



**Regular Meeting of the Board of Directors
March 12, 2024
Minutes**

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on March 12, 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.

Board of Directors (Board)

Present unless otherwise noted

Commissioner Jim Gibson, Chair
Mr. Brian Gullbrants, Vice Chair
Mayor Pamela Goynes-Brown, Secretary
Mr. Scott DeAngelo, Treasurer
Councilman Cedric Crear
Mayor Carolyn Goodman
Ms. Ann Hoff

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

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

OPENING CEREMONIES – CALL TO ORDER

Chair Jim Gibson called the meeting to order at 9:01 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present, except for Members Michael Naft and Michelle Romero.

Member Naft entered the meeting at 9:06 a.m.

The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Ed Uehling referenced Agenda Item 7, Vegas Loop Construction and Management Agreement and Granting of Easement, emphasized the importance of the project, and encouraged Board Members to ask questions about its operation.

APPROVAL OF AGENDA AND MINUTES

APPROVAL OF THE AGENDA AND MINUTES

Secretary Pamela Goynes-Brown moved, and it was carried by unanimous vote of the voting members, to approve the March 12, 2024, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the February 13, 2024 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 National Association of Homebuilders' International Builders Show, Kitchen and Bath Industry Show, ASD Market Week, Premium Cigar Association Trade Show, Bar and Restaurant Expo, International Pizza Expo, and National Hardware Show.

Mr. Yost presented an update on the Las Vegas Convention Center's (LVCC) Phase Three Renovation including the beginning of construction in the North Halls, construction of a pedestrian pathway, and the placement of construction walls.

Mr. Yost provided an update on The Boring Company's construction of the Riviera Station, and an update on the excavation and re-grading work being performed on the LVCVA's 10-acre parcel of land prior to its sale.

Lisa Messina, Chief Sales Officer, highlighted recent Business Sales department efforts including site inspections at the new Durango Casino & Resort, Lake Las Vegas, and Downtown Las Vegas.

Ms. Messina provided information on the LVCC Sales team's participation at several conferences including UFI's CEO Summit, Association Management Company Institute's Annual Meeting, American Society of Association Executives' Legislative Fly-In event, Women's Wellness and Travel, Meeting Professionals International's (MPI) Potomac Chapter event, and MPI Annual Conference and Experience.

Ms. Messina shared information on Sales Staff activities showcasing local community assets including the Las Vegas Ballpark and the Las Vegas Motor Speedway.

Ms. Messina highlighted site inspections conducted by Sales Staff and an announcement by the Independent Film and Television Alliance about bringing its American Film Market to Las Vegas.

Mr. Messina acknowledged the National Association of Theater Owners for holding its annual version of Cinemacon in Las Vegas for the past 40 years.

Ms. Messina recognized Mai Lim, Director of Intermediary Sales, for being named a 2024 Woman to Watch by sector influencer Courtney Stanley, and recognized Rebecca DeLuca, Vice President of Destination Sales, for her recent induction into Smart Meetings' Smart Women Hall of Fame.

Kate Wik, Chief Marketing Officer, shared February marketing highlights of LVCVA activities in support of the Martin Luther King Jr. Day Parade and Black History Month, including hosting influencer Chris Brown who spotlighted black owned businesses in Las Vegas on social media. Ms. Wik shared information about the development and engagement around new content that was featured on the LVCVA's Black History Month landing page.

Ms. Wik provided background information on Bill Foley's initial investment in the Premier League Club A.F.C. Bornemouth, the recent announcement of its partnership with the LVCVA, and its partnership with the Downtown Las Vegas Soccer Club.

Ms. Wik highlighted International Sales and Public Relations Staff's participation in the Visit U.S.A. Brand U.S.A. Australia Sales Mission including engagement with media, operators and agents, conducting one-on-one business meetings, and hosting a dinner where Las Vegas updates were presented.

Ms. Wik commented on the LVCVA's recent hosting of a group that included Qantas Airlines for the National Rugby League Season Kickoff, noting that Qantas scheduled and sold out two nonstop flights in support of the season opener in Las Vegas.

Ms. Wik shared highlights from a four-day filming of *LIVE with Kelly and Mark*, showcasing activities and venues in Las Vegas including the Chapel of the Bells where the couple was married in 1996.

Member Cedric Crear asked if the LVCVA coordinated any activities in support of the Juneteenth holiday, to which Ms. Wik confirmed that it does.

Member Crear acknowledged the recent growth in popularity of the Juneteenth holiday to which Ms. Wik noted she would connect with Member Crear to discuss past efforts and future opportunities as related to Juneteenth celebrations in Las Vegas.

Nadine Jones, Senior Vice President of People & Culture, recognized LVCVA Security Officer Jose Lares Penalosa for effectively performing the Heimlich maneuver on a fellow ambassador. Officer Lares was presented with a ribbon representing his actions taken in lifesaving measures.

Steve Hill, Chief Executive Officer (CEO)/President referenced an article about Harry Reid International Airport being a test center for self-check Transportation Security Administration (TSA) stations and described the significance of Harry Reid Airport's participation in that innovation.

Mr. Hill provided information on the LVCVA's efforts to modernize its internal brand, and shared the LVCVA's new mission statement, "To Make Las Vegas the Undisputed Global Destination for Leisure and Business Travel", and the LVCVA's new vision, to "Be a Category of One".

Mr. Hill described Korn Ferry's efforts with LVCVA ambassadors to capture the values of the organization resulting in the new values: Be Extraordinary; Do the Right Thing; and Vegas for All. Mr. Hill described the meaning of each of the new values.

Ms. Wik described the LVCVA's efforts alongside Korn Ferry and R&R Partners in defining the LVCVA's mission and vision through new bold and aspirational visuals. Ms. Wik shared an employee manifesto video that would be introduced at an LVCVA Town Hall meeting later in the day.

Ms. Wik described the LVCVA's logo treatment reflecting bold confidence, energy, and the potential of Las Vegas, and shared images of planned internal brand work depicting the mission, vision, and values, throughout the LVCVA's campus.

Ms. Wik read an adage that was located on the wall of the LVCVA's previous offices and is planned to be placed at the new LVCVA office spaces, to instill a sense of pride in ambassadors for their work.

Chair Gibson asked if Staff would periodically report to the Board on the outcomes of the new internal branding strategy, to which Mr. Hill confirmed.

Mr. Hill recognized R&R Partners' 50th anniversary and commemorated the milestone by presenting Billy Vassiliadis of R&R Partners with a plaque.

Mr. Vassiliadis thanked the LVCVA for its partnership.

Chair Gibson thanked Mr. Vassiliadis and R&R Partners for its efforts.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

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

Kevin Bagger, Vice President of the Research Center, presented the 2023 Las Vegas Visitor Profile Study, including the following: average age of visitors; generational ethnicity; social media channels among Las Vegas visitors; Las Vegas trip planning; travel party size and average number of people per room; traveling with someone under 21; gambling behaviors; average trip expenditures; sporting event attendance; and visitor satisfaction and expectations.

Member Carolyn Goodman inquired about vehicular versus air travel to Las Vegas, to which Mr. Bagger responded that it was 54% ground and 46% air travel.

Member Crear inquired about the sustainability of the pricing strategy in Las Vegas, to which Mr. Bagger responded that data does not currently reflect pricing as a deterrent to visitation to Las Vegas and noted that Las Vegas is “still a value” in terms of room rates as compared to other destinations.

Mr. Hill noted that the numbers reported are average numbers and that trends in pricing for Las Vegas are in alignment with the cost-of-living index.

Member Naft asked if the slide related to Baby Boomers was reflective of generational travel elsewhere, to which Mr. Bagger answered that Boomer travel trends are not unique to Las Vegas and are overall slow to recover.

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

ITEM 2. **UFC International Fight Week (IFW) 2024 Sponsorship Agreement - Las Vegas, Nevada – June 2024**

Lisa Motley, Vice President of Sports and Special Events, provided estimated expected attendance and estimated economic impact for IFW 2024 and requested that the Board considers: 1) Authorizing the CEO/President to execute a Sponsorship Agreement with Ultimate Fighting Championship (UFC) in the amount of \$250,000, for UFC International Fight Week to be held in Las Vegas June 2024; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2024: \$250,000 Expenditure

Member Ann Hoff disclosed that she is employed with MGM Resorts International, wherein she serves as the President and Chief Operating Officer of Bellagio, Park MGM, and Nomad properties. Member Hoff stated that Agenda Item 2 relates to a sponsorship agreement with the UFC for its 2024 International Fight Week and that the culmination of the 2024 IFW will be UFC 303, which will take place at T-Mobile Arena. Member Hoff provided that her employer, MGM Resorts International, is a co-owner and operator of T-Mobile Arena, and that the independence of judgment of a reasonable person in her situation may be materially affected regarding the proposed expenditure and agreement, by her employment with MGM Resorts and she would therefore be abstaining from deliberating or voting on Agenda Item 2.

Member Naft moved, and it was carried by unanimous vote of the voting members with the exception of Member Hoff who abstained, to: 1) Authorize the CEO/President to execute a Sponsorship Agreement with UFC in the amount of \$250,000, for UFC International Fight Week to be held in Las Vegas June 2024; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

- ITEM 3. **National Hockey League Sponsorship Agreement - Las Vegas, Nevada – 2024**
Ms. Motley provided estimated expected attendance and estimated economic impact for the National Hockey League Draft and requested that the Board of Directors considers: 1) Authorizing the CEO/President to execute a Sponsorship Agreement with the National Hockey League (NHL), in the amount of \$500,000, to host the 2024 NHL Draft June 28-29, 2024 in Las Vegas, at The Sphere Las Vegas, and to obtain marketing assets for the 2024 NHL season; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact
FY 2024: \$500,000 Expenditure

Member Scott DeAngelo moved, and it was carried by unanimous vote of the voting members to: 1) Authorize the CEO/President to execute a Sponsorship Agreement with the NHL, in the amount of \$500,000, to host the 2024 NHL Draft June 28-29, 2024 in Las Vegas, at The Sphere Las Vegas, and to obtain marketing assets for the 2024 NHL season; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

- ITEM 4. **Request to Approve LVE Event Funding: Mountain West Basketball Championships – Las Vegas, NV – March 9 – 15, 2025**
Ms. Motley provided estimated expected attendance and estimated economic impact for the proposed Mountain West Basketball Championships and requested that the Board considers: 1) Approving an expenditure in the amount of \$300,000 to Las Vegas Events (LVE) to sponsor the Mountain West Conference Men’s and Women’s Basketball Championships March 9 – 15, 2025, at Thomas & Mack Center; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact
FY 2025: \$300,000 Expenditure

Member DeAngelo moved, and it was carried by unanimous vote of the voting members to: 1) Approve an expenditure in the amount of \$300,000 to LVE to sponsor the Mountain West Conference Men’s and Women’s Basketball Championships March 9 – 15, 2025, at Thomas & Mack Center; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

- ITEM 5. **Award of Telecommunications Services Request for Proposal (RFP) #24-4789 to Cox Nevada Telecom, LLC**
Ed Finger, Chief Financial Officer, detailed the LVCVA’s provisions of telecommunications services to show management, exhibitors, and attendees via a third party, Cox Nevada Telecom, LLC (Cox). Mr. Finger provided information on the current revenue split between Cox and the LVCVA and noted Cox’s additional investment of \$20 million in facility technology upgrades and replacements during its 10-year agreement with the LVCVA.

Mr. Finger detailed the Request for Proposals (RFP) process conducted by the LVCVA for telecommunications services including the number of respondents, makeup of the review team, and evaluation criteria.

Mr. Finger stated that Staff recommends that Cox receive the award, noting that Cox’s offer included an increase of the LVCVA’s revenue share from 46% to 62% as well as an increase in its annual technology contribution and a commitment to replace and upgrade the existing network.

Mr. Finger noted that the Agenda Item provides that the LVCVA may have to purchase \$15 million of assets, which is a contract technicality and would only occur if the LVCVA terminated Cox soon after their investment of \$15 million, which Mr. Finger noted is unlikely. Mr. Finger requested that the Board considers: 1) Awarding RFP #24-4789 – Telecommunications Services - to Cox Nevada Telecom, LLC (Cox); 2) Authorizing the CEO/President to execute an amendment to the existing revenue contract between LVCVA and Cox, for an initial term from July 1, 2024, through June 30, 2029, with one optional five-year extension period; and 3) Authorizing the potential purchase of technology infrastructure assets in the amount of \$15 million in the event of early contract termination.

Fiscal Impact

Fiscal year 2023 revenues generated under this agreement were:

Gross revenue:	\$16.7 million
LVCVA commission:	7.7 million
Technology fund contribution:	0.5 million
Provider revenue:	8.5 million

Member DeAngelo moved, and it was carried by unanimous vote of the voting members to: 1) Award RFP #24-4789 – Telecommunications Services - to Cox; 2) Authorize the CEO/President to execute an amendment to the existing revenue contract between LVCVA and Cox, for an initial term from July 1, 2024, through June 30, 2029, with one optional five-year extension period; and 3) Authorize the potential purchase of technology infrastructure assets in the amount of \$15 million in the event of early contract termination.

ITEM 6. **2024 Resolution of Intent to Issue General Obligation Bonds in the Maximum Principal Amount of \$18,660,000**

Mr. Finger referenced the Board's previous approval of two bond financings at lower rates and the subsequent approval by the Clark County Debt Management Commission. He described additional statutory requirements related to one of the financings including approval of a resolution of intent, publishing of a public notice, and a 90-day petition period. Mr. Finger noted that this is a routine process and requested that the Board considers: 1) Approving and adopting the Resolution of Intent to Issue General Obligation Bonds in the maximum principal amount of \$18,660,000 in Clark County, Nevada, General Obligation (Limited Tax) Las Vegas Convention and Visitors Authority (LVCVA), Refunding Bonds (Refunding Bonds); and 2) Authorizing staff to publish all required public notices relating to the issuance of the General Obligation Bonds.

Fiscal Impact

The debt service on the bonds, when issued, will be paid from LVCVA revenues.

Member Naft moved, and it was carried by unanimous vote of the voting members to: 1) Approve and adopting the Resolution of Intent to Issue General Obligation Bonds in the maximum principal amount of \$18,660,000 in Clark County, Nevada, General Obligation (Limited Tax) LVCVA, Refunding Bonds (Refunding Bonds); and 2) Authorize staff to publish all required public notices relating to the issuance of the General Obligation Bonds.

ITEM 7. **Vegas Loop Construction and Management Agreement and Granting of Easement**

Mr. Hill commented on recent news articles regarding safety issues related to The Boring Company (TBC) and stated that the LVCVA reviewed the incidents resulting in Occupational Safety and Health Administration (OSHA) violations. Mr. Hill indicated that the LVCVA offered assistance to TBC to ensure the safe and correct completion of the project and emphasized the importance of the project to Las Vegas. Mr. Hill ensured the LVCVA's involvement and noted TBC's commitment to completing the project safely and correctly.

Mr. Finger provided background information on the Convention Center Loop system and its current connections to Resorts World Las Vegas, Encore Las Vegas, and Wynn Las Vegas. Mr. Finger detailed the current proposed easement for two additional connections down Paradise Road and shared images detailing the proposed tunnel configuration. Mr. Finger requested that the Board consider authorizing the CEO/President to execute an agreement with TBC - The Boring Company, DBA Vegas Loop (Provider), for: 1) the construction and management of an underground transportation connection to connect the portion of the Vegas Loop planned for Paradise Road to the Las Vegas Convention Center (Project), and 2) the granting of perpetual easements on and under the LVCC campus for the Project.

Member DeAngelo 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 (Provider), for: 1) the construction and management of an underground transportation connection to connect the portion of the Vegas Loop planned for Paradise Road to the Las Vegas Convention Center (Project), and 2) the granting of perpetual easements on and under the LVCC campus for the Project.

COMMITTEES

8. Audit Committee Report and Recommendations

Item A. Resolution to Augment Fiscal Year 2024 Budget

Mr. Finger outlined the procedures and requirements under Nevada Revised Statutes (NRS) related to budget augmentations. He detailed the LVCVA's 2023 General Fund Income Statement including revenue sources, expenditures, transfers out, and beginning and ending fund balances for the original budget, estimated budget, and audited final budget. Mr. Finger discussed that the proposed use of \$26.5 million of the \$27.8 million of extra equity is intended for augmentation of the operational budget including utility and Las Vegas Monorail costs, and renovation and non-renovation funds. Mr. Finger detailed the calculations of 2024 budgeted, projected, and final revenues and expenditures for the Las Vegas Monorail. He stated that the Board's approval of the proposed augmentation would result in a 23.2% fund balance as a percentage of operating expenditure, which is in alignment with Board Policies. Mr. Finger requested that the Board considers approving the proposed budget augmentation and the adoption of the associated Resolution 2024-03 to augment the fiscal year (FY) 2024 General Fund, Capital Projects Fund, and Las Vegas Convention Center District (LVCCD) Capital Fund budgets.

Fiscal Impact

FY 2024 - General Fund:

Increase in budgeted resources:

Beginning General Fund fund balance: \$26,500,000

Increase in appropriations:

Operations supplies and services \$ 3,000,000

Advertising supplies and services \$ 3,500,000

Transfers Out (Capital Projects Fund) \$10,000,000

Transfers Out (LVCCD Capital Fund) \$10,000,000

FY 2024 – Capital Projects Fund:

Increase in budgeted resources:

Transfers In (General Fund) \$10,000,000

Increase in budgeted appropriations:

Capital Outlay \$10,000,000

FY 2024 – LVCCD Capital Fund:

Increase in budgeted resources:

Transfers In (General Fund) \$10,000,000

Increase in budgeted appropriations:

Capital Outlay \$10,000,000

Audit Committee (Committee) Chair Naft stated that the Audit Committee approved Agenda Item 8A unanimously.

Committee Chair Naft moved, and it was carried by unanimous vote of the voting members to approve the proposed budget augmentation and the adoption of the associated Resolution 2024-03 to augment the FY 2024 General Fund, Capital Projects Fund, and LVCCD Capital Fund budgets.

Item B. Appointment of External Audit Firm

Committee Chair Naft outlined NRS requirements regarding the appointment of the LVCVA's external audit firm, stated that the Audit Committee recommends exercising the third year option of Eide Bailly's five-year RFP award and requested that the Board consider: 1) Reappointment of Eide Bailly as the independent audit firm for the fiscal year ending June 30, 2024, in the amount of \$62,000; 2) Reappointment of 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) Authorizing the Chief Financial Officer to execute the agreements.

Fiscal Impact

FY 2025: Expenditure: \$ 70,000

Committee Chair Naft moved, and it was carried by unanimous vote of the voting members, to: 1) Reappoint Eide Bailly as the independent audit firm for the fiscal year ending June 30, 2024, in the amount of \$62,000; 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 C. Internal Audit Reports

Committee Chair Naft reported on the first phase of the LVCVA's cybersecurity assessment, noting that two medium risk, and one low risk findings were identified, and recommendations were provided to remediate those findings. Committee Chair Naft stated that LVCVA management has implemented one of the recommendations and is working with its third-party vendors to remediate the other two findings.

Committee Chair Naft reported on the Las Vegas Monorail follow-up inventory and revenue process audits that were conducted on the LVCVA's Monorail systems operator, Western Management Group (WGM). He stated that the follow-up audit was performed to verify that corrective actions were implemented by WGM to remediate previously reported findings, and noted that WGM has now implemented corrective actions effective January 1, 2024 to fully remediate the findings.

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

Item D. Annual Audit Committee Evaluation

Committee Chair Naft outlined the requirements under the Audit Committee Charter regarding the Committee's performance of its responsibilities. He stated that LVCVA Senior Director of Audit Services Angela Go provided the Committee with a list of its responsibilities and how each was met throughout the year. Committee Chair Naft confirmed that the Committee met its responsibilities.

Chair Gibson thanked Committee Chair Naft and the Audit Committee for their work.

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

COMMENTS FROM THE FLOOR BY THE PUBLIC

Daniel Braisted provided thoughts on the adage read by Ms. Wik, provided information on the upcoming National Hardware Show and its special inventors area, and provided information on the upcoming National Association of Broadcasters tradeshow.

Ed Uehling expressed dissatisfaction on Mr. Hill's interests in the benefits to Las Vegas resorts over the benefits to the Las Vegas community and commented on the acknowledgment of R&R Partners, noting that there has only been a slight increase in visitation to Las Vegas since 2007. Mr. Uehling commented on the recent dissatisfaction of a basketball team with its room accommodations and provided thoughts on the public's feelings on in-room mini-bars. Mr. Uehling provided thoughts on the need to draw attendees to Las Vegas rather than the need for social media impressions and commented on the inability to fly directly to certain overseas locations from Las Vegas.

Shaundell Newsome thanked Mr. Vassiliadis for his mentorship, thanked Ms. Wik for her engagement with the Martin Luther King Jr. Day Parade, expressed excitement for recent opportunities accessible to small businesses in Las Vegas, and commented on the impact of the National Football League's (NFL) Business Connect Program to local businesses in Las Vegas.

Quentin Sandberg presented the idea of a Major League Soccer (MLS) and National Women's Soccer League (NWSL) Draft combined annual event. Mr. Sandberg provided history information of the hosting of the MLS Draft since its inception in 1996, proposed the event being reinstated in Las Vegas, and commented on the growth in popularity of NWSL. Mr. Sandberg proposed the development of travel packages in support of these potential events.

ADJOURNMENT

Chair Gibson noted parking challenges met by guests during the morning's Board meeting and asked Mr. Yost if there were any solutions, to which Mr. Yost responded that parking for public attendees and Board Members is in the Red Lot and that the morning's challenges were a result of a miscommunication and offered apologies.

Chair Gibson adjourned the meeting at 10:41 a.m.

Respectfully submitted,

Date Approved: April 9, 2024

Silvia Perez
Executive Assistant to the Board

James B. Gibson
Chair