



Regular Meeting of the Board of Directors March 9, 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, and telephonically on March 9, 2021. This meeting was properly noticed and posted in accordance with the State of Nevada Executive Department Declaration of Emergency Directives 006, 016, 018, 021, 026, 029, and 037, dated March 22, 2020, April 29, 2020, May 7, 2020, May 28, 2020, June 29, 2020, July 31, 2020, and February 14, 2021, respectively.

Board of Directors (Board)

Present unless otherwise noted

Councilman John Marz, Chair
Ms. Marilyn Spiegel, Vice Chair
Commissioner Jim Gibson, Secretary
Mr. Anton Nikodemus, Treasurer
 Mr. Scott DeAngelo
 Mayor Pro Tem Michele Fiore
 Mayor Carolyn Goodman

Councilwoman Pamela Goynes-Brown
 Jan Jones Blackhurst.....*via phone*
 Mayor Kiernan McManus
 Commissioner Michael Naft
 Ms. Mary Beth Sewald
 Mr. Steve Thompson
 Mr. Brian Wursten.....*via phone*

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, 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

OPENING CEREMONIES – CALL TO ORDER

Chair 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 Jan Jones Blackhurst and Brian Wursten attending telephonically.

The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no comments from the floor or telephonically by the public.

APPROVAL OF AGENDA AND MINUTES

APPROVAL OF THE AGENDA AND MINUTES

Vice Chair Marilyn Spiegel moved, and it was carried by unanimous vote of the voting members, to approve the March 9, 2021 Regular Meeting of the Board of Directors agenda, and to approve the minutes of the February 9, 2021, Regular Meeting of the Board of Directors.

PRESENTATIONS

Presentations by the LVCVA Staff

Brian Yost, Chief Operating Officer, provided a photo/video tour of the Las Vegas Convention Center's (LVCC) new West Hall, and invited Board members to an in-person tour of that facility.

Mr. Yost provided a PowerPoint update on The Boring Company Convention Center Loop project, highlighting testing, lighting, digital assets, and solar canopies.

Member Pamela Goynes-Brown asked if the walls pictured in the presentation were digitally set up for marketing purposes, to which Mr. Yost responded those walls are intended to be used for static signage.

Chair Marz encouraged Board members to tour the new West Hall.

Kate Wik, Chief Marketing Officer, delivered a PowerPoint and video presentation on marketing activity and campaigns for extended destinations Laughlin, Mesquite, and Boulder City.

Lori Nelson-Kraft, Senior Vice President of Communications, provided an update on the Hospitality Heroes recognition program highlighting the more than 80 nominations from 20 resort partners.

Steve Hill, Chief Executive Officer (CEO)/President, informed the Board of the recent passing of the LVCVA's Senior Director of Client Services, TJ Spain. Mr. Hill provided a summary of Mr. Spain's contributions to the LVCVA and offered his condolences.

Member Carolyn Goodman asked if notifications can be sent to the Board when these types of events happen, so they are able to express their condolences in a timely manner, to which Ms. Nelson-Kraft confirmed.

Mr. Hill provided an update on the outlook for Las Vegas's tourism industry and projected vaccination statistics and shared his optimism in bringing conventions and tradeshow back to Las Vegas. Mr. Hill provided information on the LVCVA's budget status and deficit in fiscal year (FY) 2021 revenue projections, and shared his thoughts on FY 2022 revenue projections. Mr. Hill provided an update on the grand opening celebration of the new West Hall building and thanked those involved in its completion.

CONSENT AGENDA

Matters listed on the Consent Agenda are considered routine and may be approved in a single motion or may be moved to the discussion portion of the agenda.

OPERATIONS DIVISION

1. Bid #21-4674, PWP CL-2021-167, Central Plant Ventilation Wall

That the Board consider: 1) Awarding Bid #21-4674, Central Plant Ventilation Wall, to Penta Building Group, LLC, Las Vegas, Nevada in the amount of \$140,602; and 2) Authorizing the Chief Executive Officer (CEO)/President to execute the contract documents.

For possible action.

2. Granting of Easement to the Las Vegas Valley Water District

That the Board consider authorizing the CEO/President to execute an agreement with the Las Vegas Valley Water District granting an easement to access LVCVA property to allow for the removal and reinstallation of a new water line, and any associated water hydrants, down Paradise Road.

Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members to approve the items on the Consent Agenda as requested by staff.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

MARKETING DIVISION

3. **Request to Approve LVE Event Funding: Life is Beautiful – September 17 – 19, 2021**

Fletch Brunelle, Vice President of Marketing, provided background information on the Life is Beautiful event and requested that the Board consider approving an expenditure in the amount of \$150,000 to Las Vegas Events (LVE) to fund the 2021 Life is Beautiful Music & Art Festival. The event will take place in Downtown Las Vegas.

Fiscal Impact

FY 2022: \$150,000 Expenditure

Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members to approve an expenditure in the amount of \$150,000 to LVE to fund the 2021 Life is Beautiful Music & Art Festival.

4. **Request to Approve LVE Event Funding: Downtown Rocks Concert Series, May-October 2021**

Mr. Brunelle provided background information on the concert series and requested that the Board consider approving an expenditure in the amount of \$275,000 to LVE to fund the 2021 Downtown Rocks Concert Series. The concerts will take place May through October at the Fremont Street Experience in Downtown Las Vegas.

Member Goodman acknowledged the two above events' impact on the downtown area and Las Vegas.

Fiscal Impact

FY 2021/2022: \$275,000 Expenditure

Final allocation between fiscal years will be determined based on the final event schedule.

Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members to approve an expenditure in the amount of \$275,000 to LVE to fund the 2021 Downtown Rocks Concert Series.

5. **Request to Approve LVE Event Funding: US Bowling Congress Open Championships, March 7-July 17, 2022**

Mr. Brunelle provided background on the Championship events and requested that the Board consider approving an expenditure in an amount not to exceed \$1,000,000 to LVE to fund the 2022 US Bowling Congress Open Championships. The Championship events will take place from March 7th through July 17th at the South Point Bowling Plaza.

Member Steve Thompson stated he would be abstaining from this vote, as Boyd Gaming directly benefits from auxiliary events stemming from USBC.

Fiscal Impact

FY 2022/2023: Not to exceed \$1,000,000

Final allocation between fiscal years will be determined based on the final event schedule.

Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members to approve expenditure in an amount not to exceed \$1,000,000 to LVE to fund the 2022 US Bowling Congress Open Championships.

6. **Professional Bull Riders Premier Series and Championship Sponsorship Agreement 2021**

Mr. Brunelle provided background information and requested that the Board consider the following as they relate to the 2021 Professional Bull Riders Premier Series and Championship Sponsorship Agreement: 1) Approving an expenditure of \$2,125,000 and 2) Authorizing the CEO/President to execute the contract documents.

Member Jones Blackhurst asked where the event was held, to which Mr. Brunelle answered that the event will be held at T-Mobile Arena.

Fiscal Impact

FY 2022: \$2,125,000 Expenditure

Secretary Jim Gibson moved, and it was carried by unanimous vote of the voting members to 1) Approve an expenditure of \$2,125,000 and 2) Authorize the CEO/President to execute the contract documents.

7. **Las Vegas Events Update**

Pat Christenson of LVE provided a comprehensive recap of LVE's activities during the first three quarters of fiscal year (FY) 2021 including the following: National Finals Rodeo (NFR) campaign & planning; and the Mesquite Open, Mr. Christenson previewed planned LVE activities for the fourth quarter of FY 2021 and farther out, including the following: Mountain West and Pac-12 basketball events, Mesquite Motor Mania, and Rock 'n' Roll Marathon.

Member Anton Nikodemus asked if the NFR contract was extended due to it being held in Texas in 2020, to which Mr. Christenson answered that there was an extra year added to the end of the contract term, extending it to 2025.

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

GENERAL GOVERNMENT DIVISION

8. **Turner Martin-Harris Joint Venture Construction Manager at Risk Contract – LVCC Phase 2 Construction Manager at Risk Amendment No. 6**

Mr. Hill provided detail on project costs and requested that the Board consider authorizing the CEO/President to execute Amendment No. 6 to the Turner Martin-Harris Joint Venture Construction Manager at Risk Contract for the Las Vegas Convention Center Phase 2 project, increasing the total contract price from \$889,076,996 to \$891,576,996, and increasing the total project cost from \$987,076,996 to \$989,576,996.

Fiscal Impact

FY 2021: \$2,500,000

Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members to authorize the CEO/President to execute Amendment No. 6 to the Turner Martin-Harris Joint Venture Construction Manager at Risk Contract for the Las Vegas Convention Center Phase 2 project, increasing the total contract price from \$889,076,996 to \$891,576,996, and increasing the total project cost from \$987,076,996 to \$989,576,996.

9. **Approval to Enter into Litigation Against P2M Motorsports, LLC**

Mr. Hill provided history information on the agreement between the LVCVA and P2M Motorsports, LLC (P2M), and requested that the Board consider: 1) Approving Staff's recommendation to enter into litigation against P2M to obtain a court order declaring a Confidentiality and Nondisclosure Agreement between the LVCVA and P2M void, unenforceable, and inapplicable to discussions between LVCVA and Liberty Media Corporation ("Liberty"); and 2) Delegating to the CEO/President the authority to make case related decisions during the pendency of the litigation.

Ms. Bateman informed the Board that with a recent complaint filed by the Liberty group, it was discovered that P2M never had a contractual relationship with either Formula 1 or Liberty, encouraging the LVCVA to enter litigation.

Member Goodman asked if there was any financial exposure by the LVCVA in proceeding this way, to which Ms. Bateman explained that appropriate precautions were taken, and she does not believe there are grounds for any counter claim against the LVCVA. Ms. Bateman stated there would be costs incurred by the LVCVA in terms of outside counsel fees, and these would be presented to the Board, should they exceed the CEO/President's signature authority. Ms. Bateman explained a provision of the potential of the LVCVA paying P2M's attorney's fees, should there be a prevailing action by P2M, and shared her opinion that there is low probability of this.

Fiscal Impact

FY 2021: Filing Fee: not to exceed \$1,530. Additionally, there will be outside legal costs associated with the litigation that Staff does not anticipate will exceed the CEO's Signature Authority and will be within the approved budget.

Vice Chair Spiegel moved, and it was carried by unanimous vote of the voting members to authorize the CEO/President to 1) Approve Staff's recommendation to enter into litigation against P2M to obtain a court order declaring a Confidentiality and Nondisclosure Agreement between the LVCVA and P2M void, unenforceable, and inapplicable to discussions between LVCVA and Liberty Media Corporation ("Liberty"); and 2) Delegate to the CEO/President the authority to make case related decisions during the pendency of the litigation.

COMMITTEES

10. **Marketing Committee Report**

The Marketing Committee met on March 1, 2021 to discuss Item A. Marketing Committee Vice Chair Anton Nikodemus presented a summary of the Marketing Committee meeting to the Board of Directors.

Ms. Wik provided a PowerPoint and video recap of the return-to-market strategies of the Business and Leisure segments including the following: layered messaging, positioning, the "Fast Forward" campaign, and influencer activities.

Committee Vice Chair Nikodemus discussed the dialogue that took place during the Marketing Committee meeting regarding the importance of the return of group business as key to midweek business and leveraging the return of World of Concrete to the Convention Center.

Member Scott DeAngelo recommended building a checklist of the top 40 group business events and celebrating each as they come back. Member DeAngelo recommended sharing information on what is open and available to travelers who are considering Las Vegas. Committee Vice Chair Nikodemus commented on efforts relating to capacity restrictions and event approvals, in response to Member DeAngelo's suggestions.

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

COMMENTS FROM THE FLOOR BY THE PUBLIC

Daniel Braisted provided the attached handouts regarding drones and spoke about the possibility of incorporating drones in the transportation infrastructure for Las Vegas and as a service at the Las Vegas Convention Center. Mr. Braisted addressed the effects of construction on Las Vegas streets.

Ms. Bateman informed the Board that a written public comment submission was received from Rick Shaw and read the public comment submission into the record as follows:

"In the proposed project plan link below, [and for the Board's information, that was the BDO Audit Plan for calendar year 2021] I reviewed the results of the survey regarding 15 risk areas. Safety and Security was ranked fourth according to a 4.1 average, but Safety and Security was not listed in the Proposed Project Topics chart/list.

Question One - Based on huge costs, reputation damages, mounting safety concerns of visitors, and other impacts of the 1 October Massacre, and based on a long and growing list of violence related incidents (fights, shootings, stabbings, murders, attacks on employees, human trafficking, gangs, and more) taking place on the Las Vegas Strip in 2020 and continuing into 2021, why would safety and security of visitors, employees, locals, and law enforcement not be on the list of Project Topics?

Question Two - And based on the fact that the law enforcement surge is not sustainable Sheriff Lombardo dialed back on January 27, 2021, and not sustainable by hotels, conferences, and casinos, and not the message Las Vegas wants to send to visitors, how can I request a meeting to propose a Project Topic on Safety and Security that is outside the box, research-based, evidence-based, proven to be successful in the real world, and focused on proactively preventing incidents, attacks, and tragedies before they occur? This is a significant opportunity to make prevention and safety a key differentiator for Las Vegas.

I have been researching failed preventions for 20 plus years, I was the first to identify the profile of failed preventions, and I wrote *The First Preventers Playbook* that was released in October 2020 that explains how the First Preventers Model, preventing incidents is critically needed to complement First Responders and Security, reacting to incidents to help make Las Vegas a destination where visitors, employees, sports fans, and locals will feel safe.

Safety and the First Preventers Model is the common thread that will make Las Vegas recover faster and maintain competitive advantages over other destinations. I look forward to helping and answering any questions/responses from the LVCVA Board and please let me know who I can connect with to explain this new model for the new world and new challenges we all face due to COVID-19 and rising numbers of at-risk individuals who can attack at any moment like we saw with Nashville. The recent attack/murder of retired law enforcement person on the Las Vegas Strip by an at-risk individual who had multiple reported indicators, but no First Preventers to intervene and prevent escalation, is another tragic event that was preventable with First Preventers Model since First Responders cannot respond until there is a crime, and that is too late."

ADJOURNMENT

Chair Marz adjourned the meeting at 10:19 a.m.

Respectfully submitted,

Date Approved: April 13, 2021

Silvia Perez
Executive Assistant to the Board

John Marz
Chair

March 10, 2021

Las Vegas Convention and Visitors Authority

Subject: Board Meeting ... Few Items for consideration

A) Introduction of Drones into Las Vegas Transportation mix

Past CES's in Las Vegas have included displays of Passenger carrying drones. Single Seat, Double Seat, and multi-seated. Some self-piloted and some controlled from "somewhere"

I read that there are over 175 companies working on these types of drones., in the world, One large player is Uber

These types of aircraft are grouped into a category called E-VTOF (Electric Vertical Take-Off) which includes electric powered helicopters. Some are electric helicopters are already certified by the FAA to carry passengers in the US.

The attached drawing includes a map as to why Las Vegas would be prime for early certification by the FAA for passenger carrying drones in Clark County. Each red dot borders BLM land, thus cutting the flight risk of people and property. If nothing else a drone factory or dealer could be setup on the outskirts of the city, and rides would be offered over BLM land. Any emergency would offer minimal risk to land being there is not any combustible fuel on board.

FAA might look kindly for passenger carrying drones to fly from the SE Corner of this campus to the NW Corner of said Campus. Over Campus property. Not to compete with Tesla Trunnels. \, the ride in tunnels is planned to be free to conventioners. A short ride via drone from one corner to the other of the campus, could be 100 to 200 dollars.

Eventually I envision Mayor Lee finishing a meeting and his Staff has already ordered a drone that is waiting on his front lawn. A quick ride to Apex. When ready a drone comes back and picks him for lunch Mayor of Mesquite, then a quick trip to visit new Amazon properties in NLV, then back to front of North Las Vegas City Hall

B) Does LVCVA own a big data base of past visitors? Haas there ever been consideration of a mass social media event in Las Vegas.

C) How long would each of you put up with torn up street Infront of your home with orange cones

Thank you,

Daniel Braisted

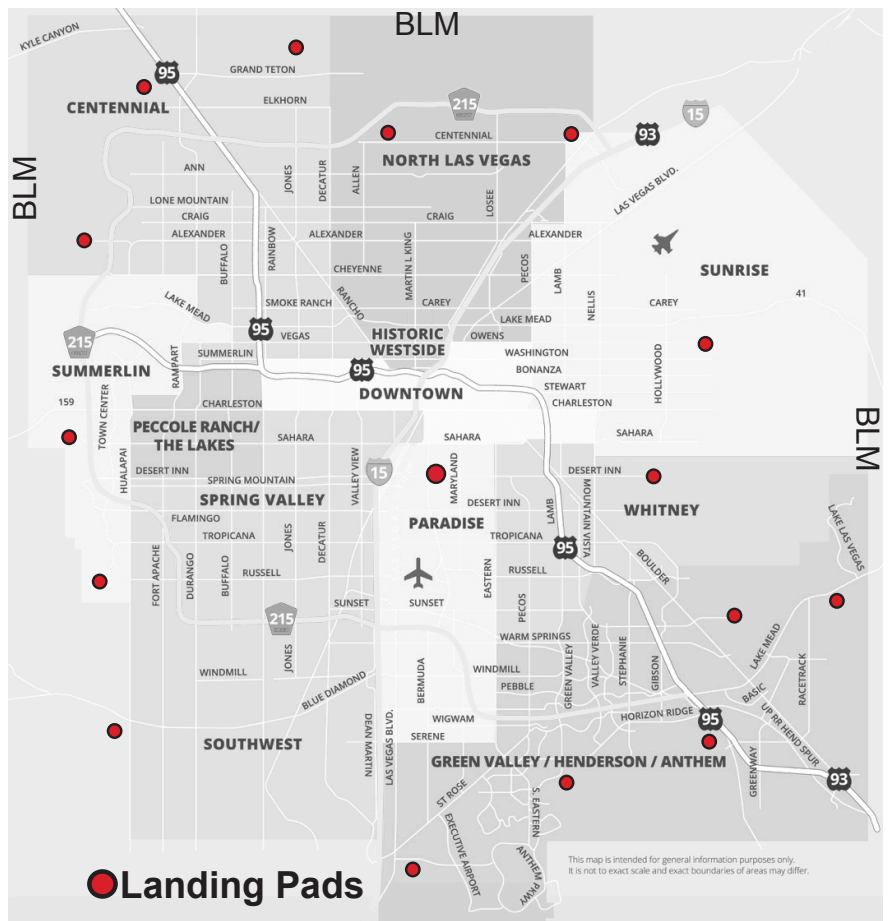
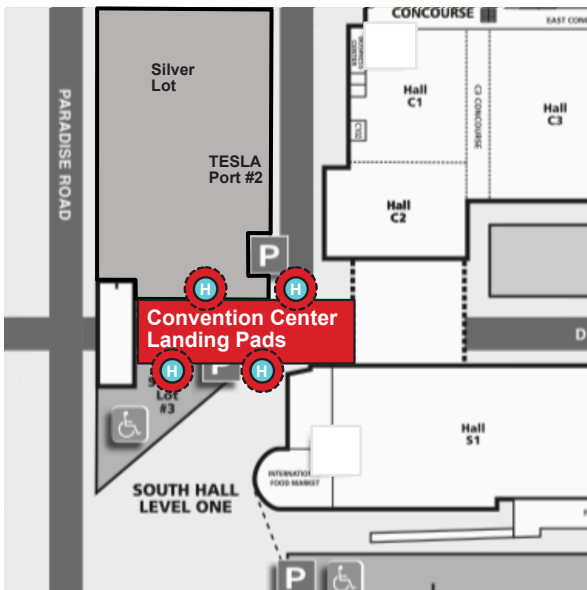
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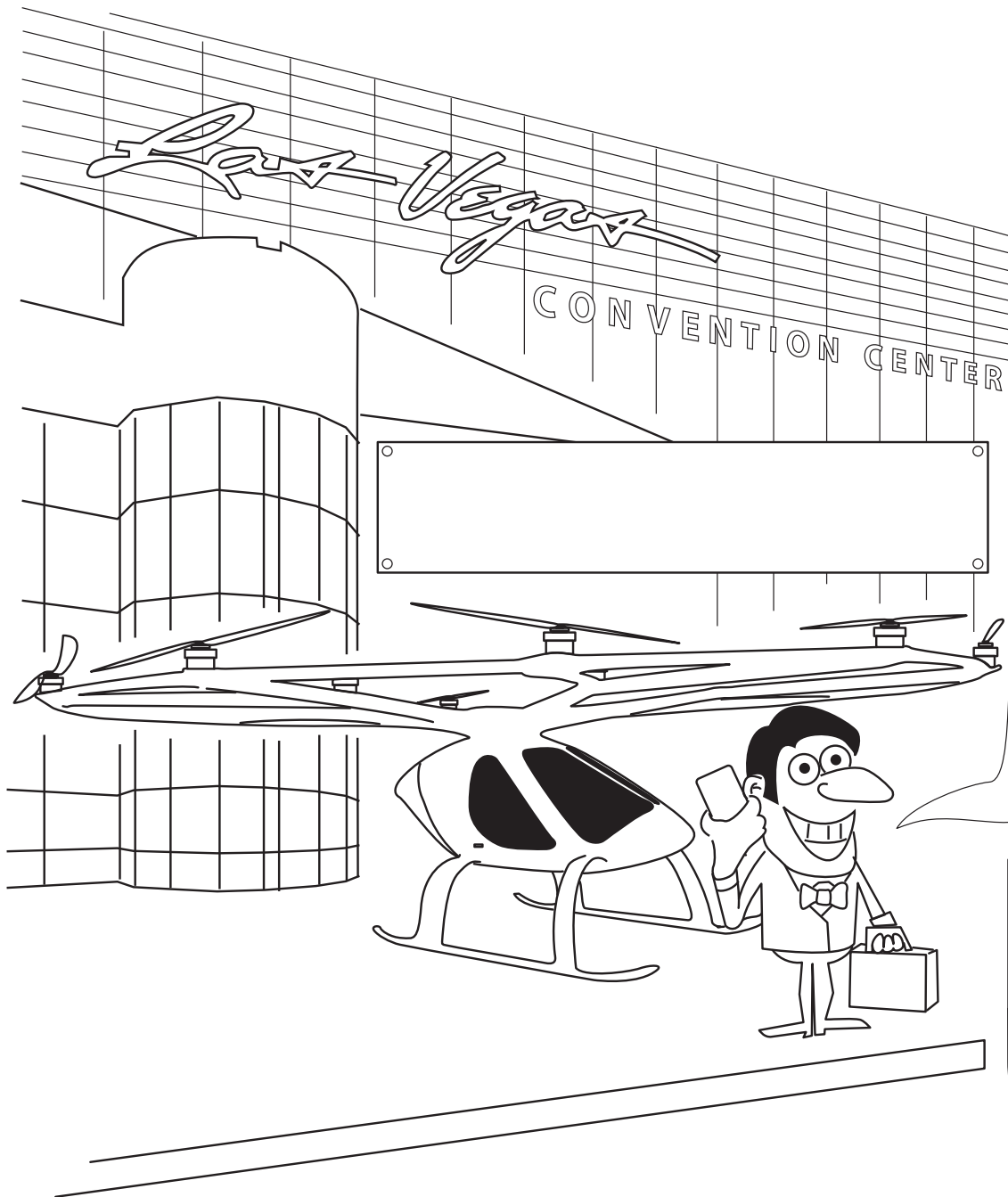


E-Copter Taxi Service Concept

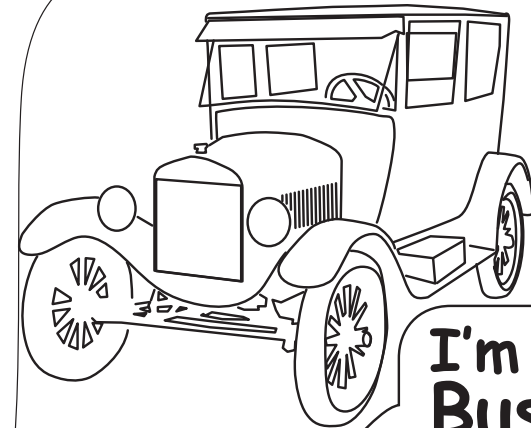


Convention Center Landing Pads





**You Should
Be Here!**



**I'm Too
Busy
Making
Deliveries!**



From: [Rick Shaw](#)
To: [Silvia Perez](#)
Subject: RE: Posted Agenda Book - March 9, 2021 Regular Meeting of the Board of Directors
Date: Monday, March 8, 2021 7:20:29 AM
Attachments: [image014.png](#)

Thank you Silvia—

It does not look like I will be able to make the meeting in person, so I would like to submit/ask a couple related questions.

In the Proposed Project Plan (link below), I reviewed the results of the survey regarding 15 Risk Areas.

Safety and Security was ranked 4th according to a 4.1 average, but Safety and Security was **NOT listed** in the Proposed Project Topics chart/list.

[Las Vegas convention center and visitors authority proposed project plan \(simpleviewcms.com\)](#)

Q1 - Based on huge costs, reputation damages, mounting safety concerns of visitors, and other impacts of the **1 October Massacre**, and based a long and growing list of violence related incidents (fights, shootings, stabbings, murders, attacks on employees, human trafficking, gangs, and more) taking place on the Las Vegas Strip in 2020 and continuing into 2021, why would safety and security of visitors, employees, locals, and law enforcement **NOT** be on the list of Project Topics?

Q2 - And based on the fact that the law enforcement surge is not sustainable (Sheriff Lombardo dialed back on January 27, 2021), and not sustainable by hotels, conferences, and casinos, and not the message Las Vegas wants to send to visitors, how can I request a meeting to propose a Project Topic on Safety and Security that is outside the box, research-based, evidence-based, proven to be successful in the real world, and focused on **proactively preventing incidents, attacks, and tragedies before they occur**? This is a significant opportunity to make prevention and safety a key differentiator for Las Vegas.

I have been researching failed preventions for 20+ years, I was the first to identify the profile of failed preventions, and I wrote **The First Preventers Playbook** that was released in October 2020 that explains how the First Preventers Model (preventing incidents) is critically needed to complement First Responders and Security (reacting to incidents) to help make Las Vegas a destination where visitors, employees, sports fans, and locals will feel safe. **Safety and the First Preventers Model** is the common thread that will make Las Vegas recover faster and maintain competitive advantages over other destinations.

I look forward to helping and answering any questions/responses from the LVCVA Board and please let me know who I can connect with to explain this **new Model** for the new world and new challenges we all face due to Covid-19 and rising numbers of at-risk individuals who can attack at any moment like we saw with Nashville. The recent attack/murder of retired law enforcement person on the Las Vegas Strip by an at-risk individual who had multiple reported indicators, **but no First Preventers to intervene and prevent escalation**, is another tragic event that was preventable with First Preventers Model since First Responders cannot respond until there is a crime, and that is too late.



Rick Shaw

Founder | CDO | Prevention Expert

Author of [The First Preventers Playbook](#)

402 – 730 – 0090

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<http://awareity.com/blog/>

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From: Silvia Perez <sperez@lvcva.com>

Sent: Saturday, March 6, 2021 6:31 PM

To: Rick Shaw <rick.shaw@awareity.com>

Subject: Re: Posted Agenda Book - March 9, 2021 Regular Meeting of the Board of Directors

Hi, the meeting starts at 9 a.m.

You can either call the number on the agenda and comment during the public comment portion, or submit your written comment to me via email before Monday 3/8 at 5 p.m.

The meeting is open to the public as well, in case you wish to attend in person.

From: Rick Shaw <rick.shaw@awareity.com>

Sent: Saturday, March 6, 2021 6:03:21 PM

To: Silvia Perez <sperez@lvcva.com>

Subject: RE: Posted Agenda Book - March 9, 2021 Regular Meeting of the Board of Directors

Hi Silvia—

What time does the meeting start?

If we have questions, do we have to be on the call or can they be submitted prior to the meeting?

Thank you!

Rick Shaw
Prevention Expert
Author of [The First Preventers Playbook](#)
402 – 730 – 0090
[Connect on LinkedIn](#)

“The people who are crazy enough to think they can change the world are the ones who do.”

— Steve Jobs



Connecting the Dots Blog

<http://awareity.com/blog/>

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From: Silvia Perez <sperez@lvcva.com>
Sent: Wednesday, March 3, 2021 6:22 PM
To: Silvia Perez <sperez@lvcva.com>
Subject: Posted Agenda Book - March 9, 2021 Regular Meeting of the Board of Directors

Good afternoon,

Below is the link to the LVCVA website where you will find the posted Agenda Book for the **March 9, 2021 Regular Meeting of the Board of Directors**. This meeting will be conducted in conformance with the State of Nevada Executive Department Declaration of Emergency Directives 006, 016, 018, 021, 026, 029, and 037, dated March 22, 2020, April 29, 2020, May 7, 2020, May 28, 2020, June 29, 2020, July 31, 2020, and February 14, 2021, respectively.

<https://www.lvcva.com/who-we-are/meetings-and-minutes/board-of-directors-agenda/>

PLEASE NOTE THIS IS AN IN-PERSON MEETING, WITH THE OPTION TO DIAL IN. IN ACCORDANCE WITH THE GOVERNOR’S GUIDELINES ON GROUP GATHERINGS, IN-PERSON ATTENDANCE AT THIS MEETING WILL BE LIMITED. THE PUBLIC IS ENCOURAGED TO ATTEND THE MEETING TELEPHONICALLY. Parking information is attached for those wishing to attend in person. For those dialing in, please see below tips.

- The line is typically opened 20 minutes prior to the meeting start time. Before this time, the caller will get a notice that their “entry is not valid or the meeting has not started yet”. Please dial in at least 5 minutes prior to the start of the meeting, but no earlier than 20 minutes before the meeting start time.
- Ensure callers are using the correct access code number. It is different for each meeting.

- If a caller is having technical support issues using the WebEx service, they may want to try calling from a different telephone.
- Depending on the caller's phone, it sometimes helps if they enter the access code digits slowly with pauses in between each digit.

Caller Instructions:

1. Call WebEx at 1-408-418-9388
2. Caller will hear, *"Welcome to WebEx. Enter your access code or meeting number followed by pound."*
3. The posted 10 digit access code number should be entered. (Example: 123 456 7890 #)
4. Caller will hear, *"Enter your attendee ID number followed by pound. If you do not know your attendee number, press pound to continue."*
5. Public callers are not issued attendee ID numbers, so callers should enter no digits and just press # to continue.
6. Caller will hear a single "beep" and then typically music on hold up until right before the meeting starts.

Please feel free to reach out, should you have any questions.

SILVIA PEREZ

Executive Assistant to the Board | Board Office

sperez@lvcva.com | [vCard](#)

T: [702-892-0711](tel:702-892-0711) | [Direct: 702-892-2802](tel:702-892-2802)

Las Vegas Convention and Visitors Authority

3150 Paradise Road, Las Vegas NV 89109

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