



**Regular Meeting of the Board of Directors
September 10, 2024
Minutes**

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on September 10, 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.

Board of Directors (Board)

Present unless otherwise noted

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| Commissioner Jim Gibson, Chair | Ms. Jan Jones Blackhurst..... <i>virtual</i> |
| Mr. Brian Gullbrants, Vice Chair <i>absent</i> | Commissioner Michael Naft |
| Mayor Pamela Goynes-Brown, Secretary | Mayor Michelle Romero |
| Mr. Scott DeAngelo, Treasurer | Ms. Mary Beth Sewald |
| Councilman Cedric Crear..... <i>absent</i> | Mr. Steve Thompson |
| Mayor Carolyn Goodman..... <i>virtual</i> | Councilman Steve Walton |
| Ms. Ann Hoff..... <i>absent</i> | Councilman Brian Wursten..... <i>virtual</i> |

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| LVCVA Executive Staff present | Steve Hill, CEO/President |
| | Caroline Bateman, General Counsel |
| | Ed Finger, Chief Financial Officer |
| | Brian Yost, Chief Operating Officer |
| | Kate Wik, Chief Marketing Officer |
| | Nadine Jones, Senior Vice President of People & Culture |

OPENING CEREMONIES – CALL TO ORDER

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

Caroline Bateman, General Counsel, acknowledged that all Board members were present in person or virtually, except for Vice Chair Brian Gullbrants and Members Cedric Crear and Ann Hoff.

The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Ed Uehling referenced the Presentation portion of the agenda and requested that the number of people visiting Las Vegas be addressed rather than the number of social impressions and revenue. He referenced Agenda Item 4 and requested information on expenditures by Clark County on the current and previous years' Formula 1 (F1) Las Vegas Grand Prix events and asked what is being done to protect businesses affected by the event. Mr. Uehling referenced Agenda Item 7 and requested that a video from a previous The Boring Company press conference be shared. Mr. Uehling commented on his experiences related to parking for Board meetings. He stated that he has been redirected to up to four different parking lots in the past, that there was no parking available for this meeting, and that he was asked by parking staff to indicate who he was with.

APPROVAL OF AGENDA AND MINUTES

APPROVAL OF THE AGENDA AND MINUTES

Treasurer Scott DeAngelo moved, and it was carried by unanimous vote of the voting members, to approve the September 10, 2024, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the August 13, 2024 Regular Meeting of the Board.

PRESENTATIONS

Presentations by the LVCVA Staff

Kate Wik, Chief Marketing Officer, provided information on the Hospitality Heroes recognition program including selection process and award winner prizes. She shared videos recognizing third quarter award winners Elmo Wedderburn, Customer Service Supervisor at Southwest Airlines, and Ginny Gifford, Table Games Supervisor at The Venetian Las Vegas. Chair Gibson and Steve Hill, LVCVA Chief Executive Officer (CEO)/President presented the awards to the recipients.

Brian Yost, Chief Operating Officer, delivered a presentation on Las Vegas Convention Center (LVCC) building updates including PRINTING United Expo, EMS World Expo 2024, and MINExpo International.

Mr. Yost presented an update on the LVCC Phase Three Renovation project including progress on the grand lobby, curtain wall and exterior framing, installation of roof decking, concrete slab pouring on level 2, placement of a temporary stairwell, and carpet installation. Mr. Yost provided that the LVCVA has received a Temporary Certificate of Occupancy and that the newly renovated North Hall space would be turned over to MINExpo for its tradeshow at the end of the month. He shared a flyover video of the renovated facility.

Kate Wik, Chief Marketing Officer, provided that quorum was not met during a scheduled Marketing Committee meeting in August and she would therefore provide a recap to the Board rather than a formal report. She provided information on the theatrical approach to new content and shared a sizzle reel about Las Vegas to be used during future meetings and presentations.

Ms. Wik provided information on the launch of a new sports campaign featuring the diversity of fandom in Las Vegas and shared the "Go All Out" video. She noted that the video launched during the Vegas Kickoff Classic and would run across all of the LVCVA's sports sponsorship inventories. Ms. Wik thanked R&R Partners and LVCVA Staff for their efforts on that video.

Ms. Wik reported that some of the LVCVA's sports sponsorships were reviewed during the Marketing Committee briefing and announced that Las Vegas would be the lead partner for the National Football League (NFL) 2024-2025 season across the United Kingdom (UK) and Ireland. Through the sponsorship, Visit Las Vegas will be the presenting partner of the 2024 London Games. She discussed the growth of the UK visitor market and the growth in air service from London, Manchester, and Ireland. Ms. Wik discussed the planned brand exposure for the UK NFL games including in-stadium LED advertising and end-zone branding, and broadcast television advertising in the UK.

Ms. Wik highlighted a social media update provided by Grey Group at the Marketing Committee briefing with a summary video of social media accomplishments.

Mr. Yost discussed the record attendance at Allegiant Stadium for the Modelo Vegas Kickoff Classic (Kickoff Classic) and record television viewership of the match between Louisiana State University and the University of Southern California. He thanked partners at ESPN for allowing Las Vegas the opportunity to host the event. Ms. Wik discussed the integration of Las Vegas branding and on-site activations during the Kickoff Classic. She shared a social media video of the painting of the field, discussed social content related to pre-game festivities, and provided information on social media impressions resulting from that content.

Mr. Hill commented on the opportunity to hold future football events in Las Vegas and on the marketing value from capitalizing on Allegiant Stadium. He commented on the LVCVA's focus on growing the UK visitor market through its investment in partnerships such as the NFL, Bournemouth and Silverstone, and the enhancement of existing partnerships including those with Virgin Atlantic and British Airways. Mr. Hill described the LVCVA's future focus on particular individual markets rather than its past practice of spreading international expenditures across a series of countries.

Mr. Hill provided an update on the LVCVA's 10-acre land sale including completion of excavation and ground preparation work, a 60-day diligence period, and anticipated closing date of November 1, 2024. He commented on the [Clark] County's approval of the Fontainebleau Las Vegas's concept for its new towers and expressed excitement for the development of the north end of the Las Vegas Strip.

Mr. Hill provided an update on the LVCC Loop system including the creation of a new tunnel under the LVCC's Silver Lot that will enable vehicles to make turns and move in different directions. He described the necessity for, and success of the timely completion of that project due to MINExpo's upcoming usage of the land.

Mr. Hill commented on the dismissal of Nevada State Education Association's lawsuit related to the constitutionality of Senate Bill 1 of the 2023 legislative session, in State District Court. He provided that the Stadium Authority would meet in October where three key documents would be presented. He noted that those agreements would be presented to the Board and the public for their review prior to their anticipated finalization and approval in December.

Mr. Hill presented Treasurer DeAngelo with a frame commemorating his final Board meeting and thanked Treasurer DeAngelo for his leadership. Treasurer DeAngelo thanked Member Mary Beth Sewald and the Vegas Chamber for appointing him to the Board and commented on accomplishments in Las Vegas including hosting Super Bowl LVIII, the F1 Las Vegas Grand Prix, National Collegiate Athletics Association (NCAA) Final Four Tournament, and the announcement of Wrestlemania 2025 in Las Vegas.

Chair Gibson thanked Treasurer DeAngelo for his service.

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

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

ITEM 1. Advertising Production Partner Agreement Amendment - Townhouse

Michael O'Brien, Vice President of Digital and Content Strategy, provided that Townhouse is the production arm of Grey Group, the LVCVA's advertising agency of record. He referenced the previously Board-approved \$160 million contract with Grey Group that allocated \$10 million to Townhouse for production services. Mr. O'Brien detailed that the proposed amendment requests to increase the allocation to Townhouse to \$20 million and introduces an optional two-year extension that would align the contract term for Townhouse with that of the Grey Group. He emphasized the importance of social media content and noted that Townhouse is a key partner for the production of that content. Mr. O'Brien requested that the Board considers: 1) Authorizing the CEO/President to execute an amendment to the current Advertising Production Partner Agreement with GWE LLC d/b/a Townhouse (Townhouse) to – a. increase the maximum contract value to a total of \$20,000,000, and b. provide an optional extension term from July 1, 2025 to June 30, 2027; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2026: \$5,000,000 Expenditure

FY 2027: \$5,000,000 Expenditure

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize the CEO/President to execute an amendment to the current Advertising Production Partner Agreement with Townhouse to – a. increase the maximum contract value to a total of \$20,000,000, and b. provide an optional extension

term from July 1, 2025 to June 30, 2027; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

ITEM 2. **LVCVA Exhibition Booth Construction – WTM London 2024 – Conex Exhibition Services**

Fletch Brunelle, Vice President of Marketing, provided information on the WTM 2023 tradeshow including attendance and number of appointments conducted by the LVCVA and its industry partners. Mr. Brunelle provided that there are currently 13 shareholder partners confirmed to participate in the LVCVA's booth during WTM London 2024. He reiterated Mr. Hill and Ms. Wik's comments regarding the LVCVA's intent to grow visitation from the UK and Ireland. Mr. Brunelle noted that some of the components from the LVCVA's 2023 WTM booth would be reused for the proposed WTM 2024 booth and requested that the Board considers: 1) Authorizing the CEO/President to execute an agreement with Conex Exhibition Services (Conex) in the amount of \$288,007 for the design and build-out of the LVCVA's exhibition booth for WTM London, November 5-8, 2024; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2025: \$288,007 Expenditure

Member Jan Jones Blackhurst provided that she serves on the Board of Directors for Caesars Entertainment and that representatives from Caesars Entertainment would be utilizing the LVCVA's booth at WTM London 2024 to conduct meetings and events. She stated that Caesars Entertainment will benefit from utilizing the LVCVA's exhibition booth at WTM London 2024 and as such, the independence of judgment of a reasonable person in her situation may materially be affected regarding the proposed expenditures and she would therefore abstain from deliberating or voting on Agenda Item 2.

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members with the exception of Member Jones Blackhurst who abstained, to: 1) Authorize the CEO/President to execute an agreement with Conex in the amount of \$288,007 for the design and build-out of the LVCVA's exhibition booth for WTM London, November 5-8, 2024; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

ITEM 3. **Brooksee Las Vegas Marathon Sponsorship Agreement - Las Vegas, NV – November 3, 2024 and November 2, 2025**

Lisa Motley, Vice President of Sports and Special Events, provided information on the distances and courses of the proposed race and noted that Brooksee has been working with several entities including the LVCVA, the Bureau of Land Management, the City of Las Vegas, the Nevada Department of Transportation, and the Las Vegas Metropolitan Police Department to determine a safe and logistically sound route. She provided that the proposed race would focus on the authenticity of Las Vegas and showcase outdoor recreation in Las Vegas and Downtown Las Vegas for the purpose of driving visitation. Ms. Motley commented on the expected number of participants and estimated incremental room nights and requested that the Board considers: 1) Authorizing the CEO/President to execute a Sponsorship Agreement with Brooksee in the amount of \$300,000, to host the 2024 and 2025 Las Vegas Marathon in Las Vegas, Nevada; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Member Steve Walton asked if the proposed event would qualify runners for the Boston or New York Marathons, to which Ms. Motley responded that hopes are that the proposed event would eventually rival those existing marathons and noted that research showed that runners who did not qualify for the Boston and New York Marathons did register for the Las Vegas Marathon. She noted that there are 6,000 anticipated runners which is a record for an inaugural race.

Fiscal Impact

FY 2025: \$150,000 Expenditure

FY 2026: \$150,000 Expenditure

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize the CEO/President to execute a Sponsorship Agreement with Brooksee in the amount of \$300,000, to host the 2024 and 2025 Las Vegas Marathon in Las Vegas, Nevada; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

ITEM 4.

Formula 1 Las Vegas Grand Prix - Economic Impact Certification

Mr. Hill referenced the previous year's certification and outlined Nevada State Law requirements for advertising in public rights of way, including the resort corridor. He provided that the Board must certify that an event will have an economic impact of at least \$250 million for the event organizer to be able to apply to the County, or other governing body, for the right to advertise on public rights of way. He stated that the 2024 F1 Las Vegas Grand Prix would reach the \$250 million threshold and that the ongoing economic impact of the 2023 F1 Las Vegas Grand Prix was \$900 million. Mr. Hill requested that the Board considers: 1) Certifying the economic impact of the Formula 1 Las Vegas Grand Prix (LV Grand Prix) to be \$250,000,000 or greater for the purpose of Special Event designation of the LV Grand Prix pursuant to Nevada Revised Statutes 484B.313; and 2) Authorizing the Chief Executive Officer/President to execute all necessary certification documents.

Chair Gibson provided that the Board previously received an in-depth report related to the economics of the LV Grand Prix and informed the audience that information regarding Clark County's involvement and costs associated with the LV Grand Prix could be found on an after-action report on Clark County's website.

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members to: 1) Certify the economic impact of the LV Grand Prix to be \$250,000,000 or greater for the purpose of Special Event designation of the LV Grand Prix pursuant to Nevada Revised Statutes 484B.313; and 2) Authorize the CEO/President to execute all necessary certification documents.

ITEM 5.

Bid 25-4831, On-Call Traffic Control Support Staff

Darren Davis, Senior Vice President of Guest Experience, provided that the LVCVA has been utilizing traffic control support services since 2021 including on-property crosswalk management and traffic control planning. He stated that an open invitation for bids was conducted by the LVCVA, with LAZ Parking being the successful, responsible bidder. Mr. Davis provided information on LAZ Parking including operations history and current clients, and requested that the Board considers: 1) Awarding Bid #25-4831, On-Call Traffic Control Support Staff, to LAZ Parking, Las Vegas, Nevada, in the amount of \$900,000 for an initial term of one (1) year, from October 1, 2024 – September 30, 2025, with three (3) optional one (1) year extensions in the amount of \$2,700,000; 2) Authorizing the 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 2025: \$675,000 Expenditure

FY 2026: \$900,000 Expenditure

FY 2027: \$900,000 Expenditure

FY 2028: \$900,000 Expenditure

FY 2029: \$225,000 Expenditure

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members, to: 1) Award Bid #25-4831, On-Call Traffic Control Support Staff, to LAZ Parking, Las Vegas, Nevada, in the amount of \$900,000 for an initial term of one (1) year, from October 1, 2024 – September 30, 2025, with three (3) optional one (1) year extensions in the amount of \$2,700,000; 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.

ITEM 6. **Amendment to Agreement for Digital Media Technology with Samsung Electronics America, Inc. – Las Vegas Convention Center Phase Three Renovation**

Mr. Yost detailed that the requested \$5,850,000 expenditure would increase the initial contract amount from \$6.246 million to \$12.096 million and provided information on the previous success of the LVCVA's partnership with Samsung on video screens in the LVCC West Hall. He noted that the proposed expenditure under the existing contract would be utilized for the creation of 11 LED display boards in the LVCC's newly renovated Central and North Halls. Mr. Yost explained that Nevada Revised Statutes allow for the procurement of hardware, software, peripheral equipment, computer maintenance and equipment compatible with existing equipment, without additional competitive solicitation. He requested that the Board considers authorizing the CEO/President to execute an amendment to the Digital Media Technology Provider Agreement with Samsung Electronics America, Inc., increasing the contract amount from \$6,246,989 to \$12,096,989, for the purchase and installation of interactive digital media technology for the LVCC District Phase Three Renovation project.

Fiscal Impact

FY 2025: \$5,850,000 Expenditure – LVCCD Capital Projects Fund

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute an amendment to the Digital Media Technology Provider Agreement with Samsung Electronics America, Inc., increasing the contract amount from \$6,246,989 to \$12,096,989, for the purchase and installation of interactive digital media technology for the LVCC District Phase Three Renovation project.

ITEM 7. **Grant of Easement – TBC, The Boring Company**

Ed Finger, Chief Financial Officer, provided that the Board has previously approved other easements to allow connectivity of the LVCC Loop with resort partner properties. He stated that the proposed easement is located on the northeast corner of the 10 acres of land that the LVCVA is selling on Elvis Presley Boulevard and would allow functionality to connect to Downtown Las Vegas through some other infrastructure. He requested that the Board consider authorizing the CEO/President to execute an easement agreement with TBC - The Boring Company, DBA Vegas Loop (TBC), granting a perpetual easement on and under the LVCC campus for improvements to connect the LVCC Riviera Station, the LVCC West Station, and the Resorts World Station along Convention Center Drive.

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute an easement agreement with TBC - The Boring Company, DBA Vegas Loop (TBC), granting a perpetual easement on and under the LVCC campus for improvements to connect the LVCC Riviera Station, the LVCC West Station, and the Resorts World Station along Convention Center Drive.

COMMENTS FROM THE FLOOR BY THE PUBLIC

E.T. Snell provided information about his website www.etsnell.com and commented on the lack of handicap parking for Board meeting attendees. He commented on a co-venture between Station Casinos and an American Indian tribe and on the “political power and corruption” in San Manuel. He provided thoughts on the political influence of San Manuel on the road between Barstow and the Nevada state line, provided information on the distance of rumble strips on that road, and encouraged giving attention to fixing that road.

Mr. Uehling thanked Chair Gibson for providing information on where to find data related to the [Clark] County’s expenditures on the F1 Las Vegas Grand Prix. He provided his thoughts on Treasurer DeAngelo’s contributions to the Las Vegas community and the lack of contributions from other Board members. Mr. Uehling provided that there were 39 million visitors to Las Vegas in 2007 as compared to the 40 or 41 million in 2023 and stated that the LVCVA should visit China due to its economy and spending habits.

Daniel Braisted provided information on the upcoming Denver Startup Week and commented on the Vegas Chamber’s Washington, DC Fly-In 2024 event. He encouraged the offering of grants by different Las Vegas organizations to Las Vegas residents for attending learning events.

Alan Snell with LVSportsBiz commented on the absence of bicycle racks on the LVCC campus and expressed dissatisfaction with the public accommodations for Board meetings. He suggested placing a bicycle rack in the front of the South Hall building and shared his experience with having his bike and lock “destroyed” at Sphere.

ADJOURNMENT

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

Respectfully submitted,

Date Approved: October 8, 2024

Silvia Perez
Executive Assistant to the Board

James B. Gibson
Chair