Vegas Monorail re-opening, and a detailed PowerPoint and video presentation on The Boring Company’s Convention Center Loop capacity performance testing process.

Mr. Hill provided thoughts on the pace of the recovery of Las Vegas and the opportunity to augment the LVCVA’s budget, stated there will be an LVCVA Policy Committee meeting sometime prior to the next regular Board meeting, and asked for the Board’s review of the current Board Policies for their input on recommended changes.

Mr. Hill expressed excitement for the planned events at Allegiant Stadium including WWE’s SummerSlam event and expressed support for the Las Vegas Golden Knights.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

GENERAL GOVERNMENT DIVISION

- ITEM 1. **Las Vegas Events Promotion Agreement - July 1, 2021 – June 30, 2022**
Fletch Brunelle, Vice President of Marketing, provided detailed information on the proposed agreement, and requested that the Board consider authorizing the CEO/President to execute an Events Promotion Agreement with Las Vegas Events, Inc. for fiscal year 2022 in the amount of \$7,421,962.

Fiscal Impact
FY 2022: \$7,421,962 Expenditure

Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute an Events Promotion Agreement with Las Vegas Events, Inc. for fiscal year 2022 in the amount of \$7,421,962.

ITEM 2.

Ailevon Pacific Aviation Consulting - One Year Contract Extension

Mr. Brunelle provided highlights on previous successes with Ailevon, and requested that the Board consider authorizing the CEO/President to execute a one-year extension of the airline consultation services agreement with Ailevon Pacific Aviation Consulting in the amount of \$520,012.

Fiscal Impact

FY 2022: \$435,012 Contract extension
\$ 85,000 Reimbursable Travel Expenses (Not to Exceed Amount)
Total: \$520,012

Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute a one-year extension of the airline consultation services agreement with Ailevon Pacific Aviation Consulting in the amount of \$520,012.

ITEM 3.

Left Field Live Sponsorship Agreement - Las Vegas Rugby Weekend - Las Vegas, Nevada – October or November 2021

Mr. Brunelle provided details on the event, and requested that the Board consider authorizing the CEO/President to execute a Sponsorship Agreement with Left Field Live Pty Ltd, in the amount of \$175,000, for the Las Vegas Rugby Weekend featuring the Ireland National Rugby Team versus the United States National Rugby Team in October or November 2021.

Fiscal Impact

FY 2022: \$175,000 Expenditure

Treasurer Anton Nikodemus disclosed that he is employed by MGM Resorts International and stated “The proposed sponsorship agreement with Left Field Live relates to Las Vegas Rugby Weekend and MGM Resorts International Properties will serve as the official host hotels of the participating teams and staff. The independence of judgement of a reasonable person in my situation will not be materially affected regarding the proposed sponsorship agreement by my employment with MGM Resorts. Further, I did not participate in any negotiations relating to this sponsorship agreement. Therefore, with this disclosure, I will be voting on this item.”

Member Goodman asked how many years this event has been in Las Vegas, to which Mr. Brunelle answered that this will be the first time hosting Ireland, noted that a different event, the Rugby Sevens, has been held in Las Vegas in the past, and expressed optimism for having similar international rugby events in Las Vegas in the future.

Member Goodman asked what the attendance was for the Rugby Sevens event when it was hosted by Sam Boyd Stadium in the past, to which Mr. Brunelle responded that the capacity of Sam Boyd Stadium is 30,000.

Member Goodman asked about the effects of current international travel restrictions on the anticipated attendance, to which Mr. Brunelle described the opportunity to attract the East Coast markets and the Irish American community to the event.

Treasurer Nikodemus moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute a Sponsorship Agreement with Left Field Live Pty Ltd, in the amount of \$175,000, for the Las Vegas Rugby Weekend featuring the Ireland National Rugby Team versus the United States National Rugby Team in October or November 2021.

OPERATIONS DIVISION

ITEM 4. **American Express Lounge Rent Abatement**

Mr. Yost described the previous Board approval of rent abatement for the American Express Lounge, from the Board's July 2020 Board meeting, during the closure of the LVCC as a result of the COVID-19 pandemic, and stated this request was an extension of that abatement as the Lounge prepares for its reopening. Mr. Yost requested that the Board consider: 1) Delegating authority to the CEO/President to abate rent due from American Express Open for the American Express Lounge at the Las Vegas Convention Center (LVCC) for a period up and through September 1, 2021; and 2) Authorizing the CEO/President to execute the required documents.

Fiscal Impact

FY 2021: \$148,961.68

FY 2022: \$148,961.68

Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to: 1) Delegate authority to the CEO/President to abate rent due from American Express Open for the American Express Lounge at the Las Vegas Convention Center (LVCC) for a period up and through September 1, 2021; and 2) Authorize the CEO/President to execute the required documents.

ITEM 5. **FedEx Business Services License Amendment**

Mr. Yost provided details on the licensing agreement that was approved by the Board in November 2020, and stated this amendment was a refinement of that agreement. Mr. Yost requested that the Board consider: 1) Approving an amendment to the FedEx Business Center Retail Operator License in the LVCC authorizing a reimbursement of costs incurred by FedEx in establishing a new business center location in the West Hall, in the amount of \$139,010.40, in the event that LVCVA elects not to enter an optional extension of the License; 2) Authorizing the CEO/President to execute the amendment documents.

Fiscal Impact

FY 2022: Potential Impact - \$139,010.40

Treasurer Nikodemus moved, and it was carried by unanimous vote of the voting members, to: 1) Approve an amendment to the FedEx Business Center Retail Operator License in the LVCC authorizing a reimbursement of costs incurred by FedEx in establishing a new business center location in the West Hall, in the amount of \$139,010.40, in the event that LVCVA elects not to enter an optional extension of the License; 2) Authorize the CEO/President to execute the amendment documents.

ITEM 6. **Renaming Client Services Building After Taryle Spain**

Mr. Yost described the contributions of Taryle Spain during his tenure and requested that the Board consider renaming the LVCVA Services Building to the Taryle Spain Services Building.

Fiscal Impact

FY 2021: \$4,500 Expenditure

Treasurer Nikodemus moved, and it was carried by unanimous vote of the voting members, to approve the renaming the LVCVA Services Building to the Taryle Spain Services Building.

GENERAL GOVERNMENT DIVISION

ITEM 7. **Turner Martin-Harris Joint Venture Construction Manager at Risk Contract – LVCC Phase 2 Construction Manager at Risk Amendment No. 8**

Mr. Hill discussed total construction costs, thanked Turner Martin-Harris, Miller Project Management, and LVCVA staff for their work, and requested that the Board consider authorizing the CEO/President to execute Amendment No. 8 to the Turner Martin-Harris Joint Venture Construction Manager at Risk Contract for the LVCC Phase 2 Project, increasing the total contract price from \$900,142,129 to \$901,235,483.

Fiscal Impact

FY 2021: \$2,272,259 Expenditure

Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to approve the renaming the LVCVA Services Building to the Taryle Spain Services Building.

ITEM 8. **Las Vegas Monorail and LVCC Loop Advertising Sales, Sponsorships, and Naming Rights Agreement**

Mr. Finger described the Las Vegas Monorail assets and LVCC Loop and their potential advertising opportunities, and he requested that the Board consider authorizing the CEO/President to execute an agreement with Intersection Media, LLC, in the amount of \$3,000,000, for advertising, sponsorship, and naming right services related to the Las Vegas Monorail and Las Vegas Convention Center Loop for a period of five (5) years.

Member Michele Fiore asked if the LVCVA was going to spend more money than it receives with this agreement, to which Mr. Finger replied this was a commission-based structure resulting in more revenue than costs.

Member Fiore asked if this has been done before, to which Mr. Finger stated the vendor is new to the LVCVA and confirmed the experience and qualifications of the procurement team.

Member Fiore stated she was “not comfortable with this item.”

Fiscal Impact

FY 2021 – FY 2026: \$7,500,000 Revenue Estimate
\$3,000,000 Not-To-Exceed Contract Expenditure

Member Jones Blackhurst moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute an agreement with Intersection Media, LLC, in the amount of \$3,000,000, for advertising, sponsorship, and naming right services related to the Las Vegas Monorail and Las Vegas Convention Center Loop for a period of five (5) years.

ITEM 9. **Exterior Wireless Communication Site Revenue Lease Extension, Southwestco Wireless, LP d/b/a Verizon Wireless**

Mr. Finger provided information on the LVCVA’s cellular-related leases, and requested that the Board consider authorizing the CEO/President to execute a three-year revenue lease agreement extension with Southwestco Wireless, LP d/b/a Verizon Wireless, for the Paraiso cellular communication monopole site located in the southwest corner of the Las Vegas Convention Center Silver 3 parking lot.

Fiscal Impact

Annual revenue (subject to a 4% annual increase):

Year 1 - \$48,030.97

Year 2 - \$49,952.21

Year 3 - \$51,950.29

Total three-year revenue income - \$149,933.47

Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute a three-year revenue lease agreement extension with Southwestco Wireless, LP d/b/a Verizon Wireless, for the Paraiso cellular communication monopole site located in the southwest corner of the Las Vegas Convention Center Silver 3 parking lot.

ITEM 10.

Approval to Initiate Arbitration Proceedings Against the Clark County Las Vegas Stadium, LLC, and to Increase the CEO'S Signature Authority for Outside Litigation Counsel Pisanelli Bice, PLLC

Mr. Hill discussed a difference in opinion on the verbiage in the naming rights sponsorship agreement with the Clark County Las Vegas Stadium and requested that the Board consider: 1) Authorizing staff to initiate arbitration proceedings against the Clark County Las Vegas Stadium, LLC; 2) Delegating to the CEO/President the authority to make case related decisions during the pendency of the arbitration, including possible settlement; and 3) Increasing the CEO's Signature Authority for outside litigation counsel, Pisanelli Bice, PLLC, to \$250,000.

Fiscal Impact

FY 2022: Filing Fee - \$3,850. Additionally, there will be outside legal costs associated with the arbitration that Staff does not anticipate will exceed the proposed, revised CEO's Signature Authority for Pisanelli Bice, PLLC.

Secretary Gibson expressed hope for an agreement without proceeding to arbitration and emphasized the need to be prepared in the event of arbitration.

Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize staff to initiate arbitration proceedings against the Clark County Las Vegas Stadium, LLC; 2) Delegate to the CEO/President the authority to make case related decisions during the pendency of the arbitration, including possible settlement; and 3) Increase the CEO'S Signature Authority for outside litigation counsel, Pisanelli Bice, PLLC, to \$250,000.

COMMITTEES

ITEM 11.

Marketing Committee Report

The Marketing Committee met on May 17, 2021 to meet finalists for the LVCVA's Advertising and Marketing Communications Agency of Record. Ms. Wik described the comprehensive agency review process in detail and explained that the finalists were requested to develop a marketing communications plan with a focus on marketing the Las Vegas destination to the leisure consumer during this year, under a specified budget. Ms. Wik named the four finalist agencies and summarized the sequence of events during the May 17, 2021 Marketing Committee meeting. Ms. Wik stated that the formal Agency of Record recommendation would be brought to the Board for approval at a future Board meeting, and the recommendation may include one or more agencies.

Member Goodman stated she was unable to attend the Marketing Committee meeting due to a family medical incident and was “in the dark” regarding the finalists. Member Goodman asked when the final analysis would be provided, to which Mr. Hill expressed hope to bring a recommendation at the July regular Board meeting and confirmed that information can be provided on the finalists.

Member Goodman emphasized the importance of the contract and her desire to be well-informed on the required criteria and background on each of the companies.

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

COMMENTS FROM THE FLOOR BY THE PUBLIC

Daniel Braisted provided comments on his attached flyer regarding proposed slogans for Las Vegas and stated, “I present that, and you have any rights to it if you want. Thank you.”

Ed Uehling commented on the advertising to the Gay and Lesbian community and its financial impact, discussed the promotion of AB363 at the Nevada State Legislature, and stated he would write about his thoughts on The Boring Company project.

ADJOURNMENT

Chair Marz adjourned the meeting at 10:06 a.m.

Respectfully submitted,

Date Approved: July 13, 2021

Silvia Perez
Executive Assistant to the Board

John Marz
Chair

Current Slogan

“To attract visitors by promoting Las Vegas as the world’s most desirable destination For leisure and business travel”

Option A

“To attract visitors by promoting Las Vegas as the world’s most desirable destination For Leisure, Sports Excitement, and Business.”

Option B

“To attract visitors by promoting Las Vegas as the world’s most desirable destination For Leisure, Sports/Poker Fun, and Business.”

Option C

“To attract visitors by promoting Las Vegas as the world’s most desirable destination For Leisure, Sports/Gaming Fun, and Business.”