



**Regular Meeting of the Board of Directors
October 9, 2018
Minutes**

The Regular Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority (LVCVA) was held on October 9, 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..... <i>absent</i>
Councilwoman Michele Fiore	Councilman George Rapson..... <i>via telephone</i>
Mayor Carolyn Goodman	Ms. Mary Beth Sewald
Mr. Tom Jenkin..... <i>absent</i>	Mr. Maurice Wooden

LVCVA Executive Staff in Attendance	Steve Hill, CEO/President
	Luke Puschnig, Esq., CEM, Legal Counsel
	Ed Finger, Chief Financial Officer
	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 Mary Lou Anderson of Spirit and Serve, LLC.

FLAG SALUTE The Pledge of Allegiance followed the invocation.

Chairman Lawrence Weekly encouraged the public to keep in mind those that have been affected by breast cancer and those affected by Hurricane Michael.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Patricia Battie, representative of the Clark County Neighborhood Justice Center, informed the Board about the dispute resolution and mediation services offered by the organization.

Ed Uehling addressed Agenda Item 9 and compared Las Vegas tourism and gaming statistics to those of Macau and China, and questioned the normalcy of a no-bid contract item on the agenda.

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 via telephone, to approve the October 9, 2018, Regular Meeting of the Board of Directors' agenda, and the September 11, 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, presented Chair Lawrence Weekly an award from the Clark County Fire Department, in recognition of the LVCVA's efforts with the Family Assistance Center following the 1 October tragedy.

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

- National Association of Convenience Stores – October 8-10
- All Baby and Child (ABC Kids) – October 9-11
- Specialty Graphics Imaging Association – October 18-20
- Specialty Equipment Market Association (SEMA)/Automotive Aftermarket Products Expo (AAPEX) – October 30-November 2

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

- IMEX America
- Monster Energy Cup – October 13
- Marketing Initiatives
 - Airline Developments
 - Frontier Airlines' nonstop service from Cancun, MX; Cabo San Lucas, MX, and Fort Myers, FL
 - KLM Royal Dutch Airlines seasonal flights from Amsterdam
 - Norwegian Airlines seasonal additions from Gatwick
 - Cover and nine-page story in *WestJet* September issue
 - Coverage in Canadian magazine *Fashion*

Ms. Tull provided highlights on the partnership between the LVCVA and McCarran International Airport (McCarran), and congratulated Rosemary Vassiliadis of McCarran, and her team, for being named the number one airport in passenger satisfaction by J.D. Power and Associates for 2018. Ms. Tull described a personal customer service experience with Chris Jones of McCarran.

Chris Jones thanked Ms. Tull for the recognition and described the efforts of Ms. Vassiliadis in making McCarran part of the community, the "McCarran At Your Service" (MAYS) program, future additions and renovations, and the upcoming 70th anniversary celebration of McCarran.

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

- Domestic Media: *Forbes*, *Travel Channel*, *Women's Health*, *Cosmopolitan*, and *U.S. News & World Report*
- Ultimate Vegas Sports Weekend – February 28

Steve Hill recognized the LVCVA's recent designation as the most fun city in the U.S., in addition to being the top city for conventions and meetings, and acknowledged McCarran's ranking as the number one airport for customer satisfaction's role in the awards presented to the destination. Mr. Hill described his recent experience at the World Routes Conference in Guangzhou, China, echoed Ms. Tull's comments regarding Rosemary Vassiliadis and Chris Jones, expressed his excitement for the construction progress on the gold and diamond lots, thanked Luke Puschnig for his work on the closing of the Siegel and Kishner land transactions, thanked Ed Finger and his team for their planning on issuing bonds in regard to interest rates, and thanked the Operations team for their work on the recent implementation of a capital maintenance and replacement plan.

This was an information item. Not an action item.

STAFF REPORTS – DISCUSSION AND POSSIBLE ACTION

MARKETING DIVISION

ITEM 1. **International Association of Exhibitions and Events (IAEE) Expo! Expo! 2018
New Orleans, LA – December 11-13, 2018**

Ms. Tull requested the Board of Directors consider: 1) Approval of an estimated expenditure of \$380,000 for expenses associated with the LVCVA exhibiting at the International Association of Exhibition and Events (IAEE) Expo! Expo! Annual Meeting and Exhibition December 11-13, 2018, in New Orleans, LA; 2) Authorizing the CEO/President to sign and execute the contract documents; and 3) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2019 \$380,000 Estimated expenditure

Vice Chair Chuck Bowling moved and it was carried by unanimous vote of the voting members present, including Member George Rapson via telephone, to 1) Approve an estimated expenditure of \$380,000 for expenses associated with the LVCVA exhibiting at the International Association of Exhibition and Events (IAEE) Expo! Expo! Annual Meeting and Exhibition December 11-13, 2018, in New Orleans, LA; 2) Authorize the CEO/President to sign and 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 Update**

Pat Christensen of Las Vegas Events presented a comprehensive recap of fiscal year (FY) 2019 first quarter activities and preview of FY 2019 second quarter activities to the LVCVA Board of Directors.

This was an information item. Not an action item.

GENERAL GOVERNMENT DIVISION

- ITEM 3. **Clark County Self-Funded Health Benefit Plans 2019**
Barbara Bolender requested the Board of Directors consider approval of the changes to the Clark County Self-Funded Health Benefits Plan, effective January 1, 2019.

Fiscal Impact

CY 2019 \$3,675,000 Estimated expenditure

Vice Chair Chuck Bowling moved and it was carried by unanimous vote of the voting members present, including Member George Rapson via telephone, to approve the changes to the Clark County Self-Funded Health Benefits Plan, effective January 1, 2019.

- ITEM 4. **Health Plan of Nevada Contract Agreement 2019**
That the Board of Directors consider the approval of the contract with Health Plan of Nevada (HPN) for the 2019 calendar year.

Fiscal Impact

CY 2019 \$2,190,000 Estimated expenditure

Chairman Weekly asked Ms. Bolender if there was a survey or opportunity for staff to provide input regarding the health plans, to which Ms. Bolender replied that there is currently no formal survey. Chair Weekly described Clark County's process on attaining employees' feedback on their plans, and expressed his interest in having the LVCVA gather its employees' feedback.

Secretary Bill Noonan expressed his concern on the 9.9 percent increase in the HPN plan, and inquired about the drivers of that increase, to which Mr. Finger replied it was claims experience, and provided background on the plans.

Secretary Noonan expressed his desire for a closer look at the increase, to which Mr. Finger agreed.

Vice Chair Chuck Bowling moved and it was carried by unanimous vote of the voting members present, including Member George Rapson via telephone, to approve the contract with Health Plan of Nevada (HPN) for the 2019 calendar year.

- ITEM 5. **2018C Revenue Refunding Bond Resolution**
Mr. Finger requested the Board of Directors consider: 1) Approval of the 2018C Revenue Refunding Bond Resolution (The Bond Resolution) authorizing the issuance of revenue bonds of the LVCVA; 2) Approving the Certificate of the CEO authorizing the sale of bonds through a negotiated sale; 3) Authorizing the Chair of the Board to sign the Resolution; and 4) Providing authorization for all other matters relating thereto as defined in the Resolution.

Vice Chair Chuck Bowling moved and it was carried by unanimous vote of the voting members present, including Member George Rapson via telephone, to 1) Approve the 2018C Revenue Refunding Bond Resolution (The Bond Resolution) authorizing the issuance of revenue bonds of the LVCVA; 2) Approve the Certificate of the CEO authorizing the sale of bonds through a negotiated sale; 3) Authorize the Chair of the Board to sign the Resolution; and 4) Provide authorization for all other matters relating thereto as defined in the Resolution.

ITEM 6. **RFP #18-4525 Cash and Investment Management Services**

Mr. Finger requested the Board of Directors consider: 1) Awarding Request For Proposal (RFP) #18-4525, Cash and Investment Management Services, to FTN Financial Main Street Advisors, LLC, for the initial period of October 15, 2018, through October 14, 2021; 2) Authorizing the Chief Executive Officer (CEO)/President to execute the contract documents; and 3) Authorizing the CEO/President to execute three (3) additional one-year contract extensions according to the RFP documents, upon mutual agreement.

Chairman Weekly expressed his appreciation for the selection of a local business.

Member Carolyn Goodman inquired about the entities affected by the investments made, to which Mr. Finger replied that each entity had its unique investment needs and the LVCVA will have its own unique asset pool that will be invested non-custodially. Member Goodman inquired about who was on the investment committee, to which Mr. Finger replied it was himself, Mr. Jicinsky, and finance staff.

Member Goodman moved and it was carried by unanimous vote of the voting members present, including Member George Rapson via telephone, to 1) Award Request For Proposal (RFP) #18-4525, Cash and Investment Management Services, to FTN Financial Main Street Advisors, LLC, for the initial period of October 15, 2018, through October 14, 2021; 2) Authorize the Chief Executive Officer (CEO)/President to execute the contract documents; and 3) Authorize the CEO/President to execute three (3) additional one-year contract extensions according to the RFP documents, upon mutual agreement.

ITEM 7. **Lobbying Services**

Ms. Peterson requested the Board of Directors consider: 1) Awarding The Griffin (G₃) Company to serve as the LVCVA's Nevada legislative lobbyist for the initial period of November 1, 2018 through June 30, 2020 for \$15,000 per month; 2) Authorizing the Chief Executive Officer (CEO)/President to execute the contract documents; 3) Authorizing the CEO/President to execute two (2) additional one-year contract extensions, upon mutual agreement; and 4) Authorization of any residual unexpended balances from this authorization to revert to available general funds.

Matt Griffin of G₃ introduced himself and their President of Legislative Operations, Chelsea Capurro and expressed his excitement for the opportunity to work with the LVCVA.

Vice Chair Chuck Bowling disclosed that the Griffin Company provides legislative services for MGM Resorts International, and that he will abstain from the vote.

Secretary Bill Noonan disclosed that G₃ does work for the Nevada Resort Association, of which he is a member, and expressed his endorsement for the group.

Secretary Noonan moved and it was carried by unanimous vote of the voting members present, including Member George Rapson via telephone, with the exception of Vice Chair Chuck Bowling who abstained, to 1) Award The Griffin (G₃) Company to serve as the LVCVA's Nevada legislative lobbyist for the initial period of November 1, 2018 through June 30, 2020 for \$15,000 per month; 2) Authorize the Chief Executive Officer (CEO)/President to execute the contract documents; 3) Authorize the CEO/President to execute two (2) additional one-year contract extensions, upon mutual agreement; and 4) Authorize any residual unexpended balances from this authorization to revert to available general funds.

ITEM 8. **Legal Counsel's Report and Recommendation(s)**

There were no new legal items to report.

This was an information item. Not an action item.

ITEM 9. **CEO/President's Fiscal Year 2019 Goals**

Mr. Hill provided a PowerPoint presentation to the Board of Directors outlining his fiscal year (FY) 2019 goals.

Member Goodman inquired whether part of Mr. Hill's strategy included bringing in more foreign conventions, to which Mr. Hill replied that his goals regarding innovation and access will also be focused on international visitation.

Vice Chair Bowling thanked Mr. Hill for the quick turnaround time on getting his goals to the Board, recommended Mr. Hill incorporate those with KPIs for the Board in the near future, and expressed enthusiasm in recognizing the successes of the LVCVA.

Chair Weekly expressed his appreciation for Mr. Hill's communication, and vocalized his desire for transparency, a continued open dialogue, relationship-building and teamwork.

This was an information item. Not an action item.

COMMITTEES

ITEM 10. **Marketing Committee Report**

The Marketing Committee met on October 3, 2018, to discuss items A-D.

Committee Vice Chair Greg Lee presented a report on items A-D.

Item A. 1 October Update

Item B. Near Market Campaign Update

Item C. Digital Landscape Update

Item D. Fiscal Year 2018 Marketing Recap Overview

Chair Weekly exited the meeting at 10:19 a.m., and re-entered at 10:23 a.m.

Ms. Peterson provided a video presentation on 1 October and the #VegasStronger campaign.

Vice Chair Bowling complimented the LVCVA and R&R Partners on their 1 October efforts.

Ms. Tull provided an overview on, and video clips related to the Near Market Campaign.

Member Maurice Wooden exited the meeting at 10:27 a.m. and re-entered at 10:32 a.m.

Vice Chair Chuck Bowling exited the meeting at 10:31 a.m., and re-entered at 10:33 a.m.

Billy Vassiliadis of R&R Partners provided an introduction regarding the firm's fiscal year 2018 advertising and marketing efforts.

Rob Dondero and Yanick Dalhouse of R&R Partners provided a demonstration on the tilt brush virtual reality technology application, followed by a video summarizing R&R Partners' fiscal year 2018 marketing metrics. Mr. Dondero announced the naming of R&R Partners staff member Vaitari Anderson as one of *Ad Age* magazine's 40 Under 40, and commended his work with the Virtual Reality experience.

Mr. Vassiliadis expressed his appreciation for R&R Partners staff, and his excitement for the future.

Kyle Duffy, Senior Business Lead in Travel at Google announced the LVCVA's "Now and Then" video made the YouTube ad leaderboard for June 2018, with 11 million organic views.

Secretary Noonan exited the meeting at 10:52 a.m. and returned at 10:54 a.m.

Mr. Vassiliadis addressed Member Carolyn Goodman regarding her previous questions about net neutrality, its impact, and challenges.

Member Greg Lee thanked Mr. Vassiliadis and Mr. Dondero for their presentation, commented on the intense fragmentation of the market, and described his experience with virtual reality.

Vice Chair Bowling commented on the community's accomplishments despite the challenges encountered in 2018, and expressed his enthusiasm for the future.

Secretary Bill Noonan provided a reminder regarding the upcoming Nevada Legislative Session and recognized R&R Partners for their representation on the legislative agenda.

Treasurer Larry Brown inquired on how the success of the near market campaign would be gauged, to which Mr. Vassiliadis replied it was a consolidated campaign of various hotel offers that will be measured in visits to the sites as those offers are made.

Chair Weekly attributed the brevity of today's presentation as a result of the length of the October 3 Marketing Committee Meeting, and described the process of future meetings to receive Board Members' input.

This was an information item. Not an action item.

DIRECTORS' RECOGNITION

Member Michele Fiore summarized the 1 October remembrance events held at downtown's Community Healing Garden, including the dedication of a memorial wall and a ceremony, and thanked LVCVA staff for their assistance with 1 October events. Ms. Fiore provided information regarding the City Council's approval of a new municipal court building, the Las Vegas Book Festival beginning October 20th at the Historical Fifth Street School, and invited the public to a Halloween Spectacular event to be held by Ward 6 at Tule Springs Floyd Lamb Park on October 31st from 6 to 8 p.m.

Chairman Lawrence Weekly recognized Mary Ann Mele of R&R Partners.

Member Mary Beth Sewald acknowledged the efforts of R&R Partners, recognized Hugh Sinnock of the LVCVA for his efforts on revitalizing the relationship between the Las Vegas Chamber of Commerce and Nellis Air Force Base, and Chris Meyer of the LVCVA for helping her solidify the relationships between the LVCVA, the World Trade Center, and worldwide delegations.

Member Greg Lee provided an update of golf events in Mesquite including the Nevada Open on November 6, and the ranking of Wolf Creek as one of the top 100 courses in the country.

Secretary Bill Noonan addressed Steve Hill regarding the Southern Nevada Sporting Event Committee (SNSEC) and his desire for Mr. Hill to update the Board on the SNSEC soon by way of an agenda item.

Member Peggy Leavitt thanked Rob Dondero for having attended "Art in the Park" in Boulder City, and provided a summary on the success of the event. Ms. Leavitt described PBS programming regarding Mayor Carolyn Goodman's leadership after 1 October, and provided information on the Las Vegas Stronger Resiliency Center and their outreach to local 1 October victims as well as victims from other states and countries.

Member Carolyn Goodman thanked Jacqueline Peterson for coordinating 1 October events, and reiterated Member Fiore's sentiments about commemorating 1 October. Goodman provided information regarding the progress of the transformation of the Fremont Street canopy and experience, to be completed by December 2019.

Member Maurice Wooden provided a summary of an event he attended "Best of the Badge", honoring Metro officers who perform above and beyond the call of duty and encouraged the public to thank their law enforcement officers daily, not just on special events.

Chairman Weekly commended Mr. Wooden for his work in the community, and thanked everyone for their participation in 1 October events. Chair Weekly commended Members Fiore and Goodman on their work on the 1 October Ceremony, thanked Steve Sisolak and the Board of County Commissioners for their work on the Sunrise Service event, expressed his appreciation for Fox 5's commercial regarding 1 October, thanked Vice Chair Chuck Bowling and his staff for accommodating a group of senior citizens on a tour of T-Mobile arena, and encouraged the public to participate in an 8 p.m. curfew on Halloween night.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Sydni Sayles, representative of the Standards of Excellence Academy and the Foundation for an Independent Tomorrow, summarized their 1 October event, thanked LVCVA and R&R Partners staff for their attendance, presented the Board a plaque in recognition of staff's donation of hygiene items, and invited Board Chair Weekly and Member Goodman to accept the plaque and participate in a picture opportunity.

Michael Kaleikini, Vice President of Business Development at Zen Space, provided information on the company's Smart Pods product, indicated plans for his company to attend Expo! Expo! and IMEX America, invited Board Members and staff to try out their pods, and thanked Member Fiore for her participation in the company's efforts.

Cyrus Hojjaty spoke on his concerns regarding immigration issues and the long-term effects of the 1965 Immigration Law on wages and real estate, provided immigration statistics, and expressed concerns regarding foreign workers at casino properties and its effect on the economy. Mr. Hojjaty referred to the Henderson Grant to Minorities and Women, and pointed out its exclusion of Middle Eastern people.

Ed Uehling shared his thoughts on the presentation of Agenda Item 9, specifying the lack of quantitative measures and community impact. Mr. Uehling described Macau's community events, benefits, and reserves.

ADJOURNMENT

Chair Lawrence Weekly adjourned the meeting at 11:28 a.m.

Respectfully submitted,

Date Approved: November 13, 2018

Silvia Perez
Executive Assistant to the Board of Directors

Lawrence Weekly
Chair