



**Regular Meeting of the Board of Directors
September 10, 2019
Minutes**

The Regular Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority (LVCVA) was held on September 10, 2019, 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 Larry Brown, Chair	Mr. Tom Jenkin..... <i>absent</i>
Ms. Marilyn Spiegel, Vice Chair	Mr. Anton Nikodemus
Councilman John Marz, Secretary	Mayor Kiernan McManus
Mr. Greg Lee, Treasurer	Councilman George Rapson..... <i>via phone</i>
Mayor Pro Tem Michele Fiore..... <i>via phone</i>	Ms. Mary Beth Sewald..... <i>absent</i>
Mayor Carolyn Goodman	Mr. Steve Thompson
Councilwoman Pamela Goynes-Brown	Commissioner Lawrence Weekly

LVCVA Executive Staff in Attendance	Steve Hill, CEO/President
	Caroline Bateman, Legal Counsel
	Ed Finger, Chief Financial Officer
	Brian Yost, Chief Operating Officer
	Lori Nelson-Kraft, Sr. VP of Communications & Government Affairs
	Fletch Brunelle, Vice President of Marketing

OPENING CEREMONIES – CALL TO ORDER

Chair Brown called the meeting to order at 9:02 a.m.

INVOCATION The invocation was delivered by Pastor Drew Moore of Canyon Ridge Christian Church.

FLAG SALUTE The Pledge of Allegiance followed the invocation.

Chair Brown acknowledged that Board Members Fiore and Rapson were present via phone, to which they each confirmed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no comments on the floor by the public.

APPROVAL OF AGENDA AND MINUTES

APPROVAL OF THE AGENDA AND MINUTES **Member Weekly moved and it was carried by unanimous vote of the voting members present, including Members Fiore and Rapson via telephone, to approve the September 10, 2019, Regular Meeting of the Board of Directors agenda, and the August 13, 2019, Regular Meeting of the Board of Directors minutes.**

PRESENTATIONS

Presentation by IMEX Group

Chris Meyer, Vice President of Global Sales, introduced Carina Bauer, CEO of IMEX Group, to provide a PowerPoint presentation about serving as the largest trade show for event planners, discussing attendees, exhibitors, buyers, the large-scale hosted buyer program, business on the trade show floor, industry trends in meetings and events, the rise of transformational experiences in event design, and the use of live events to achieve business goals. Ms. Bauer announced the 2021 IMEX America show will be moved to Mandalay Bay, and the show remains committed to Las Vegas.

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

Presentations by the LVCVA Staff

Brian Yost, Chief Operating Officer, delivered a PowerPoint presentation on the LVCCD Phase Two expansion project, highlighting the exhibit hall, stair supports, level one meeting room interiors, fireproofing, the atrium/curved roof structure, exhibition halls and concrete pours.

Mr. Yost delivered a video presentation on the following Convention Center September highlights:

- International Baking Industry Exposition (IBIE)
- Mr. Olympia Fitness and Performance Weekend
- Pack Expo
- Lowrider 2019 Tour and Motor Trend International Auto Show

Mr. Yost provided notification that staff has launched an RFP for initial consulting services associated with reviewing convention center operations for mobility-impaired individuals as well as identifying convention sales opportunities associated with that market.

Kevin Bagger, Vice President of Research Center, delivered a video presentation on sales and marketing updates:

- Fall NASCAR Race Weekend – September 13-15
- Mexican Independence Day “El Grito” Celebration
- Mesquite Super Run – September 20-22
- Life Is Beautiful – September 20-22
- IMEX America

- Airline Development
 - Eurowings announcement of seasonal nonstop twice-weekly service from Munich from April through October.
 - Allegiant Airlines’ recent announcement of nonstop twice-weekly service from Fort Collins, CO
 - Hawaiian Airlines recent announcement of nonstop service four times a week from Maui beginning in December

- Marketing Initiatives/Public Relations Efforts
 - Annual International Summit hosted by Sales & Marketing
 - Creation of content in celebration of National Girlfriends Day
 - Creation of “Latest in Vegas” social content series second episode featuring Vanderpump Cocktail Garden at Caesars Palace
 - Recent collaboration with *Matador*, for “Choose Your Own Vegas” content creation
 - *Aventura Magazine* 24-page spread featuring the luxury and adventure side of Las Vegas

Lori Nelson-Kraft, Senior Vice President of Communications and Government Affairs, provided a video presentation in relation to advocacy efforts in partnership with the U.S. Travel Association featuring a forum with Congresswoman Susie Lee.

Ms. Kraft summarized and presented a video presentation on a recent construction milestone featuring the hoisting of the final beam atop the exhibition hall.

Steve Hill, Chief Executive Officer (CEO)/President, recognized Barbara Bolender, former LVCVA Chief People Officer, for her service to the organization.

Ms. Bolender listed the qualities of a successful Human Resources function, and thanked the Board of Directors and LVCVA staff for their leadership and support.

Mr. Hill advised the Board of Directors of upcoming discussions regarding recommended changes to Board Policies, and provided updates on room tax collections and the continued review of expenses in the organization.

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

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

MARKETING DIVISION

ITEM 1. **International Association of Exhibitions and Events (IAEE) Expo! Expo! – Las Vegas – Las Vegas, NV – December 3-5, 2019**

John Schreiber, Vice President of Business Sales, requested that the Board consider the following as they relate to the LVCVA exhibiting at IAEE Expo! Expo! – Las Vegas, December 3-5, 2019, in Las Vegas, NV: 1) Approving an expenditure in an amount not to exceed \$192,000 for booth design and construction; and 2) Authorizing the Chief Executive Officer (CEO)/President to sign and execute the contract documents.

Fiscal Impact

FY 2020 Not to exceed \$192,000

Mr. Schreiber presented PowerPoint slides illustrating images of the booth.

Vice Chair Spiegel asked about the overlap between IMEX and IAEE Expo! Expo!, to which Mr. Schreiber explained Expo! Expo! is primarily in the North American exhibition industry including trade show organizers or B2B associations, whereas IMEX America is primarily the corporate and association meeting planners, with a “sprinkle” of trade show organizers attending.

Member Nikodemus disclosed MGM Resorts International participated last year, and intends to participate this year, and he will be voting on the item.

Mr. Schreiber confirmed Mandalay Bay is the host of the Expo! Expo! event this year.

Vice Chair Spiegel moved and it was carried by unanimous vote of the voting members present, including Members Fiore and Rapson via telephone, to: 1) Approve an expenditure in an amount not to exceed \$192,000 for booth design and construction; and 2) Authorize the Chief Executive Officer (CEO)/President to sign and execute the contract documents.

ITEM 2. **France Representative Office Contract Revision**

Chris Meyer, Vice President of Global Sales, requested that the Board consider the following as they relate to the LVCVA's representative office in France for the remainder of fiscal year (FY) 2020: 1) Approving an expenditure in an amount not to exceed \$156,000 to TQC – Group Expression, Paris, France, from July 1, 2018 to June 30, 2020; and 2) Authorizing the Chief Executive Officer (CEO)/President to sign and execute the contract documents.

Fiscal Impact

FY 2020 \$108,000

Member Goodman mentioned recent growth in international direct flights, and requested a graph of what those direct flights are, how long we've had them, the months they fly, and carrier capacity, to which Mr. Meyer confirmed a visual representation will be provided to the Board.

Vice Chair Spiegel moved and it was carried by unanimous vote of the voting members present, including Members Fiore and Rapson via telephone, to: 1) Approve an expenditure in an amount not to exceed \$156,000 to TQC – Group Expression, Paris, France, from July 1, 2018 to June 30, 2020; and 2) Authorize the Chief Executive Officer (CEO)/President to sign and execute the contract documents.

ITEM 3. **U.S. Travel Association's IPW 2020 Las Vegas - Las Vegas, Nevada - May 30 - June 3, 2020**

Mr. Meyer requested that the Board consider the following as they relate to the LVCVA hosting U.S. Travel Association's IPW, May 30 – June 3, 2020 in Las Vegas, Nevada: 1) Approving an expenditure in an amount not to exceed \$450,000 for transportation related costs for show attendees (as required as host of IPW); 2) Approving an expenditure in an amount not to exceed \$275,000 for the IPW Opening Event; 3) Approving an expenditure in an amount not to exceed \$250,000 for the IPW Closing Event; 4) Approving an expenditure in an amount not to exceed \$175,000 for booth design and construction; and 5) Authorizing the Chief Executive Officer (CEO)/President to sign and execute the contract documents.

Fiscal Impact

FY 2020 Not to exceed \$1,650,000

Vice Chair Spiegel moved and it was carried by unanimous vote of the voting members present, including Members Fiore and Rapson via telephone, to: 1) Approve an expenditure in an amount not to exceed \$450,000 for transportation related costs for show attendees (as required as host of IPW); 2) Approve an expenditure in an amount not to exceed \$275,000 for the IPW Opening Event; 3) Approve an expenditure in an amount not to exceed \$250,000 for the IPW Closing Event; 4) Approve an expenditure in an amount not to exceed \$175,000 for booth design and construction; and 5) Authorize the Chief Executive Officer (CEO)/President to sign and execute the contract documents.

GENERAL GOVERNMENT DIVISION

ITEM 4. **2019C and 2019D General Obligation Bond Resolution**

Mr. Hill provided a brief overview regarding the context of this request, including background on Southern Nevada Tourism Infrastructure Committee (SNTIC) and Legislative approvals, funding mechanisms, debt service reserve, and debt coverage ratio.

Ed Finger, Chief Financial Officer, requested that the Board consider: 1) Approval and adoption of the 2019C Bond Sales Resolution (Resolution 2019-06) providing for issuance of Clark County, Nevada, General Obligation Las Vegas Convention and Visitors Authority (LVCVA), Convention Center Expansion Bonds (Additionally Secured With Pledged Revenues), Series 2019C in the maximum principal of \$200,000,000; 2) Approval and adoption of the 2019D Bond Resolution (Resolution 2019-07) providing for issuance of Clark County, Nevada, General Obligation Las Vegas Convention and Visitors Authority (LVCVA), Convention Center Expansion Bonds (Additionally Secured With Pledged Revenues), Series 2019D (Taxable) in the maximum principal of \$200,000,000; 3) Authorizing the Chair of the Board to sign Resolutions 2019-06 and 2019-07; 4) Authorizing the Chief Executive Officer (CEO)/President or the Chief Financial Officer (CFO) to arrange for the sale of the Bonds and to execute agreements necessary for issuance; and 4) Authorizing the CFO and the Finance Department to complete all other necessary measures to fulfill the requirements of the Resolution. The bonds may be issued as Taxable or Tax-exempt in any combination, as long as the total principal for the combined issue does not exceed \$200,000,000.

Fiscal Impact

FY 2020 \$1,500,000 Expenditure for cost of issuance (paid for out of bond proceeds)

Vice Chair Spiegel moved and it was carried by unanimous vote of the voting members present, including Members Fiore and Rapson via telephone, to: 1) Approve and adopt the 2019C Bond Sales Resolution (Resolution 2019-06) providing for issuance of Clark County, Nevada, General Obligation Las Vegas Convention and Visitors Authority (LVCVA), Convention Center Expansion Bonds (Additionally Secured With Pledged Revenues), Series 2019C in the maximum principal of \$200,000,000; 2) Approve and adopt the 2019D Bond Resolution (Resolution 2019-07) providing for issuance of Clark County, Nevada, General Obligation Las Vegas Convention and Visitors Authority (LVCVA), Convention Center Expansion Bonds (Additionally Secured With Pledged Revenues), Series 2019D (Taxable) in the maximum principal of \$200,000,000; 3) Authorize the Chair of the Board to sign Resolutions 2019-06 and 2019-07; 4) Authorize the Chief Executive Officer (CEO)/President or the Chief Financial Officer (CFO) to arrange for the sale of the Bonds and to execute agreements necessary for issuance; and 4) Authorize the CFO and the Finance Department to complete all other necessary measures to fulfill the requirements of the Resolution. The bonds may be issued as Taxable or Tax-exempt in any combination, as long as the total principal for the combined issue does not exceed \$200,000,000.

ITEM 5. **Contracts Report**

Caroline Bateman, Legal Counsel, provided a Contracts Report notifying the Board, pursuant to Board Policies (1.04, 2.01, 6.03, and/or 7.02) and Chapter 332 of the Nevada Revised Statutes, of any amendments or use of contingency, performed under the delegated authority of the Chief Executive Officer (CEO)/President, to contracts or agreements previously approved by the Board and/or to comply with statutory reporting requirements.

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

ITEM 6. **Retention of Outside Legal Counsel**

Ms. Bateman requested that the Board consider approving Legal Counsel's retention of the law firm of Semenza Kircher Rickard.

Chair Brown clarified that this approval is to allow negotiating of a contract, which will then come back to the Board, to which Ms. Bateman stated it would come back to the Board if the agreement with the firm exceeds budgetary authority.

Member Goodman asked what other law firms were considered in the final analysis, who are the primary clients of Semenza Kircher Rickard and mentioned conflict of interest concerns, asked if Brownstein [Hyatt Farber Schreck] will still be serving the LVCVA and in what capacity.

Ms. Bateman stated there have been prior outside counsel that have assisted with leases but that she sought to go in a different direction. She explained that she reached out to stalwarts in the industry, several of whom recommended Mr. Rickard, who has worked for Wynn, MGM Resorts International, Station Casinos, and Landry's.

Ms. Bateman asked for clarification of Member Goodman's third question, to which Member Goodman explained the question was what other firms submitted for the contract, and what is the length of the contract. Ms. Bateman stated it would be indefinite but would come to the Board at the point where it exceeds budgetary authority, and will be an ongoing project. Ms. Bateman stated she did not do an RFQ for this retention, but one will be issued in the future. She stated her intent to continue working with Brownstein on matters related to trademarks, and that she is evaluating other firms the LVCVA previously retained.

Member Goodman asked to make sure that as any contracts move forward, any conflict of interest disclosure be reviewed and be transparent.

Vice Chair Spiegel moved and it was carried by unanimous vote of the voting members present, including Members Fiore and Rapson via telephone, to approve Legal Counsel's retention of the law firm of Semenza Kircher Rickard.

COMMITTEES

ITEM 7. **Marketing Committee Report**

The Marketing Committee met on September 5, 2019, to discuss items A and B. Committee Chair Marz presented a report to the Board.

Marketing Committee Chair Marz presented a report on items A and B.

Item A. Sports Marketing Update

Item B. Fiscal Year 2020 Marketing Plan

Committee Chair Marz stated that due to time constraints, the Marketing Committee took Agenda Item A off the agenda but that the Committee would receive a report on the sports youth events throughout the destination at a separate time. Committee Chair Marz then provided background on the Fiscal Year 2020 Marketing Plan presentation.

Fletch Brunelle, Vice President of Marketing, recognized R&R Partners and LVCVA Marketing staff for their efforts, and provided background on the development of advertising and marketing platforms.

Billy Vassiliadis, CEO, R&R Partners, presented a summary of the Fiscal Year 2020 Marketing Plan.

Yanick Dalhouse, Group Account Director, R&R Partners, outlined the primary objectives in the advertising strategy including growing brand awareness, building global favorability, and increasing the likelihood of visitation.

Rob Dondero, Executive Vice President, R&R Partners, provided a PowerPoint and video presentation, discussed R&R's various partnerships, highlighting unique tech partnerships, sports partnerships, and the NFL 2020 Draft. Mr. Dondero discussed research and planning efforts regarding business travel to Las Vegas and the expansion of the Las Vegas Convention Center, as well as the ongoing marketing of extended destinations, Downtown Las Vegas and Fremont Street Experience.

Member Goodman described several projects in Downtown Las Vegas, and requested a meeting to discuss them, to which Mr. Dondero invited Member Goodman to a "deep-dive" meeting with R&R Partners.

Mr. Dondero summarized R&R Partners' strategy and ongoing efforts with Equal Opportunity Employment groups through opportunities with several upcoming projects.

Member Weekly referenced past discussions regarding marketing other areas such as Henderson and North Las Vegas, and requested discussions take place to start highlighting developments in those cities.

Mr. Vassiliadis explained R&R Partners does put forth efforts to market those areas, but visitors don't necessarily distinguish the geographic separation as distinctly as they would the extended destinations such as Mesquite, Laughlin, or Boulder City.

Mr. Vassiliadis thanked Marketing Committee members and LVCVA staff for their communication and feedback.

Marketing Committee Chair Marz thanked the Marketing Committee, LVCVA staff, and R&R Partners for their participation at the September 5, 2019 Marketing Committee meeting.

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

COMMENTS FROM THE FLOOR BY THE PUBLIC

Kenneth Evans, President of the Urban Chamber of Commerce, thanked the LVCVA staff members on their work on the NFL Business Connect event, and the opportunities it provides for small diverse businesses to participate in the 2020 NFL Draft.

Ed Uehling commented on Billy Vassiliadis's "absolutely brilliant" presentation, and acknowledged that about 95% of the market is missing, discussed the decrease in the U.S.'s Gross Domestic Product (GDP), highlighted the revenue generated by the international visitor market in comparison to the budget amounts allotted to those markets, and recommended a detailed review. Mr. Uehling acknowledged Rosemary Vassiliadis's "brilliant job" at McCarran International Airport regarding international travel and events.

ADJOURNMENT

Chair Brown adjourned the meeting at 10:52 a.m.

Respectfully submitted,

Date Approved: October 8, 2019

Silvia Perez
Executive Assistant to the Board of Directors

Larry Brown
Chair