



**Regular Meeting of the Board of Directors
March 11, 2025
Minutes**

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on March 11, 2025, 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. Brian Gullbrants, Vice Chair
Mayor Pamela Goynes-Brown, Secretary
Mr. Steve Thompson, Treasurer
Councilwoman Francis Allen-Palenske
Mr. Greg Anderson
Mayor Shelley Berkley

Ms. Ann Hoff
Ms. Jan Jones Blackhurst
Commissioner Michael Naft
Mayor Michelle Romero.....*absent*
Ms. Mary Beth Sewald
Councilman Steve Walton
Mayor Jesse Whipple

LVCVA Executive Staff present

Steve Hill, CEO/President
Caroline Bateman, General Counsel
Ed Finger, Chief Strategy Officer
Brian Yost, Chief Operating Officer
Kate Wik, Chief Marketing Officer
Jim McIntosh, Chief Financial Officer
Nadine Jones, Senior Vice President of People & Culture

OPENING CEREMONIES – CALL TO ORDER

Chair Jim Gibson called the meeting to order at 9:03 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present in person, except for Member Michelle Romero.

The Pledge of Allegiance was performed.

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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Member Mary Beth Sewald moved, and it was carried by unanimous vote of the voting members, to approve the March 11, 2025, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the February 11, 2025, 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 ASD Market Week 2025, the Southern California Volleyball Association's (SCVA) 2025 Red Rock Rave, International Wireless Communications Expo, Amusement Expo International 2025, National Hardware Show, Travel Goods Association's Travel Goods Show, Bar & Restaurant Expo, and International Pizza Expo.

Mr. Yost presented an update on the LVCC Phase Three Renovation project including progress on the following: North Hall ribbon feature; construction barrier installation at Central Plaza Loop and Central Hall; Grand Lobby skylight and soffit framing; and removal of Central Hall lighting fixtures. He shared an aerial drone video of the construction progress.

Kate Wik, Chief Marketing Officer, highlighted marketing efforts related to the LVCVA's official partnership with the A's including a press conference for the announcement of a Las Vegas logo patch to be placed on the A's team player jerseys during Major League Baseball (MLB) games for the next three seasons. She shared a video related to the announcement and provided details on media coverage resulting from the video.

Mr. Yost discussed the return of Australia's National Rugby League (NRL) to Las Vegas including attendance, international visitation, featured matches, and NRL's commitment to matches in Las Vegas in future years. He commented on citywide ancillary events including a free fan fest at Fremont Street Experience and a fan hub at Resorts World Las Vegas and reported on match results. Ms. Wik provided attendance, broadcast, and viewership details for the NRL matches, and shared LVCVA social media posts and data on engagements. She commented on media events held in collaboration with NRL to secure prime interviews and strengthen connections with Australian media. Ms. Wik noted that the LVCVA's Air Service Development team hosted more than a dozen executives, network planners, and logistics operators from Qantas Airlines to educate them on Las Vegas offerings.

Ms. Wik shared viewership, engagement, and performance details on a viral Canadian social media influencer's post in partnership with the LVCVA that garnered more than 123 million views in 72 hours, 6.7 million engagements, and performed in the top 1% globally.

Ms. Wik reported on social media activations related to the Rock 'n' Roll Running Series in Las Vegas including appearances from Las Vegas entertainers and live music. She provided data on number of race participants and viewership and engagements resulting from the social media activations.

Ms. Wik highlighted the LVCVA's media and trade mission tour in partnership with Travel Nevada and other mission partners, to engage with more than 800 airline and tour operators during more than 25 meetings in Sydney, Brisbane, and Melbourne. She commented on the LVCVA's participation at the ITB Berlin tourism tradeshow including conducting more than 30 meetings with tour operators, airlines agencies, and media contacts in German-speaking markets.

Ms. Wik informed the Board that Las Vegas was awarded Top Destination at World Routes' Routes Americas Awards and congratulated the LVCVA's Air Service Development team and its partners at Harry Reid International Airport. She detailed the LVCVA's participation during the World Routes Conference including conducting more than 30 airline meetings to discuss route development to Las Vegas.

Ms. Wik described the LVCVA's influencer partnerships during Black History Month that featured Las Vegas black-owned businesses, resulted in 828,000 impressions, and demonstrated Las Vegas's commitment to diversity and inclusion.

Nadine Jones, Senior Vice President of People & Culture, acknowledged Vice President of Sports & Special Events Lisa Motley for her recent recognition as part of the West Coast Conference's Women Who Inspire series. Ms. Jones outlined Ms. Motley's contributions to sports and special events in Las Vegas including the National Football League's (NFL) Pro Bowl, Draft, and Super Bowl LVIII events, as well as the upcoming Wrestlemania 2025 and 2027 College Football Playoff Championship Game events.

Chief Executive Officer (CEO)/President Steve Hill recalled recent events related to the A's including the presentation of new renderings for the MLB stadium, the announcement of Marc Badain as the new A's President, and the patch partnership between the A's and LVCVA as described by Ms. Wik.

Mr. Hill provided information on deadlines related to the budget process for the public sector and provided that the LVCVA would present its budget during the May 13, 2025 Board meeting, followed by its Public Hearing on the Budget later in May. He commented on uncertainty related to revenue planning for fiscal year (FY) 2026, noted that about \$60 million would be set aside for capital projects outside of the Las Vegas Convention Center District (LVCCD) project, and commented on the LVCVA's flexibility as related to that allocation. Mr. Hill provided that the LVCVA plans to place a larger investment on marketing efforts for FY 2026 due to a plateau in high-profile sporting events that substituted a need for paid media efforts in the recent past.

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

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

ITEM 1. **Las Vegas Visitor Profile Study**

Kevin Bagger, Vice President of Research Center, provided background and history information on the Las Vegas Visitor Profile Study. He presented an overview of the 2024 Las Vegas Visitor Profile Study including the following: the gradual return of visitors to pre-COVID-19 pandemic norms; decrease in blended work/leisure travel; average age and generational ethnicity of visitors; first-time visitor trends; household income of visitors; visitor spending and gaming behaviors; gaming budgets per trip; and continued strong visitor satisfaction. He summarized the key takeaways from the report including more repeat visitors, increased spend, more higher income visitors, and healthy visitor satisfaction. Mr. Bagger recognized Senior Research Analyst Gina Zozaya and Research Analyst Jill Reynolds for their research work.

Chair Gibson thanked Mr. Bagger for the presentation.

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

ITEM 2. **IAEE 2028 Expo! Expo! Host City Agreement**

John Schreiber, Vice President of Business Sales, provided information on the International Association of Exhibitions and Events (IAEE) and its annual Expo! Expo! exposition. He provided that IAEE selected Las Vegas to host its 2028 Expo! Expo! event celebrating its 100th anniversary. Mr. Schreiber congratulated Member Ann Hoff on her upcoming retirement and requested that the Board considers: 1) Approving an expenditure of \$1,250,000 for expenses associated with hosting the IAEE Expo! Expo!, December 4-6, 2028 in Las Vegas; 2) Delegating authority to the CEO/President to execute the Expo! Expo! Host City Agreement (Agreement) and to act as the LVCVA's authorized representative to execute all agreements and grant awards in response to required requests for proposals relating to the LVCVA's obligations under the Agreement; and 3) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2027-2028: \$1,250,000.00 Expenditure

Treasurer Steve Thompson moved, and it was carried by unanimous vote of the voting members, to: 1) Approve an expenditure of \$1,250,000 for expenses associated with hosting the IAEE Expo! Expo!, December 4-6, 2028 in Las Vegas; 2) Delegate authority to the CEO/President to execute the Agreement and to act as the LVCVA's authorized representative to execute all agreements and grant awards in response to required requests for proposals relating to the LVCVA's obligations under the Agreement; and 3) Authorize any residual unexpended balances from this authorization to revert to available general funds.

ITEM 3.

Ratification of Expenditures - Transportation Services - Bell Transportation

Senior Vice President of Guest Experience Darren Davis described the LVCVA's utilization of transportation services to support various marketing activities. He provided that the LVCVA awarded the January 2024 Request for Proposal (RFP) to Bell Transportation and that the services requested exceeded the CEO's Signature Authority by \$55,000. He noted that all expenditures associated with Bell Transportation were part of the FY 2025 approved budget and requested that the Board considers ratifying expenditures to Bell Transportation, in the amount of \$55,000, for transportation services provided during the contract period of February 1, 2024, through January 31, 2025, in excess of the CEO's Signature Authority.

Fiscal Impact

FY 2024: \$ 17,500 Expenditure

FY 2025: \$287,500 Expenditure

Member Hoff moved, and it was carried by unanimous vote of the voting members, to ratify expenditures to Bell Transportation, in the amount of \$55,000, for transportation services provided during the contract period of February 1, 2024, through January 31, 2025, in excess of the CEO's Signature Authority.

ITEM 4.

Bid #25-4868 - Parking Shade Structures – Baja Construction Co. Inc.

Vice President of Facilities Randy Shingleton detailed the proposed scope of work including the construction of parking shade structures for passenger vehicles and motorcycles, engineering documents and permitting, excavation of asphalt and soil materials for footings, and asphalt striping and striping installation for the Blue Lot 1 and 2, Red Lot, and Bronze Lot 3 areas of the Las Vegas Convention Center. He provided that the LVCVA conducted an RFP in February 2025 and received one response. Mr. Shingleton provided that Baja Construction Co. Inc. would be the prime contractor for the proposed parking shade structures project. He noted that associated utilities, electrical conduit, trenching, lighting, electrical and data systems, electric vehicle charging stations, and RFID parking systems would be bid as a separate contract. Mr. Shingleton stated that the proposed contract includes a 10% owner-controlled contingency of \$125,000 that is included in the total bid price, and requested that the Board considers: 1) Awarding Bid #25-4868 - Parking Shade Structures at the LVCC to Baja Construction Co. Inc., Las Vegas, Nevada; 2) Authorizing the CEO/President to execute an agreement with Baja Construction Co. Inc., in the amount of \$1,375,000, for the construction of parking shade structures in LVCC parking lots; and 3) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2025: \$ 350,000 Expenditure

FY 2026: \$1,025,000 Expenditure

Vice Chair Brian Gullbrants moved and it was carried by unanimous vote of the voting members, to: 1) Award Bid #25-4868 - Parking Shade Structures at the LVCC to Baja Construction Co. Inc., Las Vegas, Nevada; 2) Authorize the CEO/President to execute an agreement with Baja Construction Co. Inc., in the amount of \$1,375,000, for the construction of parking shade structures in LVCC parking lots; and 3) Authorize any residual unexpended balances from this authorization to revert to available general funds.

ITEM 5. **Appointment of External Audit Firm**

Jim McIntosh, Chief Financial Officer, outlined the requirements for governmental entities in Nevada to appoint an independent audit firm no less than three months prior to the end of their fiscal year. He noted that the proposed reappointment would be the fourth year of a five-year contract with Eide Bailly and requested that the Board considers the following: 1) Reappointment of Eide Bailly as the independent audit firm for the fiscal year ending June 30, 2025, in the amount of \$69,000; 2) Reappointment of Eide Bailly to conduct the annual third-party audit on the receipt and use of lodging tax revenues for the Las Vegas Convention Center District (LVCCD) expansion and renovation as imposed by the Southern Nevada Tourism Improvements Act (Chapter 2, Statutes of Nevada 2016, 30th Special Session) in the amount of \$8,000; and 3) Authorizing the Chief Financial Officer to execute the agreements.

Fiscal Impact

FY 2026: Expenditure: \$ 77,000

Member Michael Naft moved and it was carried by unanimous vote of the voting members, with the exception of Member Sewald who abstained, to: 1) Reappoint Eide Bailly as the independent audit firm for the fiscal year ending June 30, 2025, in the amount of \$69,000; 2) Reappoint Eide Bailly to conduct the annual third-party audit on the receipt and use of lodging tax revenues for the LVCCD expansion and renovation as imposed by the Southern Nevada Tourism Improvements Act (Chapter 2, Statutes of Nevada 2016, 30th Special Session) in the amount of \$8,000; and 3) Authorize the Chief Financial Officer to execute the agreements.

ITEM 6. **Resolution to Augment Fiscal Year 2025 Budget**

Mr. McIntosh outlined Nevada Revised Statutes criteria for a government entity to be able to augment its budget. He provided that the LVCVA's General Fund beginning fund balance exceeded the budgeted projection by \$32 million and that Staff recommends augmenting the beginning fund balance by that amount, increasing resources in the General Fund and transferring them to the Capital Projects Fund for facility projects. Mr. McIntosh noted that Capital Projects Funds would then have transfers in, and capital outlay line items would be augmented to utilize the funds. He requested that the Board considers approving the proposed budget augmentation and adopting the associated Resolution 2025-02 to augment the fiscal year 2025 General Fund and Capital Projects Fund.

Fiscal Impact

FY 2025 - General Fund:

Increase in budgeted resources:

Beginning General Fund fund balance \$32,000,000

Increase in appropriations:

Transfers Out (Capital Projects Fund) \$32,000,000

FY 2025 – Capital Projects Fund:

Increase in budgeted resources:

Transfers In (General Fund) \$32,000,000

Increase in budgeted appropriations:

Capital Outlay \$32,000,000

Member Naft moved and it was carried by unanimous vote of the voting members, to approve the proposed budget augmentation and adopting the associated Resolution 2025-02 to augment the fiscal year 2025 General Fund and Capital Projects Fund.

ITEM 7. **Amendment to the Interlocal Agreement with the Clark County Stadium Authority for Staffing Services**

Ed Finger, Chief Strategy Officer, provided that the intent of the proposed amendment to the Interlocal Agreement between the LVCVA and the Clark County Stadium Authority (Stadium Authority) was to increase the reimbursement rate that the Stadium Authority pays to the LVCVA for staffing services. He provided background information on the original approval of the interlocal agreement and noted that pending Board approval, execution of annual renewals would be delegated to the Board Treasurer. Mr. Finger requested that the Board considers: 1) Approving an amendment to the Interlocal Agreement with the Stadium Authority to revise rates for staffing services for the period from October 1, 2023, through September 30, 2026, with three additional three-year extensions of the Interlocal Agreement available upon mutual agreement of the parties; and 2) Delegating authority to the Board Treasurer to execute the amendment and any extensions to the Interlocal Agreement.

Fiscal Impact
FY 2025 - \$150,000 Revenue

Treasurer Thompson moved and it was carried by unanimous vote of the voting members, to: 1) Approve an amendment to the Interlocal Agreement with the Stadium Authority to revise rates for staffing services for the period from October 1, 2023, through September 30, 2026, with three additional three-year extensions of the Interlocal Agreement available upon mutual agreement of the parties; and 2) Delegate authority to the Board Treasurer to execute the amendment and any extensions to the Interlocal Agreement.

COMMENTS FROM THE FLOOR BY THE PUBLIC

E.T. Snell provided thoughts on current political topics and provided information on the savingcalifornia.vote website and efforts to recall California Governor Gavin Newsom. Mr. Snell requested support to encourage actor Mel Gibson to run for governor of California and commented on the number of deaths on the stretch of road between Barstow and Las Vegas. He thanked the Board for its efforts.

ADJOURNMENT

Chair Gibson adjourned the meeting at 9:56 a.m.

Respectfully submitted,

Date Approved: April 8, 2025

Silvia Perez
Executive Assistant to the Board

James B. Gibson
Chair