



**Regular Meeting of the Board of Directors
September 13, 2022
Minutes**

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on September 13, 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. Anton Nikodemus, Vice Chair
Commissioner Jim Gibson, Secretary
Mr. Scott DeAngelo, Treasurer
Councilwoman Michele Fiore
Mayor Carolyn Goodman
Councilwoman Pamela Goynes-Brown

Mr. Brian Gullbrants
Ms. Jan Jones Blackhurst
Mayor Kiernan McManus
Commissioner Michael Naft
Ms. Mary Beth Sewald
Mr. Steve Thompson
Councilman Brian Wursten.....*via phone*

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
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 Member Jan Jones Blackhurst.

The Pledge of Allegiance was performed.

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

COMMENTS FROM THE FLOOR BY THE PUBLIC

Mr. ET Snell referenced Agenda Item 1 and provided statistics regarding deaths on the road from Barstow to Las Vegas, and commented on California politics, rest stops, and the formation of the California Nevada Highway Safety Corridor Authority.

APPROVAL OF AGENDA AND MINUTES

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Vice Chair Anton Nikodemus moved, and it was carried by unanimous vote of the voting members, to approve the September 13, 2022, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the August 9, 2022 Regular Meeting of the Board of Directors.

PRESENTATIONS

Presentations by the LVCVA Staff

Lori Nelson-Kraft, Senior Vice President of Communications, shared a video introducing Hospitality Heroes Award recipient Candace Ortiz, Guest Relations Manager at Nomad Hotel.

Steve Hill, Chief Executive Officer (CEO)/President, invited Jason Andoscia, Vice President of TSK Architects, to the podium to accept the American Institute of Architects (AIA) Nevada 2021 Design Award for the LVCVA's West Hall.

Mr. Andoscia thanked Mr. Hill and the LVCVA for the opportunity, expressed excitement for having received the award, and thanked partners Miller Project Management, TVS Design, TSK Architects, Simpson Coulter Studios, Carpenter Sellers Del Gatto Architects, KME Architects, and Turner/Martin-Harris for their work on the project.

Brian Yost, Chief Operating Officer, delivered a PowerPoint and video presentation on building updates including the International Baking Industry Exposition and the Las Vegas Souvenir and Resort Gift Show.

Kate Wik, Chief Marketing Officer, highlighted sports marketing efforts including "The Greatest Arena on Earth" campaign, World Cup media placements, and partnership placements with the Las Vegas Raiders, Pac-12, and Professional Bull Riders (PBR).

Ms. Wik shared a clip from an ExtraTV segment featuring the Las Vegas kickoff of fall sports and highlighted a bonus segment on dining and entertainment in Las Vegas.

Ms. Wik provided information and results on domestic and international earned media including hosted media familiarization ("fam") trips focusing on what is new in the destination and positioning the destination as a fall getaway. Ms. Wik highlighted the following articles: *Trip Advisor's* ranking of Las Vegas as the number one most popular U.S. destination for fall travel, *CNBC's* ranking of Las Vegas as the happiest travel destinations.

Ms. Wik provided a summary of "Vegas On" segments and shared a clip from a recent episode.

Nadine Jones, Senior Vice President of People & Culture, recognized the LVCVA's Convention Services Department (Steve Patterson, Director of Convention Services; Kevin Aivaz, Senior Manager of Convention Services; Jasmine Belanger, Convention Services Secretary; Lisa Cummins, Convention Services Secretary; William Flangas, Convention Services Manager; Bertha Jardine, Convention Services Manager; Scott Newcomb, Convention Services Manager; Merlin Sarmiento, Convention Services Manager; and Kim Winkfield, Convention Services Manager) for their outstanding results on a recent show manager satisfaction survey, with an overall satisfaction score of 4.96 out of a possible 5.

Ms. Nelson-Kraft provided an update on the LVCVA's celebration of its archive collection's 75th anniversary and thanked Clark County Commissioners Jim Gibson and Michael Naft, and Mayor Goodman for their acknowledgement of the collection's milestone. Ms. Nelson-Kraft provided information on an upcoming event to showcase the history of the Las Vegas entertainment scene.

Ms. Nelson-Kraft announced Jasmine Belanger as the winner of the LVCVA's contest to name the ambassador newsletter, with the name *On Good Authority*.

Mr. Hill introduced Lisa Messina, the LVCVA's new Chief Sales Officer, and provided a status update on current visitation statistics to Las Vegas.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

MARKETING DIVISION

ITEM 1. **Social Marketing Update**

Ms. Wik provided a summary on the Board's previous approval of Grey Group as the LVCVA's Social Brand Agency and outlined the purpose of its presentation. Ms. Wik recognized Amber Guild, CEO of Grey Group in the audience, and introduced Ernesto James Senior Vice President and Account Director at Grey Group, as well as the LVCVA's Senior Director of Digital Marketing, Michael O'Brien.

Mr. James highlighted Grey Group's social media activities for the past ten months as they relate to LVCVA marketing efforts including the following: the launch of the "Meanwhile in Vegas" campaign; the announcement of National Football League (NFL) Super Bowl LVIII in Las Vegas; its first ever collaboration post with Formula 1 announcing the Las Vegas 2023 race; the development of the #Borahaegas tagline in conjunction with the Las Vegas BTS concert ; NFL Draft; the "How to be Rainbow in Vegas" campaign; and an influencer blitz.

Mr. O'Brien discussed aspects of social media growth opportunities including audience growth, posting cadence, "Meanwhile in Vegas" brand evolution, leveraging marquee events, influencer content, and international expansion.

Treasurer Scott DeAngelo asked how each resort property's authentic cultural elements were being captured, to which Mr. O'Brien responded that a "backpack social crew" films real-time events, and there are relationships in place for real-time information communication.

Mr. James emphasized the importance of communication in capturing those moments.

Treasurer DeAngelo commented on millennials and Gen-Z's use of social media as a source of information.

Member Carolyn Goodman asked what is being done about maintaining a top position, to which Mr. O'Brien answered it is understanding what is trending and creating assets that are specific to each audience and each platform.

Ms. Wik emphasized the importance of content and cadence in the algorithms to stay relevant.

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

ITEM 2. **Market Trends and Recovery Update**

Kevin Bagger, Vice President of Research Center, presented an update on Las Vegas tourism metrics and recovery statistics including the following: Las Vegas visitor volume; Las Vegas convention attendance; challenges in the meetings industry; hotel occupancy; average daily room rates; Clark County gross gaming revenue; year-to-date occupancy; international visitation to the U.S.; and consumer sentiment.

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

OPERATIONS DIVISION

- ITEM 3. **Shriners Children’s Open Sponsorship Agreement - Las Vegas, Nevada – FY 2023-2025**
Mr. Yost provided information on the history of the LVCVA’s Shriner’s Open sponsorships and highlighted that the current request is for a three-year commitment. Mr. Yost shared anticipated attendance for the event, and requested that the Board consider: 1) Authorizing the Chief Executive Officer (CEO)/President to execute a three-year sponsorship agreement, in the amount of \$360,000, with the Shriners Hospitals for Children, for the 2022-2024 Shriners Children’s Open at TPC Summerlin; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

Fiscal Impact

FY 2023:	\$115,000	Expenditure
FY 2024:	\$120,000	Expenditure
FY 2025:	\$125,000	Expenditure

Vice Chair Anton Nikodemus moved, and it was carried by unanimous vote of the voting members to: 1) Authorize the CEO/President to execute a three-year sponsorship agreement, in the amount of \$360,000, with the Shriners Hospitals for Children, for the 2022-2024 Shriners Children’s Open at TPC Summerlin; and 2) Authorize any residual unexpended balances from this approved expenditure to revert to available general funds.

- ITEM 4. **Sports/Events Update**
Mr. Yost presented the Board with a report on LVCVA sponsored sports events including the following: NFL Pro Bowl and NFL Draft; international soccer games in Las Vegas; National Basketball Association (NBA) Summer League; L’Etape Las Vegas by Tour de France; Formula One Las Vegas; NFL Super Bowl in Las Vegas; and youth and amateur sports programming.

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

- ITEM 5. **LVCCD Phase Three Update**
Terry Miller of Miller Project Management presented the Board with a report on the current status of the Las Vegas Convention Center District (LVCCD) Phase Three plans including the following: plan approval update; planned scope and budget; deferred items in the South Hall; projected cost update; LVCVA offices and Board Room design; and renovation project schedule.

Mr. Hill provided additional comments on deferred items.

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

GENERAL GOVERNMENT DIVISION

- ITEM 6. **LVCVA Finance Update**
Ed Finger, Chief Financial Officer, presented the Board with a report on finance matters impacting the LVCVA and a recap of fiscal year 2022 outcomes including the following: capital funding and a recent bond sale; LVCVA scores from rating agencies; LVCCD funding progress; and room tax.

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

COMMENTS FROM THE FLOOR BY THE PUBLIC

Daniel Braisted provided information on possible team building events, DC Startup Week and Denver Startup, and current midweek flight prices.

ET Snell commented on the vacant Harvard Station in Yermo, California, and provided information on upcoming safety hearings in Yermo and stated he'd be asking the LVCVA for its support. Mr. Snell provided information of a GoFundMe account regarding a recent fatal car accident. Mr. Snell requested assistance from Member Gibson in eliminating certain handout cards provided on the Las Vegas Strip.

Ed Uehling commented on the measures of growth provided in the meeting's presentations and asked the Board for its support to allow the community to benefit from tourism growth through Airbnb rentals.

Melvin Hale, PhD, provided information on background and experience and his photo restoration business, shared an example of his work, and provided the two attached handouts.

ADJOURNMENT

Chair Marz adjourned the meeting at 11:08 a.m.

Respectfully submitted,

Date Approved: October 11, 2022

Silvia Perez
Executive Assistant to the Board

John Marz
Chair