



**Regular Meeting of the Board of Directors  
October 8, 2024  
Minutes**

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on October 8, 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.

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**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**  
Councilman Cedric Crear  
Mayor Carolyn Goodman.....*virtual*  
Ms. Ann Hoff

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

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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

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**OPENING CEREMONIES – CALL TO ORDER**

Chair Jim Gibson called the meeting to order at 9:00 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present in person or virtually, except for Member Jan Jones Blackhurst. Steve Walton was absent.

Member Jones Blackhurst joined the meeting at 9:02 a.m.

The Pledge of Allegiance was performed.

**COMMENTS FROM THE FLOOR BY THE PUBLIC**

Daniel Braisted inquired on what was included in Agenda Item 4 as related to the building management and integrated building management systems.

**APPROVAL OF AGENDA AND MINUTES**

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THE AGENDA  
AND MINUTES**

**Member Mary Beth Sewald moved, and it was carried by unanimous vote of the voting members, to approve the October 8, 2024 Regular Meeting of the Board of Directors agenda, and to approve the minutes of the September 10, 2024 Regular Meeting of the Board.**

## **OFFICER VACANCY – ELECTION**

In accordance with NRS 244A.605(4) and LVCVA Board Policy 1.03.2, when a vacancy occurs in an officer position, the vacancy must be filled by the Board at its first regularly scheduled meeting following the vacancy. The officer elected to fill a vacancy shall serve out the unexpired term of his or her predecessor.

- Treasurer

Chair Gibson outlined Board Policy requirements related to the composition of the Board's executive committee. He acknowledged the vacancy of the Treasurer position due to the departure of Scott DeAngelo, outlined the nomination procedure, and opened the floor to Board Members for their nominations.

Member Michelle Romero nominated Member Steve Thompson as Treasurer of the Board.

**Chair Gibson moved, and it was carried by unanimous vote of the voting members, to approve the appointment of Member Thompson as Treasurer of the Board.**

*Oath of Office was administered to the newly elected Officer of the Board  
by the honorable Judge Tierra Jones.*

## **PRESENTATIONS**

### **Presentations by the LVCVA Staff**

Brian Yost, Chief Operating Officer, delivered a presentation on Las Vegas Convention Center (LVCC) building updates, as related to conventions and tradeshow, including the National Association of Convenience Stores, Lowrider Super Show Las Vegas, Olympia World Fitness Expo, MWC Las Vegas, Mecum Auctions, the National Business Aviation Association's Business Aviation Convention and Exhibition, MagicCon Las Vegas, and Nevada Bridal & Wedding Expo.

Mr. Yost presented an update on the Las Vegas Convention Center's (LVCC) Phase Three Renovation project including progress on the new atrium in the grand lobby, glazing and metal panel installation on the North Hall exterior, high roof work on the grand lobby entrance, bollard installation, the exterior walkway in the North Hall corridor, and installation of temporary carpeting. He shared drone footage displaying roof work and the steel structures around the new atrium lobby.

Kate Wik, Chief Marketing Officer, provided information on National Hispanic Heritage Month events in Las Vegas. She highlighted Ultimate Fighting Championship's (UFC) UFC 306: Riyadh Season Noche UFC event and detailed the records set by that event including: highest grossing UFC event of all time; highest grossing single event at the Sphere; and one of the highest out-of-town attendee ticket sales events for both the UFC and the Sphere.

Ms. Wik discussed social media efforts for National Hispanic Heritage Month including the production of content by the LVCVA, in partnership with UFC and Sphere, partnerships with social media influencers, the use of e-mail, digital banners, and the visitlasvegas.com website for promotion of Hispanic Heritage Month events in Las Vegas, and the LVCVA's hosting of top consumer media from Mexico over the Mexican Independence Day Weekend. She shared data on social media impressions resulting from those efforts on top tier consumer outlets.

Ms. Wik provided information on the LVCVA's recent western Canada and Europe Sales Missions in partnership with 22 property shareholders that included 540 attendees and 259 meetings. She commented on two upcoming travel conferences in London that will aid the LVCVA's growth efforts from the United Kingdom market.

Ms. Wik discussed the LVCVA's recent participation in the Skift Global Forum including mainstage featured speakers and the LVCVA's recognition as the best destination marketing organization in the U.S.

Ms. Wik highlighted top earned media coverage in publications including *Smart Meetings*, *Travel & Leisure*, and *The New York Times*. She shared a clip from LVCVA Chief Executive Officer (CEO)/President Steve Hill's interview on *Cheddar's* live broadcast.

Ms. Wik shared a video from the LVCVA's business advertising campaign and shared research findings from Heart + Mind Strategies, LLC., indicating that the LVCVA's "*Not Invited*" campaign is effectively and positively reshaping the perceptions of executives and meeting planners as related to concerns and potential distractions when holding meetings in Las Vegas.

Ms. Wik discussed the relaunch of the *Vegas Means Business* website and the launch of the LVCVA's dynamic content program and shared data related to increased engagement resulting from personalized content.

Ms. Wik highlighted the return of the IMEX America tradeshow to Las Vegas for the 13<sup>th</sup> year, provided information about IMEX America and the LVCVA's booth, and invited the Board to attend the event.

Nadine Jones, Senior Vice President of People & Culture, recognized LVCVA Ambassadors Veronica Avila, Elvira Bakken, Sid Liufau, and Thomas Smith for their lifesaving actions when a contract security officer was experiencing a medical emergency. Chair Gibson expressed appreciation to the Ambassadors for their actions.

Chief Executive Officer (CEO)/President Steve Hill commented on the upcoming implosion of the Tropicana Las Vegas and expressed sympathy for those in the southeastern part of the U.S. experiencing unprecedented natural events. He welcomed the LVCVA's new Chief Financial Officer Jim McIntosh and commented on Mr. McIntosh's previous experience and tenure at the City of Henderson.

Mr. Hill referenced public comments made at the September 10, 2024 Board Meeting related to parking and noted that there are bicycle racks available and that LVCVA Staff has made adjustments to ease the parking process for the public attending Board meetings.

Mr. Hill announced that the LVCVA and Buyer teams have set the date of November 8, 2024, for the closing of its land sale of the former Riviera property.

Mr. Hill recognized Member Jones Blackhurst for being named the *Women in Sports + Events* (WISE) Inspirational Woman in Events and Hospitality, and LVCVA Director of Sports and Special Events Lisa Motley for being named the WISE Inspirational Woman in Sports, Events, and Hospitality. Mr. Hill recognized other Las Vegas area women that received WISE awards including Sandra Douglass Morgan and the Las Vegas Aces basketball team.

Mr. Hill commented on his and Chief Strategy Officer and Stadium Authority Administrator Ed Finger's extensive review of the [John] Fisher family's balance sheet as related to the financing of the proposed Major League Baseball (MLB) stadium in Las Vegas. He confirmed that the Fisher family has the ability to provide the financing for the construction of the proposed stadium. Mr. Hill commented on the Stadium Authority's responsibilities to perform a third-party audit and outlined the process of obtaining irrevocable private funding prior to making a request for public funding. He commented on the "ironclad" process that protects the public and public financing.

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

## **LVCVA STAFF REPORTS AND REQUESTED ACTIONS**

### **ITEM 1. Heart + Mind Strategies, LLC., Research Surveys and Reports**

Kevin Bagger, Vice President of Research Center, provided that Agenda Item 1 is related to the data collection, statistical analysis, and reporting for the Las Vegas Visitor Profile Study that is periodically presented to the Board. He provided that the LVCVA issued a Request for Proposals (RFP) for those services in 2021 and ten proposals from qualified vendors were received, with Heart + Mind Strategies, LLC ultimately being awarded the three-year contract. Mr. Bagger requested that the Board considers: 1) Authorizing the CEO/President to execute a one-year extension to the current Research Surveys and Reports Agreement with Heart +

Mind Strategies, LLC., in the amount of \$414,400, with an additional one (1) year extension option, in the amount of up to \$420,000; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2025: \$207,200 Expenditure

FY 2026: \$417,200 Expenditure

FY 2027: \$210,000 Expenditure

**Vice Chair Brian Gullbrants moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize the CEO/President to execute a one-year extension to the current Research Surveys and Reports Agreement with Heart + Mind Strategies, LLC., in the amount of \$414,400, with an additional one (1) year extension option, in the amount of up to \$420,000; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.**

ITEM 2.

**RFP 25-4841 – Formula 1 Transportation Services**

Ms. Motley described the LVCVA's efforts, via the Employee Mobility Program, to ensure that Las Vegas employees that are affected by the Formula 1 (F1) Las Vegas Grand Prix can arrive and depart their workplace in an efficient and timely manner. She detailed the proposed bus schedule for transporting employees to and from several properties.

Mr. Yost clarified that the proposed expenditure is a maximum spend amount and that the LVCVA does not anticipate full use of that amount. He noted that bus routes are still being evaluated and that Agenda Item 2 is being presented to the Board as a multi-year contract to eliminate the need for its presentation to the Board in future years. He explained that the contract would be re-evaluated each year and noted that bus routes are still being assessed due to the unknown impact of the two-lane bridge on Flamingo Road.

Chair Gibson asked how many employees utilized the parking and transportation alternatives that were provided the previous year, to which Ms. Motley responded that it was approximately 4,500. She noted that this did not include The Venetian, as it opted to provide its own parking lots for its employees. Ms. Motley shared that the LVCVA will implement the services of ParkHub to record real-time data of those entering and leaving the parking lots, to assist with the calculation of transportation needs next year.

Chair Gibson asked what the anticipated number of employees utilizing the parking lot and transportation services was for this year to which Ms. Motley replied that the LVCVA has allotted for 10,000 but anticipates 7,500 will be utilizing the services. She noted that a mandatory RSVP form would be required for employees to complete prior to parking, that a 24-hour concierge service will be available to assist with parking needs, and that a toolkit will be provided to all hotel properties.

Chair Gibson asked if more than the allotted 10,000 employees could be accommodated, to which Ms. Motley responded that ancillary lots are on hold and can be utilized as necessary.

Member Cedric Crear inquired on why the LVCVA would potentially be entering into a three-year agreement for F1 transportation services when there are only two guaranteed years remaining of the event in Las Vegas. Mr. Hill clarified that the LVCVA is not required to spend the proposed amount but is requesting approval in the case it is necessary, to avoid repetitively requesting approval from the Board in future years.

Member Crear emphasized the importance of providing parking and transportation information to employees in a timely manner and asked what the timeline was for communicating that information. He asked if efforts are being made to decrease the commute time for employees. Ms. Motley provided that since there will be no additional road paving

this year, there are no disruptions in traffic anticipated until the Tuesday before the F1 event. She noted that parking lots would be opened three hours prior to road closures and two hours after road opening, and that buses will take employees from parking lots at the Rio, Orleans Arena, and the Las Vegas Convention Center, to the Strip. Ms. Motley reported that town hall meetings have been held since June 2024 with all impacted properties. She noted that pending a final call with Caesars Entertainment and Venetian Las Vegas, the toolkit will be distributed on October 11 and the RSVP form would open on October 17.

Mr. Yost provided that the transportation program was designed by utilizing data from a survey that was distributed to a vast audience of Las Vegas Strip property employees. Chair Gibson asked if it was the LVCVA's survey or one executed by the Regional Transportation Commission (RTC), to which Mr. Yost clarified that it was the LVCVA's separate survey.

Member Jones Blackhurst stated that she would be abstaining from voting on Agenda Item 2 to avoid an appearance of conflict since employees of Caesars Entertainment would be utilizing the proposed parking and transportation services. She asked why the LVCVA is paying for the proposed services instead of Formula 1, as F1 is the entity causing the disruption. Mr. Hill provided that the LVCVA provides a broad set of services in their sponsorships of several events that are held in Las Vegas. He provided the \$35 million commitment to National Football League (NFL) Super Bowl LVIII as an example and reiterated that the LVCVA provides these types of services for several large and smaller scale events that are held in Las Vegas. Member Jones Blackhurst recommended the renegotiation of those services with F1, as the transportation disruptions are "totally the result of the race." Mr. Hill provided that the F1 sponsorship was the most efficient sponsorship accomplished by the LVCVA from a fiscal and economic standpoint and it has made the appropriate accommodations to ensure its success.

Treasurer Thompson disclosed that he is employed with Boyd Gaming whereas he serves as the Chief Administrative Officer. He provided that during the F1 Las Vegas Grand Prix, the Orleans Arena, a Boyd Gaming property, would serve as one of the parking lots for employee parking and that Boyd Gaming would be compensated for the use of its parking lot. He stated that Boyd Gaming will benefit from the proposed transportation arrangement and that the independence of judgment of a reasonable person in his situation may materially be affected regarding the proposed expenditure by his employment with Boyd Gaming and he would therefore abstain from deliberating or voting on Agenda Item 2.

Vice Chair Gullbrants stated that as an employee of Wynn Las Vegas, his property has no plans of utilizing the proposed transportation services but provided that he would abstain from voting on Agenda Item 2, in the case that those plans change.

Fiscal Impact

FY 2025: \$538,500 Expenditure

FY 2026: \$600,000 Expenditure

FY 2027: \$600,000 Expenditure

FY 2028: \$600,000 Expenditure

FY 2029: \$600,000 Expenditure

**Member Sewald moved, and it was carried by unanimous vote of the voting members, with the exception of Members Jones Blackhurst, Thompson, and Gullbrants who abstained, to: 1) Award RFP #25-4841 - Formula 1 Transportation Services, to TLC Luxury Transportation, Las Vegas, Nevada, in the amount of \$1,738,500 for a term of three (3) years with two (2) optional one (1) year extensions in the amount \$1,200,000; 2) Authorize the CEO/President to execute the contract documents; and 3) Authorize any residual unexpended balances from this authorization to revert to available general funds.**

Member Crear stated that his voting screen malfunctioned and clarified that his vote was in favor of approval of Agenda Item 2.

- ITEM 3. **CONCACAF Gold Cup Event Production Agreement Las Vegas, Nevada – June 2025**  
Ms. Motley provided information on the proposed agreement with CONCACAF for Gold Cup group stage matches including a double header of international soccer matches featuring four national teams. She shared that the benefits of hosting the matches include driving incremental room nights during the summer months and attracting a global media presence of the international audience. She provided that the 2021 CONCACAF Gold Cup Finals was the first sporting event held at Allegiant Stadium and sold out within 90 minutes, and requested that the Board considers: 1) Authorizing the CEO/President to execute an Event Production Agreement with the Confederation of North, Central America and Caribbean Association Football (CONCACAF), not to exceed \$350,000, for Gold Cup international soccer matches to be held at Allegiant Stadium in June 2025; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2025: \$350,000 Expenditure

**Vice Chair Gullbrants moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize the CEO/President to execute an Event Production Agreement with CONCACAF, not to exceed \$350,000, for Gold Cup international soccer matches to be held at Allegiant Stadium in June 2025; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.**

- ITEM 4. **Building Management System and Integrated Building Management System – Sunbelt Controls, Inc.**

Randy Shingleton, Vice President of Facilities, recalled his experience previously working with Mr. McIntosh, and congratulated and welcomed him to the LVCVA. Mr. Shingleton provided that the LVCVA's current Building Management System (BMS) operates on outdated Automated Logic Control (ALC) software and hardware systems, with much of the equipment being more than 20 years old. He informed the Board that the proposed agreement would upgrade all equipment not included in the Phase Three Sequence A.2 B and C Renovation Project. Mr. Shingleton detailed that the proposed upgrade to the system would provide a single dashboard for control and monitoring of HVAC, lighting, vertical transportation, and other critical building systems. He noted that Sunbelt Controls, Inc. is the sole authorized dealer in Southern Nevada for ALC and that Staff has determined that the proposed contract is not subject to award by competitive solicitation per NRS 332.115. He provided that the proposed contract includes a 10% owner-controlled contingency in the amount of \$226,343, which is included in the total bid price and noted that the work is part of the original Phase Three Renovation budget previously approved by the Board. Mr. Shingleton requested that the Board considers: 1) Authorizing the CEO/President to execute an agreement with Sunbelt Controls, Inc., in the amount of \$2,489,775.20 for the design and build of the BMS and the Integrated Building Management System (iBMS) at the Las Vegas Convention Center; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2025: \$ 2,489,775.20 Expenditure (Includes 10% Owners Controlled Contingency)

**Vice Chair Gullbrants moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize the CEO/President to execute an agreement with Sunbelt Controls, Inc., in the amount of \$2,489,775.20 for the design and build of the BMS and the iBMS at the Las Vegas Convention Center; and 2) Authorize any residual unexpended balances from this authorization to revert to available general funds.**

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Member Jones Blackhurst indicated that her voting screen was not active and provided that she was voting in favor of Agenda Item 4.

**COMMENTS FROM THE FLOOR BY THE PUBLIC**

Daniel Braisted provided information on the deadline for individuals who have attended the CES tradeshow in the past to obtain a free ticket to the 2025 CES tradeshow. He encouraged resort properties to consider offering grants to their employees to attend the CES tradeshow and provide a report on their experience. Mr. Braisted provided information on the Eureka Park segment of the CES tradeshow and encouraged attendance of that segment located at the Sands [now Venetian] Expo.

Steven Spann of The Doyle Las Vegas acknowledged Julie Murray, Heather Harmon, Punam Mathur, and Elaine Wynn for being women of “vision and imagination.” He noted that The Doyle Las Vegas recently hosted a Nevada State University event honoring MGM Resorts International and Communities in Schools of Nevada and commended the collaboration between those two entities. Mr. Spann provided information on four upcoming weddings to be hosted at The Doyle Las Vegas and provided information on the two alpacas that provide unique experience to its visitors. He thanked the Centennial Commission for its recent funding of Emmett Gates’ documentary of Paul Revere Williams.

Quentin Sandberg recalled his prior public comment of February 2024 related to the idea of reinstating and combining Major League Soccer (MLS) strap with a combine. He provided the idea that it can be National Collegiate Athletics Association (NCAA) centric to help increase attendance and add additional focus on development for high schools and colleges. Mr. Sandberg provided the idea that land near the LVCVA, Fontainebleau, and Resorts World could potentially be used as a premiere cannabis consumption lounge that incorporates Las Vegas Strip productions and talent such as karaoke, Las Vegas sports teams, and restaurateurs.

**ADJOURNMENT**

Chair Gibson adjourned the meeting at 9:58 a.m.

Respectfully submitted,

Date Approved: November 12, 2024

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Silvia Perez  
Executive Assistant to the Board

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James B. Gibson  
Chair