



**Regular Meeting of the Board of Directors
October 11, 2022
Minutes**

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on October 11, 2022 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

Councilman John Marz, Chair	Mr. Brian Gullbrants..... <i>absent</i>
Mr. Anton Nikodemus, Vice Chair <i>absent</i>	Ms. Jan Jones Blackhurst
Commissioner Jim Gibson, Secretary	Mayor Kiernan McManus
Mr. Scott DeAngelo, Treasurer	Commissioner Michael Naft
Councilwoman Michele Fiore	Ms. Mary Beth Sewald
Mayor Carolyn Goodman	Mr. Steve Thompson
Councilwoman Pamela Goynes-Brown	Councilman Brian Wursten

LVCVA Executive Staff present	Steve Hill, CEO/President
	Caroline Bateman, General Counsel
	Ed Finger, Chief Financial 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 John Marz called the meeting to order at 9:00 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present either in person or telephonically, except for Vice Chair Anton Nikodemus, Secretary Jim Gibson, and Member Brian Gullbrants.

Silvia Perez, Executive Assistant to the Board, confirmed that Members Carolyn Goodman and Michael Naft would be joining the meeting telephonically.

Members Goodman and Naft joined the meeting telephonically at 9:01 a.m.

The Pledge of Allegiance was performed.

Secretary Gibson entered the meeting at 9:10 a.m.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Daniel Braisted referenced Agenda Item 1, Fiscal Year 2023 Marketing Update, and shared ideas about encouraging college alumni associations to have their reunions in Las Vegas during large conventions and the sharing of “master tickets” for trade shows.

Ed Uehling provided his opinion on the work of Mr. Billy Vassiliadis of R&R Partners and commented on macro vs. micro aspects of tourism, and shared tourism statistics of Las Vegas and other tourism destinations.

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 October 11, 2022 Meeting of the Board of Directors agenda, and to approve the minutes of the September 13, 2022 Regular Meeting of the Board of Directors.

PRESENTATIONS

Presentations by LVCVA Staff

Kate Wik, Chief Marketing Officer, highlighted marketing efforts including the following: Las Vegas's milestone of being the first destination to reach one million followers on the TikTok social media platform; Formula 1 partnership; the showcasing of football game viewing locations across the destination; Pro Bowl Games; the destination's first sports championship with the Las Vegas Aces winning the Women's National Basketball Association's (WNBA) Championships; Hispanic Heritage Month; and Routes World 2022 in Las Vegas.

Lisa Messina, Chief Sales Officer, delivered a PowerPoint and video presentation on Las Vegas Convention Center (LVCC) building highlights including the National Association of Convenience Stores, Printing United Expo, GlassBuild America, and IMEX America.

Steve Hill, Chief Executive Officer (CEO)/President, commented on events surrounding the Routes World conference and LVCVA sports marketing activities.

Mr. Hill provided an update on the planning of the future Super Bowl and Formula 1 race events in Las Vegas, summarized his recent business trip to Singapore and Kuala Lumpur, and provided information from his upcoming presentation to the Economic Forum.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

MARKETING DIVISION

ITEM 1.

Fiscal Year (FY) 2023 Marketing Update

Ms. Wik introduced the R&R Partners team including Chief Creative Officer Guto Araki and Executive Vice President of Strategy Gustavo De Mello. Ms. Wik recognized Arnie DiGeorge, Executive Creative Director at R&R Partners, for recently being awarded a Lifetime Achievement Award by the American Advertising Awards. Ms. Wik recognized the R&R Partners leadership team in the audience and thanked them for their partnership.

Ms. Wik shared a video showcasing the LVCVA's advertising activities and commented on the current need for consumers to "escape".

Mr. Araki presented current marketing initiatives for FY 2023 including the following: new television and radio spots; out of home wallscapes; and potential TikTok and social marketing content.

R&R Partners Chief Executive Officer Billy Vassiliadis discussed the launch plan for paid media and its accompanying challenges. Mr. Vassiliadis described research efforts in the determination of the need for consumers to escape.

Member Sewald asked if the advertising could be characterized as "revenge travel" to which Mr. Vassiliadis clarified it was considered "escape travel."

Ms. Wik discussed the official campaign launch date and anticipated response.

Mr. Hill emphasized the niche and timing for marketing the presented messaging and future opportunities for modification.

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

GENERAL GOVERNMENT DIVISION

ITEM 2. **Amendment to Clark County Self-Funded Interlocal Medical and Dental Benefits Plan Agreement**

Ed Finger, Chief Financial Officer, provided background on the current Clark County Self-Funded program and stated that the proposed amendment includes a 2% rate increase to the Preferred Provider Organization (PPO) and a 1% increase to the Exclusive Provider Organization (EPO). Mr. Finger described other amendments including a shorter qualifying period for new employees to receive benefits and the provision of mental health benefits through Teladoc. Mr. Finger requested that the Board approves and authorizes the Board Chair to sign an amendment to the Interlocal Agreement for the Health, Accident, and Life Benefit Program among Clark County, the LVCVA, the Clark County Water Reclamation District, the University Medical Center of Southern Nevada, the Las Vegas Valley Water District, the Clark County Regional Flood Control District, the Regional Transportation Commission of Southern Nevada, the Southern Nevada Health District, Henderson District Public Libraries, Mount Charleston Fire Protection District, the Las Vegas Metropolitan Police Department, and the Moapa Valley Fire Protection District, to add the Eighth Judicial District Court to the Interlocal Agreement and adopt an increase to rates for the Self-Funded PPO and the EPO Medical and Dental Benefits Plans.

Fiscal Impact:

2% PPO rate increase - \$60,000 for 2023 plan year

1% EPO rate increase - \$21,000 for 2023 plan year

FY23 – \$3.0 million total spend PPO
\$2.1 million total spend EPO

FY24 - \$3.1 million total spend PPO
\$2.1 million total spend EPO

Member Jan Jones Blackhurst moved, and it was carried by unanimous vote of the voting members to approve and authorize the Board Chair to sign an amendment to the Interlocal Agreement for the Health, Accident, and Life Benefit Program among Clark County, the LVCVA, the Clark County Water Reclamation District, the University Medical Center of Southern Nevada, the Las Vegas Valley Water District, the Clark County Regional Flood Control District, the Regional Transportation Commission of Southern Nevada, the Southern Nevada Health District, Henderson District Public Libraries, Mount Charleston Fire Protection District, the Las Vegas Metropolitan Police Department, and the Moapa Valley Fire Protection District, to add the Eighth Judicial District Court to the Interlocal Agreement and adopt an increase to rates for the Self-Funded PPO and the EPO Medical and Dental Benefits Plans.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Mr. Braisted commented on crowd control fences that were tipped over during a recent convention he attended at the LVCC and proposed a solution for monitoring fallen signs. Mr. Braisted provided information on the cost of tickets for upcoming trade shows and recommended a moment of silence for a recent local tragedy.

E.T. Snell apologized for expressing emotion during the previous Board meeting, provided information on an upcoming California Nevada Highway Safety Corridor Authority meeting, shared thoughts on future traffic concerns on the highway between Los Angeles and Las Vegas, and encouraged keeping rest stops open.

Shaundell Newsome of the Urban Chamber of Commerce and Trustee of the Vegas Chamber described his experiences with the small business community and expressed excitement for the recent Committed to our Business Community Event.

Mr. Uehling expressed disagreement with the presented advertising spots which he believes discourage visitation to Las Vegas with children, and stated that several youth sporting events are held in Las Vegas and bring visitors to the destination.

ADJOURNMENT

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

Respectfully submitted,

Date Approved: November 8, 2022

Silvia Perez
Executive Assistant to the Board

John Marz
Chair