



**Regular Meeting of the Board of Directors
November 13, 2018
Minutes**

The Regular Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority (LVCVA) was held on November 13, 2018, 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

Present unless otherwise noted

Commissioner Lawrence Weekly, Chair	Mayor Pro Tem Peggy Leavitt
Mr. Chuck Bowling, Vice Chair	Mr. Gregory Lee
Mr. Bill Noonan, Secretary	Mayor John Lee..... <i>absent</i>
Commissioner Larry Brown, Treasurer	Councilman John Marz
Councilwoman Michele Fiore	Councilman George Rapson..... <i>via telephone</i>
Mayor Carolyn Goodman	Ms. Mary Beth Sewald..... <i>absent</i>
Mr. Tom Jenkin..... <i>via telephone</i>	Mr. Maurice Wooden..... <i>absent</i>

	Steve Hill, CEO/President
	Luke Puschnig, Esq., CEM, Legal Counsel
	Ed Finger, Chief Financial Officer
LVCVA Executive Staff in Attendance	Jacqueline Peterson, Chief Communications & Public Affairs Officer
	Barbara Bolender, Chief People Officer
	Cathy Tull, Chief Marketing Officer
	Terry Jicinsky, Senior Vice President of Operations

OPENING CEREMONIES – CALL TO ORDER

Chair Lawrence Weekly called the meeting to order at 9:00 a.m.

INVOCATION The invocation was delivered by Reverend Bonnie Polley of Christ Episcopal Church.

FLAG SALUTE The Pledge of Allegiance followed the invocation.

Chairman Lawrence Weekly acknowledged and thanked veterans in the audience including Member George Rapson on the phone.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Cyrus Hojjaty explained and expressed his concern about the urban heat island effect and its impact on the Las Vegas economy.

APPROVAL OF AGENDA AND MINUTES

APPROVAL OF THE AGENDA AND MINUTES

Vice Chair Chuck Bowling moved and it was carried by unanimous vote of the voting members present, including Member George Rapson and Member Tom Jenkin via telephone, to approve the November 13, 2018, Regular Meeting of the Board of Directors' agenda, and the October 9, 2018, Regular Meeting of the Board of Directors' minutes.

PRESENTATIONS – DISCUSSION AND POSSIBLE ACTION

PRESENTED

Presentations by the Las Vegas Convention and Visitors Authority Staff

Barbara Bolender, Chief People Officer, recognized the Las Vegas News Bureau's Senior Manager of Visuals, Mark Damon, for his coverage of the Clark County Fire Department's Awards Ceremony honoring 1 October first responders.

Terry Jicinsky, Senior Vice President of Operations, delivered a video presentation on the following operations highlights:

- VAPEXPO – November 9-10
- DEMA Show
- Mecum Auction
- Las Vegas Motor Trend Show
- SnowJam Ski and Snowboard Show – November 24-25

Cathy Tull, Chief Marketing Officer, delivered a video presentation on the following marketing highlights:

- Rock 'n' Roll Las Vegas Marathon
- 19th Annual Latin Gramm Awards – November 15
- 2018 Nevada Golf Championship Open
- Professional Bull Riders World Finals

- Marketing Initiatives
 - Airline Developments:
 - Several airline partners to add special service to the destination for CES 2019
 - Contour Airlines addition of nonstop service from Santa Barbara
 - California Pacific Airways addition of direct service from Carlsbad
 - Launch of refreshed visitlasvegas.com home page with new interactive features
 - Receipt of *Travel Weekly's* Magellan Gold Award for Destination Marketing Campaign Advertising for "Only Vegas Moments" Spot and Silver Award for Destination Marketing Event for "Vegas Alter Your Reality" launch.
 - International Media Coverage:
 - Freelancer Jonathan Thompson's "Experience Las Vegas Like a High Roller" article
 - Two 1-hour long episodes on Argentinian travel show Modo Selfie

Jacqueline Peterson, Chief Communications & Public Affairs Officer, delivered a PowerPoint presentation on the following public affairs highlights:

- Domestic Public Relations:
 - Coverage in *Cosmopolitan*, *Architectural Digest*, and Chicago's *Windy City*.
 - Support of Frontier Airlines' new service from Greenville, South Carolina
 - Support for new venture between World Trade Center, Las Vegas, and World Trade Center Saskatoon

Steve Hill, CEO/President commented on the new departmental highlights and accomplishments report being provided to the Board, provided reports on his experience and speaking engagement at IMEX, attendance at a NACTTI meeting in D.C., and recent travel to London for the WTM travel trade show including the LVCVA's receipt of best booth feature award for their touch screen. Mr. Hill recognized Nikki Velez, Kelly Sawyer, and Heidi Pretty of the LVCVA, as well as LVCVA's consultant in London, Hills Balfour for their work on a pop-up speakeasy event at WTM.

This was an information item. Not an action item.

Presentation by Applied Analysis: Economic Impact Series

Jeremy Aguero, Principal, Applied Analysis, presented a PowerPoint presentation entitled "Visitor Tax Contributions to Education"

Chair Weekly thanked Mr. Aguero for the report.

Member Carolyn Goodman expressed her concern regarding accountability on the amount of money that is contributed to education and inquired how Mr. Hill, Mr. Aguero, and Chair Weekly can obtain information on that accountability.

Chair Weekly asked Luke Puschnig, Legal Counsel, if the bill draft request process would allow an opportunity to address accountability, or what process can be offered to address the issue, to which Mr. Puschnig responded the LVCVA does not have the ability to get a direct bill draft request, but may work through lobbyists with the Nevada State Legislature, and noted that the LVCVA can work with its new lobbying firm to work on these issues.

Mr. Hill echoed Mr. Puschnig's response, and added that the LVCVA would need to find a legislator willing to sponsor that legislation and provided his thoughts on being involved in the education funding conversation and the budgeting involved.

Chair Weekly requested the LVCVA initiate a conversation with its new lobbying firm to address legislators regarding the education concern.

Member Michele Fiore provided information regarding a 2015 audit on the Clark County School District in which \$369 million were unaccounted for.

Member Goodman inquired about where money from the marijuana industry is being allocated, to which Mr. Aguero responded there is not just one revenue stream for the marijuana money and described the proposed allocation of that money, and offered to provide more information. Mr. Hill added comments regarding the uncertainty of the federal government's action on the legality of the industry as a whole.

Secretary Bill Noonan inquired regarding changes to revenue sources such as L.E.T. and commerce taxes in relation to the overall state budget, to which Mr. Aguero replied that preliminary revenues are beating expectations, but some segments such as property taxes, are not producing as much.

Member Greg Lee asked about hospitality-specific taxes, and how they compare to the commerce tax, to which Mr. Aguero detailed the allocation of the commerce tax to the State's General Fund, and provided information on the other accounts including the Distributive School Account.

Member John Marz commented on the advantage of uniting the municipalities and the LVCVA Board to collectively obtain answers to questions regarding education money, to which Chair Weekly agreed and addressed Mr. Hill regarding collectively speaking to the LVCVA's lobbying team before the beginning of the legislative session, and requested Mr. Hill follow up regarding conducting meetings prior to the holidays.

Treasurer Larry Brown asked about the formula for distribution of funding to the Department of Education, to which Mr. Aguero detailed the distribution in accordance with the Nevada Plan and through the Distributive School Account. Treasurer Brown requested the specific issue regarding Clark County and the tourism industry's subsidizing of education across the state be addressed.

Member Goodman thanked Mr. Aguero for his assessment, and remarked on the Board's ability to withhold funding until answers regarding accountability and allocation are provided, and recommended Mr. Puschnig provide information on how the distribution of room tax was decided.

Vice Chair Chuck Bowling requested Mr. Aguero's report be provided to all Board members.

This was an information item. Not an action item.

STAFF REPORTS – DISCUSSION AND POSSIBLE ACTION

MARKETING DIVISION

- ITEM 1. **International Tourism Bourse (ITB) Berlin, Germany – March 6-10, 2019**
Ms. Tull requested the Board of Directors consider: 1) Approval of an estimated expenditure of \$179,700 for expenses associated with the LVCVA exhibiting at International Tourism Bourse (ITB), March 6-10, 2019, in Berlin, Germany; 2) Authorizing the LVCVA Chief Executive Officer (CEO)/President to execute the contract documents; and 3) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2019	\$179,700	Estimated expenditure
	<u>(\$ 4,500)</u>	Estimated revenue from partner contribution
	\$175,200	Estimated net expenditure to LVCVA

Vice Chair Chuck Bowling moved and it was carried by unanimous vote of the voting members present, including Member George Rapson and Member Tom Jenkin via telephone, to 1) Approve an estimated expenditure of \$179,700 for expenses associated with the LVCVA exhibiting at International Tourism Bourse (ITB), March 6-10, 2019, in Berlin, Germany; 2) Authorize the LVCVA Chief Executive Officer (CEO)/President to execute the contract documents; and 3) Authorize any residual unexpended balances from this authorization to revert to available general funds.

ITEM 2. **Las Vegas Events – Event Approval Fremont Street Experience Downtown Hoedown Las Vegas, NV – December 5, 2018**

Ms. Tull requested the Board of Directors consider approval of the distribution of funds to Las Vegas Events (LVE) in the amount of \$125,000 to fund the Fremont Street Experience Downtown Hoedown, December 5, 2018.

Fiscal Impact

FY 2019 \$125,000 Estimated expenditure

Vice Chair Chuck Bowling moved and it was carried by unanimous vote of the voting members present, including Member George Rapson and Member Tom Jenkin via telephone, to approve the distribution of funds to Las Vegas Events (LVE) in the amount of \$125,000 to fund the Fremont Street Experience Downtown Hoedown, December 5, 2018.

GENERAL GOVERNMENT DIVISION

ITEM 3. **Voluntary Separation Program**

Ms. Bolender requested the Board of Directors consider a Voluntary Separation Program (VSP).

Fiscal Impact

To be determined – VSP costs will be offset by salary reductions.

Vice Chair Bowling requested clarification regarding his understanding of the reason behind the VSP being the consolidation of Cashman Field and fiscal responsibility, to which Ms. Bolender answered yes.

Vice Chair Chuck Bowling moved and it was carried by unanimous vote of the voting members present, including Member George Rapson and Member Tom Jenkin via telephone, to approve a Voluntary Separation Program (VSP).

ITEM 4. **Quarterly Budget and Statistical Report**

Ed Finger, Chief Financial Officer, presented the LVCVA Budget and Statistical Report for the quarter ending September 30, 2018, to the Board of Directors for their information and review.

Fiscal Impact

None

This was an information item. Not an action item.

ITEM 5. **Quarterly Collection Allocation**

Mr. Finger notified the Board of Directors that room tax collection allocation amounts for the first quarter of fiscal year 2019 are estimated to be \$6,707,830.

Fiscal Impact

FY 2019 \$6,707,830 Expenditure

This was an information item. Not an action item.

- ITEM 6. **Legal Counsel's Report and Recommendation(s)**
Mr. Puschnig presented a report on two lawsuits, Pimienta and Stacey.

Fiscal Impact
None

Secretary Noonan asked Mr. Puschnig what the S.I.R. was on both of his reports, to which Mr. Puschnig responded it should be zero.

This was an information item. Not an action item.

- ITEM 7. **Report on Southern Nevada Sporting Event Committee**
Mr. Hill presented a status report regarding the Southern Nevada Sporting Event Committee.

Fiscal Impact
None

Member Marz exited the meeting at 10:04 a.m.

Member Goodman requested clarification regarding who would be the party responsible for seeking bids on filling the stadium when the Las Vegas Raiders are not occupying it, to which Mr. Hill replied that the operation of the Stadium is the Raiders' responsibility, but will seek the LVCVA's assistance for certain events when appropriate. Member Goodman inquired whether the LVCVA will be in communication with the Raiders to ensure bookings, to which Mr. Hill replied yes, and detailed the minimal impact the stadium events will have on the ability to pay bonds.

This was an information item. Not an action item.

COMMITTEES

- ITEM 8. **LVCCD Committee Report**
The Las Vegas Convention Center District (LVCCD) Committee met on October 31, 2018, to discuss item A.

Terry Miller of Cordell Corporation provided a PowerPoint presentation on the progress of construction on the LVCCD project.

Chris Caluya of Turner Martin-Harris, provided a PowerPoint presentation on the progress of the project, and the Senate Bill 1 (SB1) requirements.

The LVCCD Committee Chair presented a report and gave the Committee's recommendation(s) to the Board of Directors for item A.

Item A. Owner's Representative Amendment #4 – Cordell Corporation Contract # 4260

Mr. Jicinsky requested the Board of Directors consider approval of Owner's Representative Amendment #4 – Cordell Corporation Contract # 4260.

LVCCD Committee Chair Chuck Bowling moved and it was carried by unanimous vote of the voting members present, including Member George Rapson and Member Tom Jenkin via telephone, to approve Owner's Representative Amendment #4 – Cordell Corporation Contract # 4260.

DIRECTORS' RECOGNITION

Member Leavitt provided information about Boulder City's holiday festivities including the Santa Electric Night Parade on December 1st.

Member Goodman thanked veterans and acknowledged a recent double flyover helicopter event.

Member Fiore provided information regarding Thanksgiving with seniors in Ward 6, Cowboy Christmas in Tule Springs beginning December 1st, the Christmas Fantasy Forest event happening at Floyd Lamb Park the entire month of December, and ideas about a world-class bike park coming to Ward 6.

Member Greg Lee expressed his appreciation to those involved with the Shriner's Golf Tournament, thanked veterans, and wished the audience a happy Thanksgiving.

Secretary Noonan congratulated Mr. Hill on his work on a departmental highlights report and recommended providing information regarding the focus of the upcoming quarter on future reports.

Chairman Weekly thanked Pat Christenson for his work on the press conference for the Rock 'n' Roll Marathon, thanked LVCVA staff for their participation in the annual Stuff-A-Bus program, thanked Commissioner Brown for his work in Clark County with sponsoring underserved kids, thanked Mayor Goodman and Councilwoman Fiore for their participation in the Veteran's Village ribbon-cutting, and wished everybody a happy Thanksgiving.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Daniel Braisted, Las Vegas resident, expressed his concern regarding a recent carjacking in Las Vegas, provided information regarding Startup Weekend at the Rob Roy Innovation Center, and provided suggestions on local high schools' involvement in Super Saturday events and accessibility to business licenses and write-offs.

Ken Evans, President of the Urban Chamber of Commerce congratulated Terry [Jicinsky] of the LVCVA, Terry [Miller] of Cordell Corporation, and Chris [Caluya] of Turner Martin-Harris for the progress made, and ensuring diversity and inclusion. Mr. Evans applauded the morning's discussion regarding funding and education, discussed the [Urban] Chamber's engagement in legislative action, and expressed his interest to continue being involved in that advocacy, as well as his interest for the Urban Chamber of Commerce to be a part of the Southern Nevada Sporting Events Committee.

Cyrus Hojjaty discussed technology's long-term impacts on immigration, parking, jobs, real estate, and society, and his experience and thoughts on raising test scores in schools.

Mike Kaleikini with Zen Space introduced the company's CMO, Ted Simon, who described their company's services, summarized his experience at IMEX, expressed his appreciation for Board members' support, thanked the LVCVA and its partners for their engagement at IMEX, expressed his excitement for the upcoming IAEE Expo! Expo! in New Orleans, and invited the audience to contact the company with inquiries.

Chair Weekly thanked Mr. Kailekini for the invitation and commended Ms. Tull on the LVCVA's booth at IMEX.

ADJOURNMENT

Chair Lawrence Weekly adjourned the meeting at 10:53 a.m.

Respectfully submitted,

Date Approved: December 11, 2018

Silvia Perez
Executive Assistant to the Board of Directors

Lawrence Weekly
Chair