

2021



REGULAR MEETING OF THE

# Board of Directors

Tuesday, July 13, 2021  
Las Vegas Convention Center

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## Board of Directors

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**JOHN MARZ**  
*Chairman*  
Councilman  
City of Henderson



**MARILYN SPIEGEL**  
*Vice Chair*  
President  
Wynn and Encore



**JIM GIBSON**  
*Secretary*  
Commissioner  
Clark County  
Commission Office



**ANTON NIKODEMUS**  
*Treasurer*  
President and COO CityCenter  
Aria Resort & Casino/  
Vdara Hotel & Spa



**SCOTT DEANGELO**  
EVP &  
Chief Marketing Officer  
Allegiant Travel Company



**MICHELE FIORE**  
Councilwoman  
City of Las Vegas



**CAROLYN G. GOODMAN**  
Mayor  
City of Las Vegas



**PAMELA GOYNES-BROWN**  
Councilwoman  
City of North Las Vegas



**JAN JONES BLACKHURST**  
Caesars Entertainment  
Board of Directors  
Chief Executive in Residence,  
UNLV International  
Gaming Institute



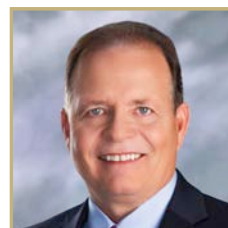
**KIERNAN MCMANUS**  
Mayor  
City of Boulder City



**MICHAEL NAFT**  
Commissioner  
Clark County  
Commission Office



**MARY BETH SEWALD**  
President and CEO  
Vegas Chamber



**STEVE THOMPSON**  
Executive Vice President  
Operations  
Boyd Gaming Corporation



**BRIAN WURSTEN**  
Councilman  
City of Mesquite



**NOTICE OF PUBLIC MEETING AND AGENDA**  
**REGULAR MEETING OF THE BOARD OF DIRECTORS**  
**TUESDAY, JULY 13, 2021**  
**9:00 A.M.**

**Las Vegas Convention Center – Board Room**  
**3150 Paradise Road**  
**Las Vegas, Nevada 89109**

This meeting is noticed in conformance with the State of Nevada Executive Department Declaration of Emergency Directives 006 and 044, dated March 22, 2020 and April 19, 2021, respectively.

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**BOARD OF DIRECTORS:**

**Councilman John Marz, Chair**  
**Ms. Marilyn Spiegel, Vice Chair**  
**Commissioner Jim Gibson, Secretary**  
**Mr. Anton Nikodemus, Treasurer**  
Mr. Scott DeAngelo  
Councilwoman Michele Fiore  
Mayor Carolyn Goodman

Councilwoman Pamela Goynes-Brown  
Ms. Jan Jones Blackhurst  
Mayor Kiernan McManus  
Commissioner Michael Naft  
Ms. Mary Beth Sewald  
Mr. Steve Thompson  
Councilman Brian Wursten

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THIS PUBLIC MEETING IS PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

LVCVA Website: [www.lvcva.com/agenda](http://www.lvcva.com/agenda)  
Nevada Public Notice Website: <https://notice.nv.gov/>

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*THE BOARD OF DIRECTORS (BOARD) MAY:  
CONSIDER AGENDA ITEMS OUT OF ORDER;  
COMBINE TWO OR MORE AGENDA ITEMS FOR CONSIDERATION; AND  
REMOVE OR DELAY DISCUSSION ON ANY AGENDA ITEM AT ANY TIME.*

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**AGENDA**

**OPENING CEREMONIES**

Call to Order  
Roll Call  
Pledge of Allegiance

**COMMENTS FROM THE FLOOR BY THE PUBLIC**

The first public comment period is limited to comments on items on the agenda. Items raised under this portion of the agenda cannot be deliberated or acted upon until the notice provisions of the Nevada Open Meeting Law have been met. If you wish to speak to the Board at this time, please step up to the podium and clearly state your name and spell your first and last name for the record. COMMENTS ARE LIMITED TO THREE (3) MINUTES IN LENGTH.

## **APPROVAL OF AGENDA AND MINUTES**

Approval of the Agenda.  
For possible action.

Approval of the Minutes from the June 8, 2021 Regular Meeting of the Board.  
For possible action.

## **BOARD APPOINTMENTS**

Pursuant to NRS 244A.603(1)(g)(2), the following nominees have been submitted by the Nevada Resort Association for the term of July 1, 2021 – June 30, 2023.

*In accordance with NRS 244A.603, only elected Board Members may vote on the possible appointment of the following nominees:*

Ms. Marilyn Spiegel – Wynn Resorts Las Vegas  
Mr. Anton Nikodemus – MGM Resorts International

For possible action.

***Oath of Office will be administered to the newly appointed Members of the Board.***

## **PRESENTATIONS**

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

LVCVA staff will deliver presentations on Operations, Marketing and Sales achievements, People and Culture, and General Government highlights.

This is an information item and does not require Board action.

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

### **MARKETING DIVISION**

1. **Worldwide Wrestling Entertainment – SummerSlam Sponsorship Agreement - Las Vegas, Nevada – August 21, 2021**

That the Board consider authorizing the Chief Executive Officer (CEO)/President to execute a Sponsorship Agreement with Worldwide Wrestling Entertainment, Inc, in the amount of \$300,000, for the SummerSlam event on August 21, 2021 at Allegiant Stadium in Las Vegas.

For possible action.

2. **UFC International Fight Week (IFW) Sponsorship Agreement - Las Vegas, Nevada – September 2021**

That the Board consider authorizing the CEO/President to execute a Sponsorship Agreement with the Ultimate Fighting Championship (UFC), in the amount of \$150,000, for the UFC's International Fight Week in September 2021 in Las Vegas.

For possible action.

3. **Leagues Cup Final - Las Vegas, Nevada – September 2021 and September 2022**

That the Board consider authorizing the CEO/President to execute a two-year Sponsorship Agreement with Soccer United Marketing, LLC, in the amount of \$750,000, for the Leagues Cup Final events in September 2021 and September 2022 at Allegiant Stadium in Las Vegas.

For possible action.

4. **U.S. Travel Association's IPW 2021 Las Vegas - Las Vegas, Nevada - September 18 – 22, 2021**

That the Board consider the following as they relate to the LVCVA hosting U.S. Travel Association's IPW, September 18 – 22, 2021 in Las Vegas, Nevada: 1) Approving an expenditure in the amount of \$250,000 for a sponsorship contribution towards the IPW Opening Event at Resorts World on Sunday, September 18, 2021; 2) Approving an expenditure not to exceed \$280,000 for tradeshow booth, media/press lounge, and branded Las Vegas exhibition floor designs and construction; 3) Approving discounted revenue in the amount of \$101,000 to provide IPW attendees with Monorail passes for the duration of the IPW show; 4) Approving a sponsorship contribution from Travel Nevada to the LVCVA in the amount of \$125,000 to assist the LVCVA in fulfilling its hosting duties; and 5) Authorizing the Chief Executive Officer (CEO)/President to execute the applicable contract documents.

For possible action.

5. **Advertising and Marketing Communications Agency of Record Partner Agreement – R&R Partners**

That the Board consider the following: 1) Appointing R&R Partners (R&R) as the LVCVA's Advertising Agency of Record; 2) Authorizing the CEO/President to execute a four-year advertising and marketing communications agreement with R&R, with an optional two-year extension, in an amount not to exceed \$500 million, inclusive of R&R's services fees (Agency Compensation), content creation costs, and media purchases, which shall be capped through the LVCVA's annual budget process; and 3) Delegating authority to the CEO/President to increase the Agency Compensation up to 10% annually based on market conditions and/or the LVCVA's business needs, if the increase does not exceed budgetary approval for the fiscal year.

For possible action.

6. **Social Brand Agency Partner Agreement – Grey Group**

That the Board consider the following: 1) Appointing Grey Group (Grey) as the LVCVA's Social Brand Agency; 2) Authorizing the CEO/President to execute a two-year social marketing contract agreement with Grey, with two (2) optional two-year extensions, in an amount not to exceed \$160 million, inclusive of Grey's services fees (Agency Compensation), content creation costs, and media purchases for social platforms, which shall be capped through the LVCVA's annual budget process; and 3) Delegating authority to the CEO/President to increase the Agency Compensation up to 10% annually based on market conditions and/or the LVCVA's business needs, if the increase does not exceed budgetary approval for the fiscal year.

For possible action.

7. **Research Partner Contract – Heart + Mind Strategies**

That the Board consider authorizing the CEO/President to execute a one-year contract with Heart + Mind Strategies, LLC, in the amount of \$2.5 million, for consumer research and advertising testing services.

For possible action.

**GENERAL GOVERNMENT DIVISION**

8. **Insurance Policies**

That the Board consider authorizing the Chief Financial Officer to execute insurance policies for the policy period from August 1, 2021, through August 1, 2022, as follows: Property Insurance - FM Global in the amount of \$1,093,725; General and Auto Liability – Everest National Insurance Company in the amount of \$222,199; and Public Entity Liability Policy and Global Medical - Chubb (Ace American Insurance Company) in the amount of \$103,055.

For possible action.



9. **SHI International, Inc. - Purchase of Software License Subscriptions**

That the Board consider authorizing the CEO/President to execute an agreement with license distributor SHI International, Inc., in the amount of \$650,300 for the purchase of computer software license subscriptions for the LVCVA from manufacturers including Microsoft, Tableau, Zerto, and Nasuni.

For possible action.

10. **Zones, LLC – Information Technology Hardware, Software, and Support Purchases**

That the Board consider authorizing the CEO/President to execute an agreement with Zones, LLC, (Zones) in the amount of \$237,200 for the purchase and renewal of various information technology hardware, software, and support agreement purchases.

For possible action.

## **COMMITTEES**

11. **Policy Committee Report**

The Policy Committee met on June 29, 2021, to discuss items A and B. The Policy Committee Vice Chair will present a report to the Board of Directors.

**The Policy Committee Vice Chair will present a report and give the Committee's recommendations, if any, to the Board of Directors.**

**Item A. Policy Committee Charter Review and Evaluation of Committee**

That the Board consider approving the Policy Committee's annual review of its Charter and evaluation of its performance.

For possible action.

**Item B. Review and Approval of Proposed Amendments to Board Policies**

That the Board review and approve the proposed amendments to Board Policies as approved by the Policy Committee.

For possible action.

12. **Compensation Committee Report and Recommendations**

The Compensation Committee will have met on July 8, 2021 to discuss Items A-D. The Compensation Committee Chair will present a report to the Board of Directors.

**The Compensation Committee Chair will present a report and give the Committee's recommendations, if any, to the Board of Directors.**

**Item A. CEO/President's Annual Performance Evaluation and Review of Fiscal Year 2022 Goals and Objectives**

That the Board consider: 1) Conducting the Chief Executive Officer (CEO)/President's annual performance evaluation for fiscal year (FY) 2021; 2) Approving the CEO/President's proposed FY 2022 goals as recommended by the Compensation Committee; and 3) Approving compensation as recommended by the Compensation Committee, regarding the CEO/President's compensation based on overall performance and the accomplishment of the FY 2021 goals.

For possible action.

Item B. General Counsel's Performance Evaluation and Review of Fiscal Year 2022 Goals and Objectives

That the Board consider: 1) Conducting the General Counsel's annual performance evaluation for fiscal year (FY) 2021; 2) Approving the General Counsel's proposed FY 2022 goals as recommended by the Compensation Committee; and 3) Approving compensation as recommended by the Compensation Committee, regarding the General Counsel's compensation based on overall performance and accomplishment of FY 2021 goals.

For possible action.

Item C. Review of the LVCVA'S Rewards and Recognition Policy

That the Board consider approving the Compensation Committee's annual review of the Las Vegas Convention and Visitors Authority's (LVCVA) Rewards and Recognition Policy providing awards for LVCVA ambassadors.

For possible action.

Item D. Compensation Committee Charter Review

That the Board consider approving the Compensation Committee's evaluation of its annual performance pursuant to the Committee Charter.

For possible action.

**COMMENTS FROM THE FLOOR BY THE PUBLIC**

This public comment period is for any matter that is within the jurisdiction of the Board. Items raised under this portion of the agenda cannot be deliberated or acted upon until the notice provisions of the Nevada Open Meeting Law have been met. If you wish to speak to the Board at this time, please step up to the podium and clearly state your name and spell your first and last name for the record. COMMENTS ARE LIMITED TO THREE (3) MINUTES IN LENGTH.

**ADJOURNMENT**

Persons are invited to submit written remarks for all matters, both on and off the agenda. Written remarks presented for inclusion in the Board's minutes must be flat, unfolded, on paper of standard quality, and 8½ by 11 inches in size. Written remarks shall not exceed five (5) pages in length. The LVCVA will not accept for filing any submission that does not comply with this rule. On a case-by-case basis, the Board may permit the filing of noncomplying [sic] written remarks, documents, and related exhibits pursuant to NRS 241.035(1)(e).

To submit ideas to the LVCVA, please visit <https://www.lvcva.com/who-we-are/meetings-and-minutes/>

The Board's meeting rooms are accessible to persons with disabilities. If special arrangements are required, please contact the Customer Safety Department at: 702-892-7400, which is a 24-hour Dispatch Control Center, or contact Silvia Perez in the Board Office at: 702-892-2802.

Members of the Board may participate in this meeting via telephone conference call.

For information or questions regarding this agenda please contact:  
Silvia Perez, Executive Assistant to the Board  
3150 Paradise Road, Las Vegas, Nevada 89109  
702-892-2802 or [sperez@lvcva.com](mailto:sperez@lvcva.com)

Supporting materials for this meeting are available at 3150 Paradise Road, Las Vegas, NV 89109 or by contacting Silvia Perez at 702-892-2802 or [sperez@lvcva.com](mailto:sperez@lvcva.com)

# **MINUTES**

**Regular Meeting of the Board of Directors**

**June 8, 2021**





## Regular Meeting of the Board of Directors June 8, 2021 Minutes

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held at the Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nevada 89109 on June 8, 2021. This meeting was properly noticed and posted in accordance with the State of Nevada Executive Department Declaration of Emergency Directives 006 and 044, dated March 22, 2020 and April 19, 2021, respectively.

### Board of Directors (Board)

*Present unless otherwise noted*

<b>Councilman John Marz, Chair</b> <b>Ms. Marilyn Spiegel, Vice Chair</b> ..... <i>via phone</i> <b>Commissioner Jim Gibson, Secretary</b> <b>Mr. Anton Nikodemus, Treasurer</b> Mr. Scott DeAngelo Councilwoman Michele Fiore Mayor Carolyn Goodman	Councilwoman Pamela Goynes-Brown Jan Jones Blackhurst Mayor Kiernan McManus Commissioner Michael Naft Ms. Mary Beth Sewald..... <i>absent</i> Mr. Steve Thompson Councilman Brian Wursten..... <i>via phone</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 Lori Nelson-Kraft, Sr. VP of Communications Kate Wik, Chief Marketing Officer Stana Subaric, Senior Vice President of People & Culture Constance Brooks, Vice President of Public Affairs and Diversity
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### **OPENING CEREMONIES – CALL TO ORDER**

Chairman John Marz called the meeting to order at 9:00 a.m.

Caroline Bateman, General Counsel, acknowledged that all Board members were present, with Members Carolyn Goodman and Brian Wursten attending telephonically.

The Pledge of Allegiance was performed.

### **COMMENTS FROM THE FLOOR BY THE PUBLIC**

Mr. Ed Uehling asked if he may speak on the [West Hall Ribbon Cutting] event that was held immediately preceding the Board meeting, to which Ms. Bateman stated that the first public comment portion was restricted to agenda items only.

### **APPROVAL OF AGENDA AND MINUTES**

#### **APPROVAL OF THE AGENDA AND MINUTES**

**Secretary Jim Gibson moved, and it was carried by unanimous vote of the voting members, to approve the June 8, 2021, Regular Meeting of the Board of Directors agenda, and to approve the minutes of the May 11, 2021 Regular Meeting of the Board of Directors.**

## **BOARD APPOINTMENT**

In accordance with the Nevada Revised Statutes (NRS), the following appointment is made to the LVCVA Board by the City of Mesquite:

From the Governing Body of the City of Mesquite..... NRS 244A.603(1)(f)  
Councilman Brian Wursten

Chair Marz informed the Board that Councilman Brian Wursten was re-appointed by the City of Mesquite, and would be sworn in at a later time, as he was not present in-person at this meeting.

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

## **BOARD NOMINATIONS**

Ms. Bateman asked Chair Marz if the following Board Nominations item could be held till later in the meeting, as Ms. Jones Blackhurst was attending in person but was delayed, to which Chair Marz confirmed.

## **PRESENTATIONS**

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

Steve Hill, Chief Executive Officer (CEO)/President, acknowledged the Board's return to the LVCVA's original Board Room and thanked the Board for attending the morning's West Hall Ribbon Cutting event.

Brian Yost, Chief Operating Officer, delivered a PowerPoint presentation on building updates including the following events held at the Las Vegas Convention Center (LVCC): Las Vegas Metropolitan Police Department's Police Academy Graduation ceremony; the Grand Opening Ceremony for the LVCC's West Hall and Convention Center Loop; and the return of World of Concrete.

Mr. Yost provided information on upcoming events to be held at the LVCC including the following: Barrett-Jackson Collector Car Auction; International Esthetics, Cosmetics & Spa Conference and International Beauty Show; USA Volleyball Girls Junior National Championship; Waste Expo; the Nightclub and Bar Show; and Amusement Expo International.

Mr. Yost provided information about OnMed, the LVCC's new interactive telemedicine station.

Kate Wik, Chief Marketing Officer, provided a PowerPoint and video presentation detailing the recent launch of two consumer initiatives; the Summer Entertainment Campaign; and the Pride Month Campaign.

Ms. Wik shared television spots that are extension elements of the current "Boom Boom Clap" national ad campaign, and their performance results and media coverage.

Ms. Wik presented ExtraTV segments that highlighted Las Vegas pools and dayclubs, and highlighted the elements of the Pride Campaign.

Member Carolyn Goodman reminded Ms. Wik to acknowledge Circa and some of the Downtown pools in promotional content, to which Ms. Wik confirmed current work is being performed for the creation of a Downtown-specific event listing.

Member Goodman asked if there will be a preview provided for the Board, of content related to the grand opening of Resorts World, to which Ms. Wik confirmed presentations can be provided to Board members on the resort and its product offerings. Member Goodman described the need for information, due to Board Members' opportunities to speak to media and obtain more interest.

## **BOARD NOMINATIONS**

In accordance with the NRS, the following nominees have been submitted by the Vegas Chamber for the term of July 1, 2021, through June 30, 2023.

***In accordance with the NRS, only elected Board Members may vote for the following nominees:***

From the Vegas Chamber.....NRS 244A.603(1)(g)(1)

Ms. Mary Beth Sewald – Vegas Chamber

Ms. Jan Jones Blackhurst – Caesars Entertainment

Chair Marz informed the Board that the Vegas Chamber nominated Jan Jones Blackhurst and Mary Beth Sewald as its representatives on the LVCVA Board. Chair Marz acknowledged Ms. Sewald's absence and stated she would be sworn in at a later time.

**Chair Marz moved, and it was carried by unanimous vote of the voting public elected members of the Board, to approve the Vegas Chamber's appointment of Ms. Mary Beth Sewald and Ms. Jan Jones Blackhurst to the LVCVA Board.**

***Oath of Office was administered to Ms. Jones Blackhurst by the Honorable Judge Jacqueline Bluth.***

## **PRESENTATIONS (Continued)**

Stana Subaric, Senior Vice President of People & Culture, recognized LVCVA Vice President of Marketing Ingrid Reisman for her efforts in relaunching the Las Vegas Monorail.

Mr. Subaric recognized LVCVA Database Marketing Manager Jill Whitfield for her efforts in overseeing the LVCVA's customer relationship system "ELVIS" and for providing assistance to returning LVCVA sales staff.

Ms. Subaric recognized LVCVA Custodian Johnathon Rodriguez for his assistance in stopping a cart that was rolling down a ramp in West Hall, helping to prevent a potential accident.

Ed Finger, Chief Financial Officer, provided an updated on the Las Vegas Monorail re-opening, and a detailed PowerPoint and video presentation on The Boring Company's Convention Center Loop capacity performance testing process.

Mr. Hill provided thoughts on the pace of the recovery of Las Vegas and the opportunity to augment the LVCVA's budget, stated there will be an LVCVA Policy Committee meeting sometime prior to the next regular Board meeting, and asked for the Board's review of the current Board Policies for their input on recommended changes.

Mr. Hill expressed excitement for the planned events at Allegiant Stadium including WWE's SummerSlam event and expressed support for the Las Vegas Golden Knights.

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

### **GENERAL GOVERNMENT DIVISION**

#### **ITEM 1. Las Vegas Events Promotion Agreement - July 1, 2021 – June 30, 2022**

Fletcher Brunelle, Vice President of Marketing, provided detailed information on the proposed agreement, and requested that the Board consider authorizing the CEO/President to execute an Events Promotion Agreement with Las Vegas Events, Inc. for fiscal year 2022 in the amount of \$7,421,962.

#### **Fiscal Impact**

FY 2022: \$7,421,962 Expenditure

**Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute an Events Promotion Agreement with Las Vegas Events, Inc. for fiscal year 2022 in the amount of \$7,421,962.**

ITEM 2.

**Ailevon Pacific Aviation Consulting - One Year Contract Extension**

Mr. Brunelle provided highlights on previous successes with Ailevon, and requested that the Board consider authorizing the CEO/President to execute a one-year extension of the airline consultation services agreement with Ailevon Pacific Aviation Consulting in the amount of \$520,012.

Fiscal Impact

FY 2022: \$435,012 Contract extension  
\$ 85,000 Reimbursable Travel Expenses (Not to Exceed Amount)  
Total: \$520,012

**Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute a one-year extension of the airline consultation services agreement with Ailevon Pacific Aviation Consulting in the amount of \$520,012.**

ITEM 3.

**Left Field Live Sponsorship Agreement - Las Vegas Rugby Weekend - Las Vegas, Nevada – October or November 2021**

Mr. Brunelle provided details on the event, and requested that the Board consider authorizing the CEO/President to execute a Sponsorship Agreement with Left Field Live Pty Ltd, in the amount of \$175,000, for the Las Vegas Rugby Weekend featuring the Ireland National Rugby Team versus the United States National Rugby Team in October or November 2021.

Fiscal Impact

FY 2022: \$175,000 Expenditure

Treasurer Anton Nikodemus disclosed that he is employed by MGM Resorts International and stated “The proposed sponsorship agreement with Left Field Live relates to Las Vegas Rugby Weekend and MGM Resorts International Properties will serve as the official host hotels of the participating teams and staff. The independence of judgement of a reasonable person in my situation will not be materially affected regarding the proposed sponsorship agreement by my employment with MGM Resorts. Further, I did not participate in any negotiations relating to this sponsorship agreement. Therefore, with this disclosure, I will be voting on this item.”

Member Goodman asked how many years this event has been in Las Vegas, to which Mr. Brunelle answered that this will be the first time hosting Ireland, noted that a different event, the Rugby Sevens, has been held in Las Vegas in the past, and expressed optimism for having similar international rugby events in Las Vegas in the future.

Member Goodman asked what the attendance was for the Rugby Sevens event when it was hosted by Sam Boyd Stadium in the past, to which Mr. Brunelle responded that the capacity of Sam Boyd Stadium is 30,000.

Member Goodman asked about the effects of current international travel restrictions on the anticipated attendance, to which Mr. Brunelle described the opportunity to attract the East Coast markets and the Irish American community to the event.

**Treasurer Nikodemus moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute a Sponsorship Agreement with Left Field Live Pty Ltd, in the amount of \$175,000, for the Las Vegas Rugby Weekend featuring the Ireland National Rugby Team versus the United States National Rugby Team in October or November 2021.**

**OPERATIONS DIVISION**

ITEM 4. **American Express Lounge Rent Abatement**

Mr. Yost described the previous Board approval of rent abatement for the American Express Lounge, from the Board's July 2020 Board meeting, during the closure of the LVCC as a result of the COVID-19 pandemic, and stated this request was an extension of that abatement as the Lounge prepares for its reopening. Mr. Yost requested that the Board consider: 1) Delegating authority to the CEO/President to abate rent due from American Express Open for the American Express Lounge at the Las Vegas Convention Center (LVCC) for a period up and through September 1, 2021; and 2) Authorizing the CEO/President to execute the required documents.

Fiscal Impact

FY 2021: \$148,961.68

FY 2022: \$148,961.68

**Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to: 1) Delegate authority to the CEO/President to abate rent due from American Express Open for the American Express Lounge at the Las Vegas Convention Center (LVCC) for a period up and through September 1, 2021; and 2) Authorize the CEO/President to execute the required documents.**

ITEM 5. **FedEx Business Services License Amendment**

Mr. Yost provided details on the licensing agreement that was approved by the Board in November 2020, and stated this amendment was a refinement of that agreement. Mr. Yost requested that the Board consider: 1) Approving an amendment to the FedEx Business Center Retail Operator License in the LVCC authorizing a reimbursement of costs incurred by FedEx in establishing a new business center location in the West Hall, in the amount of \$139,010.40, in the event that LVCVA elects not to enter an optional extension of the License; 2) Authorizing the CEO/President to execute the amendment documents.

Fiscal Impact

FY 2022: Potential Impact - \$139,010.40

**Treasurer Nikodemus moved, and it was carried by unanimous vote of the voting members, to: 1) Approve an amendment to the FedEx Business Center Retail Operator License in the LVCC authorizing a reimbursement of costs incurred by FedEx in establishing a new business center location in the West Hall, in the amount of \$139,010.40, in the event that LVCVA elects not to enter an optional extension of the License; 2) Authorize the CEO/President to execute the amendment documents.**

ITEM 6. **Renaming Client Services Building After Taryle Spain**

Mr. Yost described the contributions of Taryle Spain during his tenure and requested that the Board consider renaming the LVCVA Services Building to the Taryle Spain Services Building.

Fiscal Impact

FY 2021: \$4,500 Expenditure

**Treasurer Nikodemus moved, and it was carried by unanimous vote of the voting members, to approve the renaming the LVCVA Services Building to the Taryle Spain Services Building.**

**GENERAL GOVERNMENT DIVISION**

ITEM 7. **Turner Martin-Harris Joint Venture Construction Manager at Risk Contract – LVCC Phase 2 Construction Manager at Risk Amendment No. 8**

Mr. Hill discussed total construction costs, thanked Turner Martin-Harris, Miller Project Management, and LVCVA staff for their work, and requested that the Board consider authorizing the CEO/President to execute Amendment No. 8 to the Turner Martin-Harris Joint Venture Construction Manager at Risk Contract for the LVCC Phase 2 Project, increasing the total contract price from \$900,142,129 to \$901,235,483.

**Fiscal Impact**

FY 2021: \$2,272,259 Expenditure

**Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to approve the renaming the LVCVA Services Building to the Taryle Spain Services Building.**

ITEM 8. **Las Vegas Monorail and LVCC Loop Advertising Sales, Sponsorships, and Naming Rights Agreement**

Mr. Finger described the Las Vegas Monorail assets and LVCC Loop and their potential advertising opportunities, and he requested that the Board consider authorizing the CEO/President to execute an agreement with Intersection Media, LLC, in the amount of \$3,000,000, for advertising, sponsorship, and naming right services related to the Las Vegas Monorail and Las Vegas Convention Center Loop for a period of five (5) years.

Member Michele Fiore asked if the LVCVA was going to spend more money than it receives with this agreement, to which Mr. Finger replied this was a commission-based structure resulting in more revenue than costs.

Member Fiore asked if this has been done before, to which Mr. Finger stated the vendor is new to the LVCVA and confirmed the experience and qualifications of the procurement team.

Member Fiore stated she was “not comfortable with this item.”

**Fiscal Impact**

FY 2021 – FY 2026: \$7,500,000 Revenue Estimate  
\$3,000,000 Not-To-Exceed Contract Expenditure

**Member Jones Blackhurst moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute an agreement with Intersection Media, LLC, in the amount of \$3,000,000, for advertising, sponsorship, and naming right services related to the Las Vegas Monorail and Las Vegas Convention Center Loop for a period of five (5) years.**

ITEM 9. **Exterior Wireless Communication Site Revenue Lease Extension, Southwestco Wireless, LP d/b/a Verizon Wireless**

Mr. Finger provided information on the LVCVA’s cellular-related leases, and requested that the Board consider authorizing the CEO/President to execute a three-year revenue lease agreement extension with Southwestco Wireless, LP d/b/a Verizon Wireless, for the Paraiso cellular communication monopole site located in the southwest corner of the Las Vegas Convention Center Silver 3 parking lot.



Fiscal Impact

Annual revenue (subject to a 4% annual increase):

Year 1 - \$48,030.97

Year 2 - \$49,952.21

Year 3 - \$51,950.29

Total three-year revenue income - \$149,933.47

**Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute a three-year revenue lease agreement extension with Southwestco Wireless, LP d/b/a Verizon Wireless, for the Paraiso cellular communication monopole site located in the southwest corner of the Las Vegas Convention Center Silver 3 parking lot.**

ITEM 10.

**Approval to Initiate Arbitration Proceedings Against the Clark County Las Vegas Stadium, LLC, and to Increase the CEO'S Signature Authority for Outside Litigation Counsel Pisanelli Bice, PLLC**

Mr. Hill discussed a difference in opinion on the verbiage in the naming rights sponsorship agreement with the Clark County Las Vegas Stadium and requested that the Board consider: 1) Authorizing staff to initiate arbitration proceedings against the Clark County Las Vegas Stadium, LLC; 2) Delegating to the CEO/President the authority to make case related decisions during the pendency of the arbitration, including possible settlement; and 3) Increasing the CEO's Signature Authority for outside litigation counsel, Pisanelli Bice, PLLC, to \$250,000.

Fiscal Impact

FY 2022: Filing Fee - \$3,850. Additionally, there will be outside legal costs associated with the arbitration that Staff does not anticipate will exceed the proposed, revised CEO's Signature Authority for Pisanelli Bice, PLLC.

Secretary Gibson expressed hope for an agreement without proceeding to arbitration and emphasized the need to be prepared in the event of arbitration.

**Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to: 1) Authorize staff to initiate arbitration proceedings against the Clark County Las Vegas Stadium, LLC; 2) Delegate to the CEO/President the authority to make case related decisions during the pendency of the arbitration, including possible settlement; and 3) Increase the CEO's Signature Authority for outside litigation counsel, Pisanelli Bice, PLLC, to \$250,000.**

**COMMITTEES**

ITEM 11.

**Marketing Committee Report**

The Marketing Committee met on May 17, 2021 to meet finalists for the LVCVA's Advertising and Marketing Communications Agency of Record. Ms. Wik described the comprehensive agency review process in detail and explained that the finalists were requested to develop a marketing communications plan with a focus on marketing the Las Vegas destination to the leisure consumer during this year, under a specified budget. Ms. Wik named the four finalist agencies and summarized the sequence of events during the May 17, 2021 Marketing Committee meeting. Ms. Wik stated that the formal Agency of Record recommendation would be brought to the Board for approval at a future Board meeting, and the recommendation may include one or more agencies.

Member Goodman stated she was unable to attend the Marketing Committee meeting due to a family medical incident and was “in the dark” regarding the finalists. Member Goodman asked when the final analysis would be provided, to which Mr. Hill expressed hope to bring a recommendation at the July regular Board meeting and confirmed that information can be provided on the finalists.

Member Goodman emphasized the importance of the contract and her desire to be well-informed on the required criteria and background on each of the companies.

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

#### **COMMENTS FROM THE FLOOR BY THE PUBLIC**

Daniel Braisted provided comments on his attached flyer regarding proposed slogans for Las Vegas and stated, “I present that, and you have any rights to it if you want. Thank you.”

Ed Uehling commented on the advertising to the Gay and Lesbian community and its financial impact, discussed the promotion of AB363 at the Nevada State Legislature, and stated he would write about his thoughts on The Boring Company project.

#### **ADJOURNMENT**

Chair Marz adjourned the meeting at 10:06 a.m.

Respectfully submitted,

Date Approved: July 13, 2021

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Silvia Perez  
Executive Assistant to the Board

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John Marz  
Chair

## Current Slogan

“To attract visitors by promoting Las Vegas  
as the world’s most desireable destination  
For leisure and business travel”

## Option A

“To attract visitors by promoting Las Vegas  
as the world’s most desireable destination  
For Leisure, Sports Excitement, and Business.”

## Option B

“To attract visitors by promoting Las Vegas  
as the world’s most desireable destination  
For Leisure, Sports/Poker Fun, and Business.”

## Option C

“To attract visitors by promoting Las Vegas  
as the world’s most desireable destination  
For Leisure, Sports/Gaming Fun, and Business.”

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JULY 13, 2021	<b>ITEM NO. 1</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	H. FLETCH BRUNELLE VICE PRESIDENT OF MARKETING	DocuSigned by: <i>H. Fletcher Brunelle</i> <small>C7E85FA22C8A2AA</small>
<b>SUBJECT:</b>	WORLDWIDE WRESTLING ENTERTAINMENT (WWE) SUMMERSLAM SPONSORSHIP AGREEMENT LAS VEGAS, NEVADA – AUGUST 21, 2021	

#### **RECOMMENDATION**

That the Board of Directors consider authorizing the Chief Executive Officer (CEO)/President to execute a Sponsorship Agreement with Worldwide Wrestling Entertainment, Inc, (WWE) in the amount of \$300,000, for the SummerSlam event on August 21, 2021 at Allegiant Stadium in Las Vegas.

For possible action.

#### **FISCAL IMPACT**

FY 2022: \$300,000 Expenditure

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
CEO/PRESIDENT

#### **PURPOSE AND BACKGROUND**

SummerSlam is an upcoming professional wrestling pay-per-view and WWE Network event produced by WWE for its Raw and SmackDown brand divisions. SummerSlam is considered to be the WWE's second biggest event each year and the 2021 event will constitute the 34th in the SummerSlam series. This will be the first SummerSlam to be held in a National Football League Stadium.

SummerSlam 2021 is anticipated to attract more than 40,000 visitors and generate nearly \$54 million in overall economic impact.

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	<b>JULY 13, 2021</b>	<b>ITEM NO. 2</b>
<b>TO:</b>	<b>BOARD OF DIRECTORS</b>	
<b>FROM:</b>	<b>H. FLETCH BRUNELLE VICE PRESIDENT OF MARKETING</b>	DocuSigned by: <i>H Fletch Brunelle</i> C7E65FA74C8A4AA...
<b>SUBJECT:</b>	<b>UFC INTERNATIONAL FIGHT WEEK (IFW) SPONSORSHIP AGREEMENT LAS VEGAS, NEVADA – SEPTEMBER 2021</b>	

#### **RECOMMENDATION**

That the Board of Directors consider authorizing the Chief Executive Officer (CEO)/President to execute a Sponsorship Agreement with the Ultimate Fighting Championship (UFC), in the amount of \$150,000, for the UFC's International Fight Week in September 2021 in Las Vegas.

For possible action.

#### **FISCAL IMPACT**

FY 2022: \$150,000 Expenditure

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

#### **PURPOSE AND BACKGROUND**


UFC International Fight Week (Fight Week) is a city-wide event in Las Vegas that consists of community and charitable events, concerts, a free 2-day UFC Fan Experience, and the annual UFC Hall of Fame award ceremony. Fight Week 2021 will conclude with UFC 266 a pay-per-view UFC contest at T-Mobile Arena featuring one or more championship fights. This year's event marks the ninth year UFC has hosted International Fight Week in Las Vegas.

Fight Week 2021 is expected to draw more than 19,000 out-of-town visitors, generating an estimated overall economic impact of more than \$60 million.

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JULY 13, 2021	<b>ITEM NO. 3</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	H. FLETCH BRUNELLE VICE PRESIDENT OF MARKETING	<small>DocuSigned by:</small>  <small>C7E65FA74C8A4AA...</small>
<b>SUBJECT:</b>	LEAGUES CUP FINAL LAS VEGAS, NEVADA – SEPTEMBER 2021 AND SEPTEMBER 2022	

#### **RECOMMENDATION**

That the Board of Directors consider authorizing the Chief Executive Officer (CEO)/President to execute a two-year Sponsorship Agreement with Soccer United Marketing, LLC, in the amount of \$750,000 for the Leagues Cup Final events in September 2021 and September 2022 at Allegiant Stadium in Las Vegas.

For possible action.

#### **FISCAL IMPACT**

FY 2022: \$375,000 Expenditure

FY 2023: \$375,000 Expenditure

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

#### **PURPOSE AND BACKGROUND**

The Leagues Cup is an annual inter-league soccer competition between clubs from Major League Soccer and Liga MX in North America. It debuted in July 2019 with four teams participating from each league. In 2021, eight teams will compete in an elimination knock-out tournament in other destinations with the final two teams competing in the championship match in Las Vegas at Allegiant Stadium. In 2022, the tournament will be widened to include 16 teams.

Based on the research from the 2019 Leagues Cup, which took place at Sam Boyd Stadium in Las Vegas, the 2021 and 2022 Final events are estimated to attract 20,000 domestic and international visitors and generate nearly \$12.5 million in overall economic impact.

Expenditures per year include:

Sponsorship Agreement with Soccer United Marketing	\$325,000
Ancillary Funding For Training and Security	\$50,000
Total per-year expenditure	\$375,000



# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JULY 13, 2021	<b>ITEM NO. 4</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	H. FLETCH BRUNELLE VICE PRESIDENT OF MARKETING	DocuSigned by: <i>H Fletch Brunelle</i> C7E65FA74C8A4AA...
<b>SUBJECT:</b>	U.S. TRAVEL ASSOCIATION'S IPW 2021 LAS VEGAS LAS VEGAS, NEVADA SEPTEMBER 18 – 22, 2021	

#### **RECOMMENDATION**

That the Board of Directors consider the following as they relate to the Las Vegas Convention and Visitors Authority (LVCVA) hosting U.S. Travel Association's IPW, September 18 – 22, 2021 in Las Vegas, Nevada: 1) Approving an expenditure in the amount of \$250,000 for a sponsorship contribution towards the IPW Opening Event at Resorts World on Sunday, September 18, 2021; 2) Approving an expenditure not to exceed \$280,000 for tradeshow booth, media/press lounge, and branded Las Vegas exhibition floor designs and construction; 3) Approving discounted revenue in the amount of \$101,000 to provide IPW attendees with Monorail passes for the duration of the IPW show; 4) Approving a sponsorship contribution from Travel Nevada to the LVCVA in the amount of \$125,000 to assist the LVCVA in fulfilling its hosting duties; and 5) Authorizing the Chief Executive Officer (CEO)/President to execute the applicable contract documents.

For possible action.

#### **FISCAL IMPACT**

FY 2022:       \$ 1,088,800

This expenditure has been budgeted for and approved in the FY 2022 budget.

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

#### **PURPOSE AND BACKGROUND**

IPW is the travel industry's leading international inbound travel trade show and will be held in the West Hall of the Las Vegas Convention Center. IPW provides a national showcase of America, where U.S. travel exhibitors, including those promoting Las Vegas, connect with travel buyers and media from around the world. The LVCVA has participated in IPW for 30 years and hosted this important international event four times, most recently in June 2013.

Las Vegas Convention and Visitors Authority Board of Directors Meeting  
Agenda Documentation

Meeting Date: July 13, 2021

Subject: U.S. Travel Association's IPW 2021, Las Vegas, Nevada September 18 – 22, 2021

During its September 10, 2019 meeting, the LVCVA Board of Directors approved Staff's recommendation to host IPW 2020. IPW 2020, which was scheduled to take place May 30, 2020 through June 3, 2020, was postponed until September 18 – 22, 2021. The U.S. Travel Association anticipates that IPW 2021 will feature more than 800 exhibitor booths, with more than 4,000 total attendees, including 800 international and domestic travel buyers and 200 journalists from 70+ countries.

IPW host cities have multiple responsibilities including, but not limited to: sponsorship of an evening Opening Event for attendees; registration assistance; volunteers; internet; multiple tradeshow spaces; destination familiarization tours before and after the show; press brunch and tours; advisory board sessions; a VIP reception; signage; marketing materials; translators; and promotional attendee items.

Resorts World is the premier sponsor of the Opening Event, with the LVCVA and Travel Nevada serving as co-hosts.

Fiscal Impact of IPW 2021 (including expenditures under the CEO's Signature Authority):

EXPENDITURES

Opening Event Sponsorship Contribution	\$	250,000
Design and Construction of:		
Tradeshow Booth, Media/Press Lounge, and Exhibition Floor Design		280,000
Sponsored Convention requirements		
Registration System, Internet, Pre-Show Marketing and Marketing Materials, Printing		132,800
Staffing – airport greeters, bus, uniform, registration		38,500
Tours with transportation		55,000
Press activities – tours, brunch, gifts		124,500
Client appreciation & Advisory board sessions		78,000
Transportation – Monorail		101,500
Printing, room reservation system		28,500
		<hr/>
Expenditures	\$	<u>1,088,800</u>

REVENUE

Travel Nevada Sponsorship Contribution	\$	<u>(125,000)</u>
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# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JULY 13, 2021	<b>ITEM NO. 5</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	STEVE HILL CEO/PRESIDENT	<small>DocuSigned by:</small>  <small>A6348F0DE947422...</small>
<b>SUBJECT:</b>	ADVERTISING AND MARKETING COMMUNICATIONS AGENCY OF RECORD PARTNER AGREEMENT – R&R PARTNERS	

#### **RECOMMENDATION**

That the Board of Directors consider the following: 1) Appointing R&R Partners (R&R) as the LVCVA's Advertising Agency of Record; 2) Authorizing the Chief Executive Officer (CEO)/President to execute a four-year advertising and marketing communications agreement with R&R, with an optional two-year extension, in an amount not to exceed \$500 million, inclusive of R&R's services fees (Agency Compensation), content creation costs, and media purchases, which shall be capped through the LVCVA's annual budget process; and 3) Delegating authority to the CEO/President to increase the Agency Compensation up to 10% annually based on market conditions and/or the LVCVA's business needs, if the increase does not exceed budgetary approval for the fiscal year.

For possible action.

#### **Projected Maximum Fiscal Impact:**

FY 2022: \$75 Million  
FY 2023: \$80 Million  
FY 2024: \$84 Million  
FY 2025: \$85 Million  
FY 2026: \$87 Million  
FY 2027: \$89 Million

R&R's Scope of Work shall include: Account Management & Brand Planning; Advertising and Content Creation; Research; Public Relations; Crisis Communications; and Events and Sponsorships. As its annual Agency Compensation for performance of its Scope of Work, R&R will receive the following:

Agency Services Fee:	\$6.72M
Content Creation Services Fee:	\$7.56M
Media Services Fee:	\$4.20M

The remaining annual expenditures shall be used for purchased media, content productions costs, and other pass-through "at cost" expenses.

The contract may include an annual consumer price index adjustment increase of up to 3.5%.

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

Las Vegas Convention and Visitors Authority Board of Directors Meeting  
Agenda Documentation

Meeting Date: July 13, 2021

Subject: Advertising and Marketing Communications Agency of Record Partner  
Agreement – R&R Partners

**PURPOSE AND BACKGROUND**

On January 21, 2021, the LVCVA re-issued a public Request for Proposals (RFP) to initiate the Advertising and Marketing Communications Agency of Record (AOR) review process after pausing in March of 2020 due to the COVID-19 pandemic. Staff structured the RFP process was to identify a partner, or partners, to manage all, or a portion, of the LVCVA's expansive scope of marketing work.


Through a procurement and multi-step evaluation process conducted by Staff, applicant agencies were narrowed to four finalists. The evaluation process included Staff review of submissions from agencies that included a comprehensive capabilities summary, detailed fact sheets, video case studies, agency talent bios, and strategic thinking framework. The four agency finalists met with the Marketing Committee on May 17, 2021.

R&R, an independent, Las Vegas based agency has served as the LVCVA's Agency of Record since the 1980s. The current R&R contract is set to expire in December 2021.

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JULY 13, 2021	<b>ITEM NO. 6</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	STEVE HILL CEO/PRESIDENT	<small>DocuSigned by:</small>  <small>A6348F0DE947422...</small>
<b>SUBJECT:</b>	SOCIAL BRAND AGENCY PARTNER AGREEMENT – GREY GROUP	

#### **RECOMMENDATION**

That the Board of Directors consider the following: 1) Appointing Grey Group (Grey) as the Las Vegas Convention and Visitors Authority's (LVCVA) Social Brand Agency; 2) Authorizing the Chief Executive Officer (CEO)/President to execute a two-year social marketing contract agreement with Grey, with two (2) optional two-year extensions, in an amount not to exceed \$160 million, inclusive of Grey's services fees (Agency Compensation), content creation costs, and media purchases for social platforms, which shall be capped through the LVCVA's annual budget process; and 3) Delegating authority to the CEO/President to increase the Agency Compensation up to 10% annually based on market conditions and/or the LVCVA's business needs, if the increase does not exceed budgetary approval for the fiscal year.

For possible action.

#### **Projected Maximum Fiscal Impact:**

FY 2022: \$20 Million  
 FY 2023: \$26 Million  
 FY 2024: \$27 Million  
 FY 2025: \$28 Million  
 FY 2026: \$29 Million  
 FY 2027: \$30 Million

Grey's Scope of Work shall include: Account Management & Brand Planning; Social Media and Content Creation; Community Management; and Research. As its annual Agency Compensation for performance of its Scope of Work, Grey will receive the following:

Agency Services Fee:	\$2.46M
Content Creation Services Fee:	\$4.50M
Media Services Fee:	\$1.44M

The remaining annual expenditures shall be used for media purchased for social platforms, content productions costs, and other pass-through "at cost" expenses.

The contract may include an annual consumer price index adjustment increase of up to 3.5%.

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

Las Vegas Convention and Visitors Authority Board of Directors Meeting  
Agenda Documentation  
Meeting Date: July 13, 2021  
Subject: Social Brand Agency Partner Agreement – Grey Group

### **PURPOSE AND BACKGROUND**

On January 21, 2021, the LVCVA re-issued a public Request for Proposals (RFP) to initiate the Advertising and Marketing Communications Agency of Record (AOR) review process after pausing in March of 2020 due to the COVID-19 pandemic. Staff structured the RFP process was to identify a partner, or partners, to manage all, or a portion, of the LVCVA's expansive scope of marketing work.

Through a procurement and multi-step evaluation process conducted by Staff, applicant agencies were narrowed to four finalists. The evaluation process included Staff review of submissions from agencies that included a comprehensive capabilities summary, detailed fact sheets, video case studies, agency talent bios, and strategic thinking framework. The four agency finalists met with the Marketing Committee on May 17, 2021.


Grey, established in 1917, is part of WPP, the world's largest communications company. Grey has extensive experience marketing travel, hospitality, entertainment, and lifestyle brands. Grey's recent work and current clients include: Marriott Hotels & Resorts; P&G, Adidas; Applebee's, YouTube TV; The National Parks, Amazon; Facebook; Gillette; Pfizer; and Volvo.



# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JULY 13, 2021	<b>ITEM NO. 7</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	STEVE HILL CEO/PRESIDENT	<small>DocuSigned by:</small>  <small>A0348F0DE947422...</small>
<b>SUBJECT:</b>	RESEARCH PARTNER CONTRACT - HEART + MIND STRATEGIES	

#### **RECOMMENDATION**

That the Board of Directors consider authorizing the Chief Executive Officer (CEO)/President to execute a one-year contract with Heart + Mind Strategies, LLC, in the amount of \$2.5 million, for consumer research and advertising testing services.

For possible action.

#### **FISCAL IMPACT**

FY 2022: \$2.5 Million Expenditure

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

#### **PURPOSE AND BACKGROUND**

Heart + Mind Strategies (Heart + Mind) is a research-based consultancy historically contracted by R&R Partners on behalf of the LVCVA, which takes a scientific approach to understanding consumer decision-making. It specializes in communications research to provide insights into communications and advertising efforts. Heart + Mind's projects include: Domestic Ad Monitor, the "Vegas Vibe" online community, Tracking Studies, and Campaign Testing.


Heart + Mind specializes in multiple industries including Travel/Tourism/Hospitality, Financial Services, Government, Health Care, and Technology. Heart + Mind's notable clients include: Amazon, American Gaming Association, Google, Intermountain Healthcare, NHTSA, UBS, and the US Travel Association.

Staff requests that the Board approve a research agreement with Heart + Mind to continue the LVCVA's vital research partnership.

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b> JULY 13, 2021	<b>ITEM NO. 8</b>
<b>TO: BOARD OF DIRECTORS</b>	
<b>FROM: ED FINGER CHIEF FINANCIAL OFFICER</b>	<div style="border: 1px solid black; padding: 2px;"> <small>DocuSigned by:</small>    <small>83337CA3F0304C0...</small> </div>
<b>SUBJECT: INSURANCE POLICIES</b>	

#### **RECOMMENDATION**

That the Board of Directors consider authorizing the Chief Financial Officer to execute insurance policies for the policy period from August 1, 2021, through August 1, 2022, as follows: Property Insurance - FM Global in the amount of \$1,093,725; General and Auto Liability – Everest National Insurance Company in the amount of \$222,199; and Public Entity Liability Policy and Global Medical - Chubb (Ace American Insurance Company) in the amount of \$103,055.

For possible action.

#### **FISCAL IMPACT**

FY 2022: \$1,418,979

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
CEO/PRESIDENT

#### **PURPOSE AND BACKGROUND**

The Las Vegas Convention and Visitors Authority (LVCVA) insures against property, liability, workers compensation, automobile, public official errors and omissions, crime, cyber, and international travel risks. The cyber policy is renewed in March, all other policies have an August 1 through August 1 annual policy period.

The LVCVA uses Kaercher Insurance to broker policy placement. Kaercher was awarded the LVCVA's insurance brokerage services by the Board in November 2014 and performs this service for an annual flat fee of \$57,000.

The table on the following page presents the proposed policy coverages and costs for the current renewal period and the prior policy period. The table shows all policies, inclusive of policies over \$100,000 presented to the Board for approval with this item, and policies below \$100,000 which are within staff's purchasing authority. The policy renewal requests are within the fiscal year 2022 Board-approved budgeted amounts.

Las Vegas Convention and Visitors Authority Board of Directors Meeting  
 Agenda Documentation  
 Meeting Date: July 13, 2021  
 Subject: Insurance Policies

### Policy Placement

<u>Policy</u>	<u>Coverage</u>	<u>Retention</u>	<u>2020 Premium</u>	<u>2021 Premium</u>	<u>Carrier</u>
Property	\$900M property damage, \$600M per occurrence, \$100M earthquake/flood, terrorism included (with addition of West Hall)	\$1,000,000	\$996,194	\$1,093,725	FM Global
General Liability	\$2M aggregate, \$1M per occurrence	\$25,000	\$81,151	\$148,968	Everest National
Public Officials' E&O Liability	\$10M	\$100,000	\$110,121	\$97,609	Everest National
Automobile	\$1M	\$2,000	\$51,369	\$73,231	Everest National
Crime	\$500,000	\$25,000	\$11,670	\$12,837	Great American
Global Medical	\$250,000		\$5,446	\$5,446	Ace American
International Protection Liability	\$4,000,000		\$2,500	\$2,500	Navigators
Workers Compensation	\$1M (DC, IL & WI)	\$1,000,000	\$2,328	\$1,811	Twin City Fire Insurance
<b>Total</b>			<b>\$1,260,779</b>	<b>\$1,436,127</b>	


### Policy Placement Pending

<u>Policy</u>	<u>Coverage</u>	<u>Retention</u>	<u>2020 Premium</u>	<u>2021 Premium</u>	<u>Carrier</u>
Excess Liability	\$5M		\$44,706	TBD	
Excess Liability	\$10M in excess of \$5M		\$30,059	TBD	
Excess Liability	\$10M in excess of \$15M		\$52,053	TBD	
Excess Liability	\$25M in excess of \$30M		\$75,000	TBD	
Excess Liability	\$5M in excess of \$55M		\$35,000	TBD	
Excess Workers Compensation	Statutory	\$400,000	\$50,065	TBD	
Excess Liability	\$5M in excess of \$25M		\$18,453	TBD	
Excess Liability	\$25M in excess of \$70M		\$10,300	TBD	

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JULY 13, 2021	<b>ITEM NO. 9</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	ED FINGER CHIEF FINANCIAL OFFICER	<small>DocuSigned by:</small>  <small>93337CA3F0304C0...</small>
<b>SUBJECT:</b>	SHI INTERNATIONAL, INC. PURCHASE OF SOFTWARE LICENSE SUBSCRIPTIONS	

#### **RECOMMENDATION**

That the Board of Directors consider authorizing the Chief Executive Officer (CEO)/President to execute an agreement with license distributor SHI International, Inc., in the amount of \$650,300 for the purchase of computer software license subscriptions for the Las Vegas Convention and Visitors Authority (LVCVA) from manufacturers including Microsoft, Tableau, Zerto, and Nasuni.

For possible action.

#### **FISCAL IMPACT**

FY 2022:	\$243,200	Expenditure
FY 2023:	\$213,800	Expenditure
FY 2024:	\$193,300	Expenditure

Total three-year expenditure - \$650,300

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

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#### **PURPOSE AND BACKGROUND**

Computer software license subscriptions are typically purchased through distributors instead of directly from the software manufacturers. The LVCVA needs to renew subscriptions for several software products that it uses for its business operations.

Staff recommends the contract for the LVCVA's computer software license distributor be awarded to SHI International, Inc. (SHI). SHI holds the State of Nevada's Microsoft Office distributor Contract and is an authorized reseller for Microsoft and other software manufacturers.

Las Vegas Convention and Visitors Authority Board of Directors Meeting  
Agenda Documentation  
Meeting Date: July 13, 2021  
Subject: SHI International, Inc.  
Purchase of Software License Subscriptions

If approved by the Board of Directors, Staff will purchase the following licenses through SHI:

1. Microsoft Enterprise - allows use of Microsoft products including: Office365, Word, Excel, PowerPoint, Publisher, Outlook, and Teams. Additional Microsoft subscriptions include licenses for SQL Server database, Exchange email, mobile device management, online collaboration, software version protection and enhanced security using multi-factor authentication technologies. The Microsoft Enterprise Agreement Software Subscription requires a three-year commitment and is paid annually at a cost of \$179,500 per year. This three-year agreement term would be from 9/1/21 through 8/31/24.
2. Microsoft Azure - a cloud-based environment framework to build, run, and manage applications and security services. Monthly charges are based on the amount of data used. The LVCVA averages \$1,150 per month x 36 months, totaling \$41,400. This service aligns with our three-year Microsoft Enterprise Agreement term.
3. Tableau - this software product, used by the LVCVA's Research Department, provides statistical information in a graphic format. This license is on a one-year agreement totaling \$1,600.
4. Zerto Virtual Replication Enterprise - this product, used by the LVCVA's IT Department, serves as an information technology disaster recovery system. Zerto supports financial and other mission critical systems in the event that these systems and/or the supporting infrastructure, such as the Data Command Center (DCC) or the supporting network infrastructure, becomes physically unavailable. This is a three-year agreement totaling \$21,300.
5. Nasuni – this software-defined, cloud-based management solution provides secure local network access to enterprise level cloud data storage resources. The product will primarily be used to support the growing digital assets contained within the LVCVA's News Bureau. Cloud-based storage can be expanded rapidly as the LVCVA's needs increase. Additionally, the storage provides inherent data security and replication safeguards versus using traditional onsite hardware disk storage. This is a two-year agreement totaling \$47,500.


Funds have been approved in the Computer Licenses and Maintenance General Budget Accounts.

Pursuant to Nevada Revised Statutes (NRS) 332.115(1)(h) software for computers are exempt from competitive solicitation.

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JULY 13, 2021	<b>ITEM NO. 10</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	ED FINGER CHIEF FINANCIAL OFFICER	<small>DocuSigned by:</small>  <small>93337CA3F6364C0...</small>
<b>SUBJECT:</b>	ZONES, LLC INFORMATION TECHNOLOGY HARDWARE, SOFTWARE, AND SUPPORT PURCHASES	

#### **RECOMMENDATION**

That the Board of Directors consider authorizing the Chief Executive Officer (CEO)/President to execute an agreement with Zones, LLC, (Zones) in the amount of \$237,200 for the purchase and renewal of various information technology (IT) hardware, software, and support agreement purchases.

For possible action.

#### **FISCAL IMPACT**

FY 2021:	\$112,200	Expenditure
FY 2022:	\$125,000	Expenditure

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

#### **PURPOSE AND BACKGROUND**

If approved by the Board of Directors, Staff will purchase key IT hardware, software, and support agreements through Zones, including company-wide IT support items, specialized software licenses, replacement IT hardware, and renewals of existing IT maintenance and support agreements. The products are crucial to the LVCVA's business operation.

Major critical technology service agreements procured through Zones include:

- Proofpoint – Email firewall protection service
- Watchguard – Corporate firewall protection appliances
- Acronis – Cross platform network file system management
- VMWare – Virtual server operating system environment
- Infrascale – Data backup service
- Symantec – Desktop computer malware protection

Las Vegas Convention and Visitors Authority Board of Directors' Meeting  
Agenda Documentation

Meeting Date: July 13, 2021

Subject: Zones, LLC

Information Technology Hardware, Software, and Support Purchases

Multi-year support agreements, that had previously been purchased through Zones, allow the LVCVA to leverage its established business relationships and pricing with manufacturers to ensure renewal of time-sensitive support agreements occurred prior to service interruption.

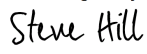
Pursuant to NRS 332.115(1)(g-i) hardware and associated peripheral equipment and devices for computers, software for computers, and maintenance and support for hardware and associated peripheral equipment and devices for computers and software for computers, are exempt from competitive solicitation. Nevertheless, the LVCVA typically solicits quotes from multiple vendors to ensure best pricing and availability is obtained

Funds have been approved in the requesting departments' Computer Licenses and Maintenance General accounts.

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JULY 13, 2021	<b>ITEM NO. 11</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	STEVE HILL CEO/PRESIDENT	<small>DocuSigned by:</small>  <small>A6348F0DE947422...</small>
<b>SUBJECT:</b>	POLICY COMMITTEE REPORT	

#### **RECOMMENDATION**

The Policy Committee met on June 29, 2021, to discuss items A and B. The Policy Committee Vice Chair will present a report to the Board of Directors.

**The Policy Committee Vice Chair will present a report and give the Committee's recommendations, if any, to the Board of Directors.**

#### **Item A. Policy Committee Charter Review and Evaluation of Committee**

That the Board consider approving the Policy Committee's annual review of its Charter and evaluation of its performance.

For possible action.

#### **Item B. Review and Approval of Proposed Amendments to Board Policies**

That the Board review and approve the proposed amendments to Board Policies as approved by the Policy Committee.

For possible action.

#### **FISCAL IMPACT**

##### **ITEMS A-B**

None

<b>BOARD ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**



# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## POLICY COMMITTEE MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	<b>JUNE 29, 2021</b>	<b>ITEM A</b>
<b>TO:</b>	<b>POLICY COMMITTEE</b>	
<b>FROM:</b>	<b>STEVE HILL CEO/PRESIDENT</b>	DocuSigned by: <i>Steve Hill</i> A6348F0DE947422...
<b>SUBJECT:</b>	<b>POLICY COMMITTEE CHARTER REVIEW AND EVALUATION OF COMMITTEE</b>	

#### **RECOMMENDATION**

That the Policy Committee perform its annual review of the Committee's Charter and evaluation of the Committee's performance.

For possible action.

#### **FISCAL IMPACT**

None.

<b>COMMITTEE ACTION:</b>	<b>APPROVED</b>
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**STEVE HILL**  
**CEO/PRESIDENT**

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#### **PURPOSE AND BACKGROUND**

The Policy Committee's Charter (Charter) requires that the Committee annually review and reassess its Charter. Staff does not propose any amendments to the Charter.

The Charter also requires the Committee to evaluate its own performance on an annual basis. During its October 3, 2019 meeting, the Committee conducted a comprehensive review of the Board Policies and approved amendments to the Board Policies for recommendation to the Board of Directors (Board). During the Board's October 8, 2019 meeting, the Committee and Staff presented the recommended amendments to the Policies which the Board adopted.

# **LAS VEGAS CONVENTION AND VISITORS AUTHORITY**

## **POLICY COMMITTEE CHARTER**

### **I. Preamble**

The Las Vegas Convention and Visitors Authority (“LVCVA”) Policy Committee (“Committee”) is a special committee of the Board of Directors. As set forth below, the Committee shall have the authority to recommend to the Board of Directors changes to the LVCVA Board Policies and such other duties as the Board shall delegate.

### **II. Organization**

1. *Charter.* Annually, this charter shall be reviewed and reassessed by the Committee and any proposed changes shall be submitted to the Board of Directors for approval.
2. *Members.* The Chair of the Board shall appoint, with ratification from the Board, the members of the Committee. The Chair of the Committee may either be appointed and approved by the Board or nominated and approved by the Committee. The Board must ratify any such appointment. The Committee shall be comprised of at least four (4) members, two (2) of which are public officials and two (2) that are private industry members. The Board of Directors may change committee members. The Chair of the Board of Directors shall automatically be a member of the Committee.
3. *Meetings.* In order to discharge its responsibilities, the Committee shall annually establish a schedule of meetings. Additional meetings may be scheduled as required by the Committee Chair or upon the recommendation of the CEO. At a minimum, the Policy Committee will meet annually in order to make changes to policies that may affect the budget for the next fiscal year.
4. *Agenda, Minutes and Reports.* In consultation with the Committee Chair, the President shall be responsible for establishing the agendas for meetings of the Committee. An agenda, together with materials relating to the subject matter of each meeting, shall be sent to members of the Committee prior to each

meeting. Minutes for all meetings of the Committee shall be prepared to document the Committee's discharge of its responsibilities. The Committee shall make reports to the Board of Directors and seek Board approval for the Committee's recommendations.

### **III. Responsibilities**

The following shall be the principal responsibilities of the Committee:

1. *LVCVA Board Policy Changes.* In a public meeting, the Committee shall consider, evaluate and approve/reject changes, deletions or additions to the LVCVA's Board Policies. The Committee will consider changes, deletions or additions to the LVCVA Board Policies recommended by the members of the Board of Directors, members of the Policy Committee, the CEO and Legal Counsel.
2. *Board Approval:* The Policy Committee will recommend to the Board of Directors for approval any and all changes, deletions or additions to LVCVA Board Policies.
3. *Oversight of Policies.* The Policy Committee shall oversee the development and implementation of all LVCVA Board Policies.
4. *Committee Performance Evaluation.* Annually, the Committee shall evaluate its own performance.
5. *Access to Consultants.* The Committee shall have the resources and authority to discharge its duties and responsibilities as described herein.
6. *Delegation.* Committee may delegate any of its responsibilities to a subcommittee comprised of one or more members of the Committee, the Board or members of management.
7. *Other Duties.* The Committee shall also carry out such other duties as may be delegated to it by the Board of Directors from time to time.

#### **IV. Adoption**

The above and foregoing consisting of three (3) pages, including this page, were duly and regularly adopted as the Las Vegas Convention and Visitors Authority Policy Committee Charter this \_\_\_\_ day of \_\_\_\_\_, 2021.

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Chair  
Policy Committee

The above and foregoing consisting of three (3) pages, including this page, were duly and regularly adopted as the Las Vegas Convention and Visitors Authority Policy Committee Charter this \_\_\_\_ day of \_\_\_\_\_, 2021.


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Chair  
LVCVA Board of Directors

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## POLICY COMMITTEE MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JUNE 29, 2021	<b>ITEM B</b>
<b>TO:</b>	POLICY COMMITTEE	
<b>FROM:</b>	STEVE HILL CEO/PRESIDENT	<small>DocuSigned by:</small>  <small>A6348F0DE947422...</small>
<b>SUBJECT:</b>	REVIEW AND APPROVAL OF PROPOSED AMENDMENTS TO BOARD POLICIES	

#### RECOMMENDATION

That the Policy Committee review, and approve for recommendation to the Board of Directors, proposed amendments to Board Policies.

For possible action.

#### FISCAL IMPACT

None

<b>COMMITTEE ACTION:</b>	APPROVED WITH COMMENTS/NOTES
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**STEVE HILL**  
**CEO/PRESIDENT**

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#### PURPOSE AND BACKGROUND

The Policy Committee's Charter authorizes the Committee to evaluate amendments to the LVCVA's Board Policies and to recommend approval of such amendments to the Board of Directors (Board).

Staff will present proposed amendments to the Board Policies it compiled through discussions with individual members of the Board and LVCVA staff. Staff requests that the Policy Committee review the proposed amendments and approve them for recommended adoption by the Board.

## **BOARD POLICIES**

### **LAS VEGAS CONVENTION AND VISITORS AUTHORITY**

#### **TABLE OF CONTENTS**

<b><u>Article/Policy #</u></b>	<b><u>Title</u></b>	<b><u>Page</u></b>
<b>Article I</b>	<b>Internal Administration of Board of Directors .....</b>	<b>4</b>
Policy 1.01	Number of Members.....	4
Policy 1.02	Term of Office.....	4
Policy 1.03	Officers of the Board; Reorganization of the Board; Election of Officers; Officer Vacancies .....	4
Policy 1.04	Responsibilities of Board Members; Board Committees .....	5
Policy 1.05	Board Travel .....	7
Policy 1.06	Responsibilities of the Chair of the Board .....	8
Policy 1.07	Responsibilities of the Vice Chair of the Board .....	8
Policy 1.08	Responsibilities of the Secretary/Treasurer of the Board.....	8
Policy 1.09	Statutes and Policies Governing Board Action.....	9
Policy 1.10	Types of Meetings.....	10
Policy 1.11	Meetings of the Board .....	10
Policy 1.12	Agenda .....	11
Policy 1.13	Quorum .....	11
Policy 1.14	Parliamentary Procedure.....	11
Policy 1.15	Board and Committee Meeting Minutes; Recordings.....	11
Policy 1.16	Procedures for Contracts and Agreements Presented to Board ...	12
Policy 1.17	Public Expenditures.....	12

<b><u>Article/Policy #</u></b>	<b><u>Title</u></b>	<b><u>Page</u></b>
<b>Article II</b>	<b>Powers and Functions of the CEO .....</b>	<b>13</b>
Policy 2.01	Responsibilities of the CEO .....	13
Policy 2.02	Compensation and Evaluation of the CEO .....	16
<b>Article III</b>	<b>Powers and Functions of the General Counsel.....</b>	<b>17</b>
Policy 3.01	Responsibilities of General Counsel .....	17
Policy 3.02	Reporting Relationship of General Counsel.....	18
Policy 3.03	Compensation and Evaluation of General Counsel .....	19
Policy 3.04	Retention of Outside Legal Counsel .....	19
<b>Article IV</b>	<b>Intellectual Property Management.....</b>	<b>21</b>
Policy 4.01	Ownership .....	21
Policy 4.02	Registration.....	21
Policy 4.03	Transfer .....	21
Policy 4.04	Cease and Desist Letters .....	21
Policy 4.05	Litigation.....	22
<b>Article V</b>	<b>Procurement and Disposition of Property .....</b>	<b>23</b>
Policy 5.01	Procurement .....	23
Policy 5.02	Disposition of Property.....	23
<b>Article VI</b>	<b>Code of Conduct &amp; Conflicts of Interests.....</b>	<b>25</b>
Policy 6.01	Code of Conduct & Conflicts of Interests Policy.....	25
Policy 6.02	Notification of Violations .....	29

## **PURPOSE OF BOARD POLICIES**

Board policies are written rules, statements, principles, or directives for making decisions and taking action. Their purpose is to serve as a guide when the Board carries out its governance duties. They are not so specific as to eliminate management discretion within their delegated authorities. Policies also establish a standard and recommended way of acting in challenging situations. Board policies function as a protective mechanism for the organization and individuals when a decision is questioned and, by pointing to an approved policy, is the framework for explaining how a conclusion was reached. An adequate, functioning, and appropriate set of guiding policies is not a substitute for thinking and cannot eliminate mistakes, including simple oversights and poor judgment.

The CEO has the authority to formulate and implement policies, in addition to these Board Policies, to conduct the LVCVA's day-to-day business.

## **PREAMBLE**

The nature and objectives of every organization materially affects its operations and related governing policies. Accordingly, this "Preamble" to the Policies summarizes the LVCVA mission and nature of its operations so that the Policies may be viewed in proper context.

Unlike a local municipality that provides water and sewer services to its citizens that have no alternative provider and virtually no promotion, advertising and public relations costs, LVCVA is a destination marketing organization that also operates one of the largest convention facilities in the world. The LVCVA competes for visitors with the largest and finest visitor destinations and convention facilities in the United States and around the world. As a marketing organization, it seeks and nurtures relationships that directly affect Clark County's revenues next month, next year, and for decades to come.

As the destination marketing organization for Clark County, Nevada, LVCVA's mission is to attract an ever-increasing number of visitors to Southern Nevada. The LVCVA is established by statute and is unlike a typical convention and visitor's bureau in that it is not a membership-based organization. Although the LVCVA is a political subdivision of the State of Nevada, the LVCVA Board is unique in that its 14 board members include 6 representatives from the private sector sharing the LVCVA's unique objectives. The LVCVA's Board oversees LVCVA's policies, internal and external audits, executive compensation, the Las Vegas Convention Center District, and, through a Chief Executive Officer referred to herein as the CEO, all other activities of the LVCVA. The activities that the CEO oversees directly within budgetary constraints and powers and duties delegated by the Board include, among others, marketing, operation of facilities, human resources, finance, and public affairs.

[Adopted November 14, 2017. Rev. October 8, 2019]



# **BOARD POLICIES**

## **LAS VEGAS CONVENTION AND VISITORS AUTHORITY**

### **ARTICLE I – INTERNAL ADMINISTRATION OF BOARD OF DIRECTORS**

#### **Policy 1.01 – Number of Members.**

The Board shall consist of the number of members provided in Nevada Revised Statutes (NRS) 244A.603.

[Adopted November 9, 2004. Rev. October 11, 2005]

#### **Policy 1.02 – Term of Office.**

The Board members' terms of office shall be as follows:

1. Elected Members: coterminous with each elected member's term of office unless otherwise provided by NRS 244A.603;
2. Members appointed from the Business Sector: two (2) years.

[Adopted November 9, 2004. Rev. October 11, 2005; Rev. October 8, 2019; Rev. July 13, 2021]

#### **Policy 1.03 – Officers of the Board. ; ~~Reorganization of the Board; Election of Officers; Officer Vacancies.~~**

##### **1.03.1 – Executive Committee**

The officers of the Board shall be Chair, Vice-Chair, Secretary and Treasurer. The officers of the Board shall constitute the Board's Executive Committee. The officers of the Board shall all be members of the Board. The Board's Officers shall be comprised of two elected public sector Board members and two appointed business sector Board members.

Board officers may only serve for two (2) consecutive terms in any specific office. A term, for the purpose of this Section, shall comprise the period a Board member spends in an office after being elected during the biannual reorganization outlined under Term 1.03.2 and it shall not include the period a Board member spends in an office filling a prior vacancy in the office. ~~Officers elected to their positions due to vacancies may, upon the vote of the Board, serve one (1) additional term in their respective office.~~

[NRS 244A.605, 244A.611. Adopted November 9, 2004. Rev. October 11, 2005; June 10, 2008; November 14, 2017; October 8, 2019; July 13, 2021]

### **1.03.2 – Reorganization of the Board; Officer Vacancies; Election Procedure**

In January of each odd-numbered year, the Board shall undergo a reorganization by electing its officers. Officers elected during Board reorganizations shall hold office for the ensuing biennium or until their successors are elected and qualified. Officers elected during reorganizations shall serve in their respective positions for two (2) years.

Any vacancy among the Board Officers shall be filled by the Board at its first regularly scheduled meeting following the vacancy or during a special meeting at the call of the Chair or, in the event of a vacancy in the office of Chair, at the request of the CEO or 3 Board Members. The officers elected to fill any vacancies shall serve out the unexpired terms of their predecessors.

The Board's election of officers, both for the biannual reorganization and in the event of an officer vacancy, shall be conducted in accordance with the following modified Robert's Rules of Order:

- 1) The Board Chair, or the Board member serving in the capacity of Chair pursuant to Policies 1.07 and 1.08 (Authorized Chair), shall take officer nominations from the floor in the following order: Chair; Vice-Chair; Secretary; and Treasurer. Nominations shall be taken for one officer position at a time.
- 2) Once a Board member makes an officer nomination, the floor shall be closed for nominations. The Chair or Authorized Chair shall permit time for deliberation, if any, and call for the vote on the nominee. If a majority of the Board members present approve the nomination, the nominee is deemed elected and the election shall continue for the remaining officer positions, if any. If a majority of the Board does not approve the nominee, the Chair or Authorized Chair shall reopen the floor for nominations. The process outlined herein shall continue until the reorganization or vacancy fulfillment is complete
- 3) The sitting Board Chair, or Authorized Chair, shall preside over the election of all officers before, if applicable, turning the meeting over to the newly elected Chair.

All Board members may make nominations for any officer position and they may nominate themselves.

~~Board officers may only serve for two (2) consecutive terms in any specific office. Officers elected to their positions due to vacancies may, upon the vote of the Board, serve one (1) additional term in their respective office.~~

[NRS 244A.605, 244A.611. Adopted November 9, 2004. Rev. October 11, 2005; June 10, 2008; November 14, 2017; October 8, 2019; July 13, 2021]

**Policy 1.04 – Responsibilities of Board Members; Board Committees.**

1. Board Policy Knowledge. Each Board Member shall obtain and maintain a sound working knowledge of the Board Policies, his or her statutory responsibilities to the Board and the LVCVA, and all ethical requirements as public officers, by attending orientation with the General Counsel and the LVCVA's Executive Team, and requesting additional training through the CEO, as necessary, and/or consulting with the General Counsel.
2. LVCVA Mission Oversight Powers and Duties. The Board serves as the policy-making body for the LVCVA. The powers and duties of the Board are enumerated in statute and include the following:
  - a. Approval of the establishment, construction, purchase and ~~-/-~~ or other acquisition, reconstruction, improvement, extension and betterment of the LVCVA's exposition buildings and convention halls and related financing thereof;
  - b. The sale, lease, exchange, transfer, assign, or other disposal of the LVCVA's real and personal property, and any interest therein acquired;
  - c. The assignment, transfer, or licensure of trademarks, service marks and other intellectual property of the LVCVA and
  - d. The solicitation and promotion of tourism and gaming generally, including:
    1. The leasing of the LVCVA's facilities for conventions, expositions, trade shows, entertainment, sporting events, cultural activities or similar uses reasonably calculated to produce revenue for the LVCVA and to enhance the local economy.
    2. Advertising and promoting the entire Southern Nevada area including facilities under control of the LVCVA and the resources of the entire community or area, including tourist accommodations, transportation, sporting events, cultural activities, entertainment, and gaming. In its discretion, the Board may enter into contracts for advertising, including payment of a reasonable commission, with a private enterprise.
    3. Provide annual grants in cash or in kind to the chambers of commerce of the incorporated cities within the county which represent the residents of those cities, or other nonprofit groups or associations, as deemed necessary to solicit and promote tourism.

3. Delegation of Powers and Duties. The Board delegates to the CEO the authority to execute and amend individual agreements and financial transactions, or issue change orders, valued under \$~~100~~250,000 including the value of subsequent amendments, if any, except that the Board must approve all acquisitions and dispositions of real property and the disposition of intellectual rights. When exercising such delegated authority ("CEO's Signature Authority"), the CEO's reasonable intentions must be to further the LVCVA's mission within applicable budget constraints.
4. Review of Delegated Powers and Duties. For contractual commitments that have a dollar value that is less than the CEO's Signature Authority, the Board shall inspect quarterly lists of such contractual commitments over \$50,000 for possible questions and comments.
5. Committees of the Board. Board Committees may be created including establishing the number of members and membership by Board action with the Committee Chair and members to be selected by the Board Chair, after first soliciting the other Board Members' interest in serving in the various capacities and considering their relevant expertise, and subject to ratification by the Board. Each established committee shall have a separate charter approved by the Board that summarizes the committee's duties and responsibilities. All Board members must participate in at least one Committee, including all board committees. and, if any, appointments to For the purpose of this Policy, the Las Vegas Events' Board shall qualify as a Board Committee.

The Board Chair is authorized to bring any matter delegated to a Board Committee directly to the Board by placing the matter on the agenda of a Board meeting.

- 5.6. Performance and Compensation Reviews. Annually, the Board shall review the performance and compensation of the CEO and General Counsel, and the compensation ranges for other "E" level employees. The Board shall consider the recommendations of the Compensation Committee in determining the appropriate compensation and benefits including, but not limited to, bonuses. The Board shall further annually review and approve and the upcoming fiscal year goals for the CEO and General Counsel.
- 6.7. Hiring and termination of the CEO. The Board shall have sole authority for all decisions relating to the hiring and termination of the CEO.
- 7.8. Hiring and termination of the General Counsel. The Board shall have sole authority for all decisions relating to the hiring and termination of LVCVA's General Counsel. In making such decisions, the input and recommendation of the CEO will be considered. The Board may solicit and receive such other information as it deems appropriate for this purpose.

9. Approval of the Expense Reports of the CEO and General Counsel

The Board Treasurer or appropriately skilled Board Member designee (selection by the Chair) other than the Board Chair, shall review and approve the expense reports of the CEO and General Counsel.

10. Approval of Special Awards. The Board shall receive and approve recommendations from its Compensation Committee related to management's policy related to special awards, including but not limited to service awards and retirement gifts and approve the special awards policy. Prior Board approval is also required for any exceptions to the policy.

11. Las Vegas Convention Center District. The Board shall approve the strategic plans of the Las Vegas Convention District and all related development activities not delegated to the CEO or oversight panels appointed in accordance with laws and regulations.

[Adopted November 9, 2004. Rev. November 14, 2017; October 8, 2019]

**Policy 1.05 – Board Travel**

The purpose of Board Member travel is: (1) to help Board Members understand the methods and processes used in LVCVA promotions to better discharge the policy-making responsibilities imposed on them by statute; and (2) to conduct the business purposes of the LVCVA by representing the LVCVA and the Clark County destination. Direct observation is an effective method for acquiring such knowledge. Board Members are encouraged to attend at least one LVCVA event held in Clark County annually.

Board Members are further encouraged to attend one event outside of Clark County during their first term in office. The Board Chair, in consultation with the CEO, may request additional attendance by Board Members at events outside of Clark County when there is meaningful business purposes or relationship value from the Board Member's attendance. A Board Member who travels shall also report on the member's participation at the event attended outside of Clark County at the next regularly scheduled Board meeting.

Board Members shall adhere to the same travel and expense report policies as LVCVA's management, staff, and non-staff event participants. Such policies define and give examples and parameters of expenses that are reimbursable or not, incorporate the concept that business expenses must be reasonable, ordinary and necessary to LVCVA's mission, specify how to handle exceptions, and the nature and extent of required supporting documentation. Such policies also include the concept that travel is only authorized for a reasonable, typically minimum number, of persons necessary to carry

out the business purpose and the route and mode of transportation must be consistent with scheduling needs. Such determinations typically consider the most direct, cost and time-efficient route, including, but not limited to, airfare and ground transportation availability and costs, alternate airports options, departure and travel times and their impact on work time, expediency, daily expenses, and similar measures of reasonable travel conditions.

[Adopted October 8, 2019]

**Policy 1.06 – Responsibilities of the Chair of the Board.**

The Chair shall:

1. Preside at all meetings of the Board and enforce the parliamentary rules.
2. Have the right to offer resolutions, and to discuss questions.
3. Have the power to vote on all matters.
4. Call special meetings of the Board whenever there is sufficient business to come before the Board, or upon written request of three (3) members of the Board.
5. Advise the CEO on agenda preparation for the meetings.
6. Sign all papers and documents as required by law or as authorized by action of the Board.
7. Have the power to administer oaths or affirmations to witnesses at personnel hearings.
8. Be an ex-officio member (non-voting) of any Board Committee.
9. Exercise such other powers as may be delegated to him/her by the Board.

[Adopted November 9, 2004. Rev. October 11, 2005; October 8, 2019]

**Policy 1.07 – Responsibilities of the Vice Chair of the Board.**

The Vice Chair shall, in the absence of the Chair, serve in the capacity and assume the duties of the Chair, taking action as appropriate to fulfill these responsibilities.

[Adopted November 9, 2004. Rev. October 11, 2005]

**Policy 1.08 – Responsibilities of the Secretary and Treasurer of the Board.**

1. The Secretary. The Secretary, through LVCVA Board staff, shall cause to be kept a full and accurate record of the proceedings of the Board.

The Secretary, through the General Counsel, shall be responsible to the Board for all matters pertaining to the care of the Board's records and documents.

The Secretary, through LVCVA Board staff, shall ensure that members of the Board are notified of meetings and that special meetings are called in conformance to law.

The Secretary shall call Board meetings to order in the absence of the Chair and the Vice-Chair, and serve in the capacity of the Chair and assume the duties of the Chair.

The Secretary shall perform any additional duties that the Board delegates or are required under NRS 244A.

2. The Treasurer. The Treasurer, through the LVCVA's CEO and Chief Financial Officer, shall ensure that LVCVA staff maintains permanent records of all monies received by and disbursed for and on behalf of the Board.

In the absence of the Chair, Vice-Chair, and Secretary, the Treasurer shall call Board meetings to order and serve in the capacity of, and assume the duties of, the Chair.

The Treasurer shall perform such other duties that the Board delegates or are required under NRS 244A.

[Adopted November 9, 2004. Rev. October 11, 2005; November 14, 2017; October 8, 2019; July 13, 2021]

#### **Policy 1.09 – Statutes and Policies Governing Board Action.**

1. The Board shall be governed by all applicable provisions of the law relating to "local government" and NRS 244A.597 *et seq.*, and by the Board ~~p~~Policies adopted herein.

2. Policies:

The Board shall provide authorization and guidelines for the CEO. Implementation of such policies is the responsibility of the CEO. The formulation and adoption of written policies, particularly in regard to the proper authorization of transactions, and performance evaluation of the CEO constitute two methods, among others, by which the Board shall provide direction for the operation of LVCVA.



The CEO shall make recommendations on Board Policy adoption and revision of existing Policies. The Board Policies shall be collected and compiled in a separate record and maintained by the office of the CEO.

3. Indemnification: LVCVA shall indemnify the Board and staff against any and all costs incurred in legal actions that may be filed against such individuals based upon their performance of duties on behalf of LVCVA. The LVCVA shall maintain a sufficient amount of errors and omissions, or similar coverage, insurance to protect and indemnify Board members.

[Adopted November 9, 2004. Rev. October 11, 2005; November 14, 2017; October 8, 2019]

### **Policy 1.10 – Types of Meetings.**

The Board shall hold the following types of meetings:

1. Regular Meetings, which are held on the second Tuesday of each month at 9:00 a.m. The meeting may be cancelled or another date set at the discretion of the Chair.
2. Recessed Meetings, which may be held at the discretion of the Board.
3. Special Meetings, which may be called by the Chair whenever there is sufficient business to come before the Board (or in the event of a vacancy in the office of the Chair, at the request of the CEO), or upon written request to the Chair by three (3) members of the Board. Special Meetings are not official unless each member has been notified in writing of the time, place and purpose of the meeting by personal delivery of the notice at least three (3) working days before the meeting, or by notice deposited in the United States mails at least three (3) working days before the meeting, and posting notice as required by Nevada Open Meeting Law. Only those items of business contained in the notice of Special Meeting may be discussed and/or acted upon at such meeting.
4. Emergency Meetings, without notice, pursuant to Nevada Open Meeting Law.
5. Biennial Organization Meeting. At the first meeting in January of each odd-numbered year, the Board meets and organizes by electing one of its members Chair; another, Vice-Chair; and a third, Secretary/Treasurer.
6. Committee meetings, on call of Committee Chair on three (3) working days notice to Committee members, and posting notice as required by Nevada Open Meeting Law.
7. Budget meetings as required by the Nevada Revised Statutes.



[Adopted November 9, 2004. Rev. October 11, 2005; October 8, 2019]

**Policy 1.11 – Meetings of the Board.**

All meetings of the Board and Committees are open to the public, with the exception of meetings, pursuant to the Nevada Revised Statutes, that the Board may close to the public. It is the policy of the Board that members of the public shall have the right to be heard at Board meetings.

[Adopted November 9, 2004. Rev. October 11, 2005]

**Policy 1.12 – Agenda.**

Agendas for Board meetings shall be prepared by the CEO in consultation with the Board Chair. Agendas for Board Committee meetings shall be prepared by the CEO in consultation with the Chair of each respective Committee.

Each meeting agenda packet shall include ~~ing~~ supporting materials to provide Board members time to give prior consideration to items calling for action.

Any Board member who wishes to place an item on a Board or Committee agenda shall contact the office of the CEO.

The CEO may include a consent agenda portion to each Board meeting agenda. Items qualify for the consent agenda if they are of a routine, procedural, and non-controversial nature. Such items include, but are not limited to, recurring marketing and sales event sponsorships, for the present or future fiscal years, so long as the proposed expenditure is reasonably similar to the expenditure of previous years. The Board may remove an item from the consent agenda for discussion during the Board action portion of the meeting agenda.

[Adopted November 9, 2004. Rev. October 11, 2005; October 8, 2019; July 13, 2021]

**Policy 1.13 – Quorum.**

In all meetings of the Board or Board Committees, a simple majority of the members of the Board or Committee shall constitute a quorum for the transaction of business. Every motion and resolution of the Board shall be adopted by at least a majority of all the members of the Board or Committee present and constituting a quorum at each meeting.

[Adopted November 9, 2004. Rev. October 11, 2005; October 8, 2019]

**Policy 1.14 – Parliamentary Procedure.**

Unless otherwise provided in these Board Policies, Board and Committee meetings shall be conducted in compliance with Robert's Rules of Order, latest edition, with the exception that a second shall not be required for any motion to be put to a vote of the members, and the Board Chair, or in his/her place and stead, the ~~presiding officer~~Authorized Chair, may make a motion.

[Adopted November 9, 2004. Rev. October 11, 2005; October 8, 2019; July 13, 2021]

**Policy 1.15 – Board and Committee Meeting Minutes; Recordings.**

The minutes of all official meetings of the Board and Committees are to be recorded and filed in the Board Office.

Meeting minutes shall include: the date, time, and place of the meeting; those Board members who were present and those who were absent; the substance of all matters proposed, discussed, or decided and, at the request of any member, a record of each member's note on any matter decided by vote; the substance of remarks made by any members of the general public or the prepared written remarks of any members of the general public if inclusion in the minutes is requested; and any other information which a Board member requests included or reflected in the minutes.

The Board shall, for each of its meetings, whether public or closed, record the meeting on audiotape or another means of sound production. The Board may substitute its recording requirement by utilizing the services of a court reporter to transcribe its meetings. The Board shall retain a copy of the recording or transcription for at least one year following adjournment of the meeting.

[Adopted November 9, 2004. Rev. October 11, 2005; October 8, 2019]

**Policy 1.16 – Procedures for Contracts and Agreements Presented to Board.**

All contracts and agreements entered into in the name of LVCVA are required to have the approval (as to legality and form) of LVCVA's General Counsel before being presented to the Board for action, or, in the event the contractual value falls within the CEO's Signature Authority, before being presented to the CEO or his or her designee for execution. The LVCVA's consultants, advisors, and/or contractors, when acting as agents of the LVCVA, shall obtain approval from the CEO prior to entering into any contracts or agreements. Copies of all Board-approved contracts shall be lodged with the Secretary of the Board for safekeeping through the Board office.

[Adopted November 9, 2004. Rev. October 11, 2005; July 10, 2012; October 8, 2019; July 13, 2021]

**Policy 1.16 – Public Expenditures.**

1. Budget Requirements

No expenditures shall be approved by the Board for which provision has not been made in the Budget. This shall not preclude such change or amendment to the Budget as shall be lawful.

2. Grants to Entities

Annual grants for recreational purposes shall be used by such entities for capital improvements of recreation facilities.

[Adopted November 9, 2004. Rev. October 11, 2005; October 8, 2019]

**BOARD POLICIES**  
**LAS VEGAS CONVENTION AND VISITORS AUTHORITY**

**ARTICLE II – POWERS AND FUNCTIONS OF THE CEO**

**Policy 2.01 – Responsibilities of the CEO.**

The CEO will formulate and implement policy in order to conduct LVCVA's day-to-day business within the budgetary and policy constraints set by the Board. The CEO shall also implement and administer all policies, plans and procedures approved by the Board. When necessary and appropriate, the CEO will bring policy recommendations and changes to the Board for approval.

Subject to any requirements set forth elsewhere in these Policies or under applicable law, the CEO shall:

1. Develop the operational objectives and annual business goals for the LVCVA and submit said objectives to the Board for approval, adoption or revision.
2. Manage and supervise the business and affairs of the LVCVA subject to the budget and policies approved by the Board. Implement the policies established by the Board.
3. Oversee management and operations of all departments of LVCVA, and make salary adjustments, bonus and salary range adjustments for all employees; provided that, the Board ultimately shall approve the compensation, bonus and salary range adjustments of LVCVA's General Counsel, after receiving the evaluation and recommendation of the CEO and Compensation Committee. The CEO shall recommend to the Board for approval all title changes and salary range adjustments for "E" level positions that report directly to the CEO.
4. Make recommendations to the Board regarding non-salary benefits that are obtained for LVCVA's employees.
5. Be responsible for establishing and adjusting car allowances for all LVCVA employees, except for the CEO.
6. Ensure that LVCVA policies are uniformly understood and administered by his/her subordinates.
7. Review, coordinate and submit to the Board all annual plans and operating budgets as required.

8. Take a leadership role in the promotion of the cultural aspects of the Las Vegas/Clark County community.
9. Analyze overall operating results of LVCVA departments relative to plans, recognize achievement and ensure that appropriate steps are undertaken to correct unsatisfactory conditions.
10. Provide leadership in maintaining and enhancing the good reputation of LVCVA, and its favorable reputation with clients, employees, colleagues and the public.
11. Establish the limits of subordinates regarding reimbursable expenses and other expenditures, contractual commitments, and all other internal operation and personnel policies not specified by the Board. Personnel policies related to General Counsel are at the sole discretion of the Board. (Rev. November 14, 2017)
12. Coordinate the efforts of all departments to ensure the most cost-effective delivery of service to the Las Vegas convention and travel industry.
13. Attend all regular, recessed and special meetings of the Board and Board Committees, whenever possible.
14. Unless otherwise directed by Board action, formulate and conduct any and all lobbying efforts on issues that relate to or affect LVCVA and/or the destination.
15. Prepare a draft agenda for each regular, recessed and special meeting of the Board and Board Committees, submit such draft to the Board Chair or Committee Chair, as applicable, for input and thereafter give notice of such meeting together with the time, place and location, as required by the Nevada Open Meeting Law.
16. Formulate and submit to the Board for approval building lease rates schedule for the Las Vegas Convention Center. Negotiate and execute all ~~facility~~ leases and fees for LVCVA property and transportation systems.
17. Establish and implement employee policies and procedures.
18. Recommend and implement an Investment Policy, as established by the Board, and submit to the Board an annual investment review as set forth in Section VI(C) of the Investment Policy at the annual budget meeting.
19. Recommend and submit for approval any changes to the Charters of Committees a Compensation Committee Charter or changes thereto, as

established by the Board. ~~Recommend and submit for approval changes to the Audit Committee Charter, as established by the Board.~~

~~19~~20. Approve inter-fund budget transfers.

~~20~~1. Make recommendations to the Board regarding the following items, all of which shall require prior Board approval, subject to such exceptions and/or additional approvals as may be set forth elsewhere in these Policies or under applicable law:

- (a) Names of the organization or its facilities.
- (b) Policies regarding minutes of Board meetings.
- (c) Policies regarding Board meeting frequency and location.
- (d) Bond covenants and other related documentation.
- (e) Budget Transfers within the requirements of the Nevada Revised Statutes.
- (f) The CEO's annual evaluation, the CEO's goals and the CEO's salary and benefits.
- (g) Write-offs individually in excess of \$100,000. (Rev. 8/8/06)
- (h) Collection distributions.
- (i) Grants and grant funding guidelines.
- (j) Real property related activities, including purchases, sales and permanent easements unless delegated to the CEO herein. The Board delegates authority to the CEO to negotiate and execute LVCVA property easements for other governmental entities and utility companies. (Rev. 7/13/21)
- (k) Budget and Comprehensive Annual Financial Report(s).
- (l) Debt service payments.
- (m) Independent Audit Firms, in consultation with the Board's Audit Committee.
- (n) Proposed Workers Compensation settlements over \$100,000. (Rev. 8/8/06)

- (o) Any and all budget augmentations.
- (p) Any document or action required by law to be approved by the Board.

2~~1~~2. Perform such other duties as the Board may from time to time assign to the CEO.

[Adopted November 9, 2004. Rev. October 11, 2005; August 8, 2016; November 14, 2017; October 8, 2019; July 13, 2021]

**Policy 2.02 – Compensation and Evaluation of CEO.**

The Compensation Committee of the Board shall be responsible for performing the annual evaluation of the CEO, and the Board, based on a recommendation of the Compensation Committee, shall be responsible for determining the compensation and benefits of the CEO, including, without limitation, the CEO's bonus and goals.

[Adopted October 11, 2005. Rev. October 8, 2019]

**BOARD POLICIES**  
**LAS VEGAS CONVENTION AND VISITORS AUTHORITY**

**ARTICLE III – POWERS AND FUNCTIONS OF THE GENERAL COUNSEL**

**Policy 3.01 – Responsibilities of General Counsel.**

Subject to any requirements set forth elsewhere in these Policies or under applicable law, LVCVA's General Counsel shall:

1. Act as the attorney the organization, and advise the Board, the CEO and other members of LVCVA staff regarding legal questions arising in the conduct of LVCVA's operations, and have primary responsibility for implementing of an effective legal compliance system under the oversight of the Board.
2. Make recommendations for Board policies, resolutions and other documents or procedures that are required for the Board and the LVCVA to comply with statutory and legal obligations.
3. Attend all regular, recessed and special meetings of the Board and Board Committees, whenever possible.
4. Assist the Board Chair, Committee Chairs, and the CEO in the preparation of agendas for meetings of the Board and Board Committees and the giving of notice required by the Nevada Open Meeting Law.
5. Review and approve as to form and legality all agreements, contracts, leases, bonds, insurance policies, instruments and other documents to which LVCVA proposes to become a party or otherwise bound.
6. Determine, in consultation with the CEO and professional advisers, as appropriate, necessary actions related to the LVCVA's intellectual property.
7. Manage all litigation and other legal proceedings involving the LVCVA and provide quarterly update reports to the Board Chair.
8. Inform the Board and the CEO of any proposed legislation or other legal matters that could reasonably be expected to have a material effect on the LVCVA.
9. Instruct Board Members regarding the Board Policies and statutory responsibilities, through an orientation with the LVCVA's executive team.



10. Manage the LVCVA's legal affairs generally, and make recommendations to the CEO regarding the hiring/firing, evaluation and compensation of any associate or outside counsel attorneys and other legal personnel.
11. Receive and address notifications of suspected violations of LVCVA's conflict of interest policy.
12. Make changes to LVCVA contracts with third parties when legally necessary. Any such changes shall not materially change the scope of the contract or change the monetary consideration under the contract. (Added November 14, 2017)
13. Consult with the LVCVA's Chief Financial Officer, who serves as risk manager of the LVCVA, and assist in the review of insurance policies and coverage, the acquisition of all insurance, and acquisition of risk mitigation products or processes.
14. Act as the LVCVA's primary records coordinator. Ensure compliance with the Nevada Public Records Act, the LVCVA's records retention policies, and the records retention and archiving requirements of the State of Nevada's Library, Archives, and Public Records Division.
15. Perform such other duties as the Board may from time to time assign to LVCVA's General Counsel.

LVCVA's General Counsel shall not engage in the private practice of law without the Board's prior approval, and then only upon such conditions as the Board may impose.

[Adopted October 11, 2005. Rev. November 14, 2017; October 8, 2019]

**Policy 3.02 – Reporting Relationship of General Counsel.**

The following provisions shall govern the reporting relationship of the LVCVA's General Counsel:

1. On a day-to-day basis, LVCVA's General Counsel shall report to the CEO and shall take direction from the CEO on strategic and business matters within the CEO's authority, consistent with requirements of law, these Policies and the current and future ethical standards of conduct adopted by the Supreme Court of Nevada applicable to lawyers licensed to practice law in Nevada.
2. In order to perform their obligations to LVCVA, Board members shall have complete and open access to LVCVA's General Counsel for legal advice regarding policies, statutory duties, and ethical obligations.

3. On a quarterly basis, unless required by these Board Policies to take place sooner, LVCVA's General Counsel shall report to the Board Chair regarding any material legal matters relating to LVCVA. These matters shall include, but are not limited to: (a) the status of any material legal proceedings to which LVCVA is a party or in which LVCVA is otherwise involved; (b) any significant issues or concerns relative to compliance with applicable legal requirements, including potential or ongoing material violations of law by, and breaches of fiduciary duty to LVCVA or violations of these Policies by, LVCVA or any of its Board Members, officers and/or employees; and (c) any matters of a legal nature which could result in a material risk of loss or liability to LVCVA.
3. If the LVCVA's General Counsel becomes aware of (a) any material violation of law, breach of fiduciary duty or violation of these Policies or (b) any other legal matter that may present an imminent substantial risk to LVCVA's interests, then LVCVA's General Counsel shall report such violation, breach or other matter to the Board Chair, or another member of the Board's Executive Team when General Counsel deems appropriate, as soon as is reasonably practicable.
4. To assure independence and candor, reporting by LVCVA's General Counsel under Items 1, 2, and 3 above shall be protected from any retaliation or interference in duties.

[Adopted October 11, 2005. Rev. November 14, 2017; October 8, 2019]

**Policy 3.03 – Compensation and Evaluation of General Counsel.**

The compensation of LVCVA's General Counsel is established by the Board. The CEO shall perform an annual evaluation of LVCVA's General Counsel, consistent with LVCVA's executive-level compensation program and practices, and based on such evaluation, the CEO shall make a recommendation to the Compensation Committee regarding the compensation of LVCVA's General Counsel. The Compensation Committee then shall perform its evaluation and make its recommendation to the Board regarding the compensation of LVCVA's General Counsel. The Board ultimately shall be responsible for approving the compensation of LVCVA's General Counsel after full consideration of such evaluation and recommendation. The Board may solicit and receive such other information as it deems appropriate for this purpose.

[Adopted October 11, 2005. Rev. October 8, 2019]

**Policy 3.04 – Retention of Outside Legal Counsel.**

LVCVA's General Counsel, after consultation with the CEO, shall be authorized to retain outside legal counsel, subject to ratification by the Board at its next meeting. At

the conclusion of each significant legal action, LVCVA's General Counsel shall provide to the Board a summary of the important aspects of the legal action, including a report on the outcome of the legal action. Engagements of outside counsel to advise the Board, or by a Committee of the Board, for special investigations or independent advice should be made and structured to assure independence and direct reporting to the Board or the Committee.

LVCVA's General Counsel may utilize the services of Board-approved outside legal counsel firms in excess of the CEO's Signature Authority so long as the total expenditure for outside counsel does not exceed the Board's approved budget for the fiscal year.

[Adopted October 11, 2005. Rev. October 8, 2019; July 13, 2021]

**BOARD POLICIES**  
**LAS VEGAS CONVENTION AND VISITORS AUTHORITY**

**ARTICLE IV – INTELLECTUAL PROPERTY MANAGEMENT**

**Policy 4.01 – Ownership.**

LVCVA always shall be identified as the owner of trademarks or service marks that LVCVA chooses to register, and LVCVA shall retain ownership of such marks.

[Adopted October 11, 2005]

**Policy 4.02 – Registration.**

LVCVA's General Counsel, with input from the CEO shall make the determination regarding whether particular trademarks and service marks should be registered with any state or the federal Patent and Trademark Office.

[Adopted October 11, 2005. Rev. November 14, 2017; October 8, 2019]

**Policy 4.03 – Transfer.**

Prior Board approval shall be required with respect to any permanent assignment, transfer, or license of trademarks, service marks and other intellectual property owned by LVCVA. Prior Board approval shall not be required if the license of such trademarks, service marks or other intellectual property is limited to integrated promotions and the CEO and General Counsel approve such license.

[Adopted October 11, 2005. Rev. August 8, 2006; November 14, 2017; October 8, 2019]

**Policy 4.04 – Cease and Desist Letters.**

LVCVA's General Counsel, after consultation with appropriate professional advisers, shall determine when cease and desist letters should be sent. Only LVCVA (including its General Counsel) or outside legal counsel to LVCVA shall be authorized to send cease and desist letters relating to LVCVA-owned trademarks, service marks and other intellectual property.

[Adopted October 11, 2005. Rev. November 14, 2017; October 8, 2019]

**Policy 4.05 – Litigation.**

Board notifications shall be required prior to instituting litigation to enforce LVCVA's intellectual property rights, Board notification is not required to file and prosecute an administrative action. In the rare case where such prior approval is impractical, and delay would prejudice LVCVA's interests, the CEO, with the concurrence of LVCVA's General Counsel, shall be authorized to initiate litigation, subject to ratification by the Board at the first Board meeting thereafter.

[Adopted October 11, 2005. Rev. November 14, 2017; October 8, 2019]

**BOARD POLICIES**  
**LAS VEGAS CONVENTION AND VISITORS AUTHORITY**

**ARTICLE V – PROCUREMENT AND DISPOSITION OF PROPERTY**

**Policy 5.01 – Procurement.**

1. Real Property. Prior Board approval is required for any purchase or other acquisition of real property.
2. Goods, Services, and Public Works. Prior Board approval is required for any procurement of goods, services, (other than service provisions from regulated utility providers), or public works, for any contract or agreement, including amendments, over the CEO's Signature Authority.
3. Emergency Contracts. The CEO is authorized to approve the procurement of emergency contracts, in accordance with NRS 332.112. The CEO or LVCVA's General Counsel shall be required to notify the Board at the first Board meeting following the procurement of any such emergency contract.
4. Contingencies. The President/CEO is authorized to approve uses of Board-approved contingency amounts by change order, or otherwise.
5. Amendments. The President/CEO is authorized to make amendments to Board-approved contracts and agreements up to the CEO's Signature Authority. Any amendment that causes a contract or agreement to exceed the CEO's Signature Authority requires prior Board approval.
6. Authorization Basis. All contracts or agreements, combined with all related amendments, shall be aggregated by vendor to determine authorization levels.
7. Reporting of CEO-Approved Contracts, Change Orders, and Amendments. The CEO shall report to the Board quarterly all contracts, change orders, and amendments approved over \$50,000 under the CEO's Signature Authority.

[Adopted October 11, 2005. Rev. August 8, 2006; November 14, 2017; October 8, 2019]

**Policy 5.02 – Disposition of Property.**

1. Real Property. Prior Board approval shall be required for any disposition of real property.

2. Personal Property. Prior Board approval shall be required for any disposition of personal property having an actual or estimated fair market value that is over the CEO's Signature Authority.

[Adopted October 11, 2005. Rev. August 8, 2006; November 14, 2017; October 8, 2019]

**BOARD POLICIES**  
**LAS VEGAS CONVENTION AND VISITORS AUTHORITY**

**ARTICLE VI – CODE OF CONDUCT & CONFLICTS OF INTERESTS POLICY**

**Policy 6.01 – Code of Conduct & Conflicts of Interests Policy.**

**1. Purpose.**

The public that LVCVA serves is entitled to fair, ethical and accountable government. To this end, the Board has adopted this Code of Conduct & Conflicts of Interests Policy in effort to ensure that: the LVCVA's Board Members, officers and employees comply with both the letter and spirit of the Nevada Code of Ethical Standards. On or before the date on which a Board Member swears or affirms his or her Oath of Office, the Board Member shall execute and file an acknowledgment, with the Commission on Ethics, of his or her statutory ethical standards.

[Adopted October 11, 2005. Rev. November 14, 2017; October 8, 2019]

**2. Act in the Public Interest.**

Recognizing that stewardship of the public interest must be their primary concern, LVCVA's Board Members, officers and employees shall work for the common good of the public that LVCVA serves and not for any private or personal interest, and they shall endeavor to ensure fair and equitable treatment of all persons, claims and transactions coming before the Board.

[Adopted October 11, 2005. Rev. October 8, 2019]

**3. Compliance with Laws, Rules and Regulations.**

In the performance of their duties, Board Members, officers and employees shall comply with the laws of the United States and the State of Nevada and all applicable rules, regulations, ordinances, codes and policies. If a Board Member, officer or employee has any question about the applicability or meaning of any such law, rule, regulation, ordinance, code or policy, he or she should consult with LVCVA's General Counsel or outside legal counsel retained by LVCVA, as appropriate.

[Adopted October 11, 2005. Rev. October 8, 2019]

**4. Non-Disclosure of Confidential Information.**

Except as required by law, no Board Member, officer or employee shall disclose any confidential information relating directly or indirectly to LVCVA or use any such



confidential information for any purpose other than in connection with LVCVA business. This prohibition on disclosure of confidential information shall survive the termination of any Board Member's, officer's or employee's service. For purposes of this Policy 8.01, "confidential information" means information that is not subject to disclosure under the Nevada Public Records Law.

[Adopted October 11, 2005. Rev. October 8, 2019]

## **5. Conflicts of Interests.**

The LVCVA's Board Members, officers and employees shall be governed by the Nevada Code of Ethical Standards in regard to conflicts of interests.

Board Members, officers, and employees shall not:

(a) Seek or receive any gift, service, favor, employment, engagement, economic opportunity, for themselves, or for any individual to whom they have a commitment in a private capacity, which may improperly influence a reasonable person in their position to depart from the faithful and impartial discharge of their duties.

(b) Use their position to secure or grant unwarranted privileges, preferences, exemptions, or advantages for themselves, any individual to whom they have a commitment in a private capacity, or any business entity in which they have a significant pecuniary interest.

(c) Participate in the negotiation or execution of contracts between the LVCVA and 1. any business entity in which they have a significant pecuniary interest; or 2. any individual to whom they have a commitment in a private capacity.

(d) Accept any salary, expense allowance, or other unlawful compensation, commission or personal profit from a private source, for themselves or any individual to whom they have a commitment in a private capacity.

(e) Use governmental time, property, equipment, or other facility to benefit a significant personal or pecuniary interest of themselves or any individual to whom they have a commitment in a private capacity unless the limited use of the governmental time, property, equipment, or other facility is de minimis in nature and does not interfere with the performance of their duties.

[Adopted October 11, 2005. Rev. October 8, 2019]

## **6. Disclosures and Recusals.**

At the time the Board considers a matter, Board members shall disclose information regarding the following: the acceptance of gifts or loans from any parties to the matter; significant pecuniary interests in the matter; commitments in a private

capacity to the interests of others involved in the matter; or representation or counseling provided to a private person for compensation before another agency in the matter (“Conflicts”).

Board members shall recuse from voting, and shall not advocate the passage or failure of, any matter in which the independence of judgment of a reasonable person in their situation would be materially affected by any Conflicts.

Board members with questions about their ethical responsibilities, including disclosure and recusal requirements, shall consult with the General Counsel and, if necessary, request an advisory opinion from the Nevada Commission on Ethics.

[Adopted October 8, 2019]

## **7. Nepotism.**

LVCVA Board Members, officers, and employees shall not hire any person within the third degree of consanguinity or affinity of an LVCVA employee who works in the following divisions/departments: Executive Division, the Finance, Information Technology, Purchasing and Security Departments.

Consanguinity is a blood relationship within a family. Affinity is a relationship by marriage, adoption, or domestic partnership. Relationships within the third degree of consanguinity or affinity include, but are not limited to, the following:

- (a) a person’s spouse, child, parent, sibling, half-sibling or step-relative in the same relationship;
- (b) the spouse of such person’s child, parent, sibling, half-sibling or step-relative; and
- (c) such person’s in-laws, aunt, uncle, niece, nephew, grandparent, grandchild or first cousin.

Board Members, officers, and employees with questions about potential nepotism violations shall consult with the General Counsel prior to making any hiring decisions.

[NRS 281A.400; 281A.065. Nevada Administrative Code (NAC) 281A.310. Adopted October 11, 2005. Rev. June 10, 2008; October 8, 2019]

## **8. Financial Disclosure Statements.**

Board Members who are subject to the requirements of Nevada law shall file statements of financial disclosure with the Nevada Secretary of State.

[Adopted October 11, 2005. Rev. November 14, 2017; October 8, 2019]

## **9. Accuracy of LVCVA Records.**

With respect to any records that he or she creates in connection with the performance of his or her duties on behalf of LVCVA, each Board Member, officer and employee shall endeavor to ensure that such records, including travel and expense reports, are created in a truthful and accurate manner, reflecting the true nature of any transactions that they record. The making of false or misleading entries in any record is strictly prohibited. No Board Member, officer or employee shall make any payment or establish any account on LVCVA's behalf with the understanding that any part of such payment or account is to be used for a purpose other than as described by the supporting records. No Board Member, officer or employee shall use any fictitious entities, sales, purchases, services, loans or other financial arrangements for any purpose relating to LVCVA.

[Adopted October 11, 2005. Rev. October 8, 2019]

## **10. Retention of LVCVA Records.**

The LVCVA shall retain records in compliance with all applicable laws, rules and regulations. All records that may be responsive to a subpoena or relevant to pending or imminent litigation or governmental investigation or audit shall be retained until LVCVA's General Counsel or outside legal counsel retained by LVCVA, as appropriate, instructs otherwise.

[Adopted October 11, 2005. Rev. October 8, 2019]

## **11. Interference with or Retaliation for Disclosure of Improper Governmental Action.**

No Board Member, officer or employee shall directly or indirectly use or attempt to use his or her official authority or influence to intimidate, threaten, coerce, command, influence or attempt to intimidate, threaten, coerce, command or influence another Board Member, officer or employee in an effort to interfere with or prevent the disclosure of information concerning improper governmental action. For these purposes, use of "official authority or influence" includes taking, directing others to take, recommending, processing or approving any personnel action such as an appointment, promotion, transfer, assignment, reassignment, reinstatement, restoration, reemployment, evaluation or other disciplinary action.

[Adopted October 11, 2005. Rev. October 8, 2019]

## **12. Disciplinary Action for Violations.**

Any person who violates the Nevada Code of Ethical Standards shall be subject to disciplinary action, including, without limitation, reprimand or dismissal, in addition to any applicable criminal, civil and administrative penalties.

[Adopted October 11, 2005. Rev. October 8, 2019]

### **Policy 6.02 – Notification of Violations.**

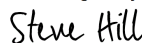
Any Board Member, officer or employee who becomes aware of any violation or suspected violation of the Nevada Code of Ethical Standards shall report such alleged violation either in writing to LVCVA's General Counsel or, alternatively, through an anonymous report to the LVCVA work place hotline. As appropriate, LVCVA's General Counsel shall report such alleged violation to the Board Chair, the full Board, or a Committee designated by the Board to receive such reports, or the Chair of the Audit Committee, in addition to any other notification required by law. Any violation or suspected violation of Nevada Code of Ethical Standards involving LVCVA's General Counsel shall be reported directly to the Board Chair.

[Adopted October 11, 2005. Rev. October 8, 2019]

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## BOARD OF DIRECTORS MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JULY 13, 2021	<b>ITEM NO. 12</b>
<b>TO:</b>	BOARD OF DIRECTORS	
<b>FROM:</b>	STEVE HILL CEO/PRESIDENT	<div style="border: 1px solid black; padding: 2px; display: inline-block;"> <small>DocuSigned by:</small>    <small>A0348F0DE947422...</small> </div>
<b>SUBJECT:</b>	COMPENSATION COMMITTEE REPORT AND RECOMMENDATIONS	

#### **RECOMMENDATION**

The Compensation Committee will have met on July 8, 2021 to discuss Items A-D. The Compensation Committee Chair will present a report to the Board of Directors.

**The Compensation Committee Chair will present a report and give the Committee's recommendations, if any, to the Board of Directors.**

#### **Item A. CEO/President's Annual Performance Evaluation and Review of Fiscal Year 2022 Goals and Objectives**

That the Board consider: 1) Conducting the Chief Executive Officer (CEO)/President's annual performance evaluation for fiscal year (FY) 2021; 2) Approving the CEO/President's proposed FY 2022 goals as recommended by the Compensation Committee; and 3) Approving compensation as recommended by the Compensation Committee, regarding the CEO/President's compensation based on overall performance and the accomplishment of the FY 2021 goals.

For possible action.

#### **Item B. General Counsel's Performance Evaluation and Review of Fiscal Year 2022 Goals and Objectives**

That the Board consider: 1) Conducting the General Counsel's annual performance evaluation for fiscal year (FY) 2021; 2) Approving the General Counsel's proposed FY 2022 goals as recommended by the Compensation Committee; and 3) Approving compensation as recommended by the Compensation Committee, regarding the General Counsel's compensation based on overall performance and accomplishment of FY 2021 goals.

For possible action.

#### **Item C. Review of the LVCVA'S Rewards and Recognition Policy**

That the Board consider approving the Compensation Committee's annual review of the Las Vegas Convention and Visitors Authority's (LVCVA) Rewards and Recognition Policy providing awards for LVCVA ambassadors.

For possible action.

Las Vegas Convention and Visitors Authority Board of Directors Meeting  
Agenda Documentation  
Meeting Date: July 13, 2021  
Subject: Compensation Committee Report and Recommendations

Item D. Compensation Committee Charter Review

That the Board consider approving the Compensation Committee's evaluation of its annual performance pursuant to the Committee Charter.

For possible action.

**FISCAL IMPACT**

**ITEMS A & B**

FY 2022: TBD

**ITEM C**

FY 2022: \$106,500 Expenditure

**ITEM D**

None


**BOARD  
ACTION:**

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*Steve Hill*

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**STEVE HILL**  
**CEO/PRESIDENT**

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY COMPENSATION COMMITTEE MEETING AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JULY 8, 2021	<b>ITEM A</b>
<b>TO:</b>	COMPENSATION COMMITTEE	
<b>FROM:</b>	STANA SUBARIC, SENIOR VICE PRESIDENT OF PEOPLE & CULTURE	<small>DocuSigned by:</small>  <small>EE7B948BE3444EE...</small>
<b>SUBJECT:</b>	CEO/PRESIDENT'S ANNUAL PERFORMANCE EVALUATION AND REVIEW OF FISCAL YEAR 2022 GOALS AND OBJECTIVES	

## RECOMMENDATION

That the Compensation Committee consider: 1) Conducting the Chief Executive Officer (CEO)/President's annual performance evaluation for fiscal year (FY) 2021; 2) Approving the CEO/President's proposed FY 2022 goals for recommendation to the Board; and 3) Designating a recommendation to the Board regarding the CEO/President's compensation based on overall performance and the accomplishment of the FY 2021 goals.

For possible action.

## FISCAL IMPACT

FY 2022: TBD

<b>COMMITTEE ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

## PURPOSE AND BACKGROUND

In accordance with the Board of Directors Policy 2.02, the Committee is requested to conduct the annual review and evaluation of the CEO/President's performance. The CEO/President's evaluation will be for FY 2021, starting on July 1, 2020, through June 30, 2021. Additionally, in accordance with the Committee's Charter responsibilities, the Committee is requested to evaluate the CEO/President's proposed goals for FY 2022.

The Compensation Committee then shall perform its evaluation and make its recommendation regarding the compensation of the LVCVA's CEO/President to the Board, at its July 13, 2021 regular meeting.

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY COMPENSATION COMMITTEE MEETING AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JULY 8, 2021	<b>ITEM B</b>
<b>TO:</b>	COMPENSATION COMMITTEE	
<b>FROM:</b>	STANA SUBARIC, SENIOR VICE PRESIDENT OF PEOPLE & CULTURE	<small>DocuSigned by:</small>  <small>EE7B948BE3444EE...</small>
<b>SUBJECT:</b>	GENERAL COUNSEL'S PERFORMANCE EVALUATION AND REVIEW OF FISCAL YEAR 2022 GOALS AND OBJECTIVES	

## RECOMMENDATION

That the Compensation Committee consider: 1) Conducting the General Counsel's annual performance evaluation for fiscal year (FY) 2021; 2) Approving the General Counsel's proposed FY 2022 goals for recommendation to the Board; and 3) Designating a recommendation to the Board regarding the General Counsel's compensation based on overall performance and accomplishment of FY 2021 goals.

For possible action.

## FISCAL IMPACT

FY 2022: TBD

<b>COMMITTEE ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

## PURPOSE AND BACKGROUND

In accordance with the Board of Directors Policy 3.03, the CEO shall perform an annual evaluation of LVCVA's General Counsel and shall make a recommendation to the Compensation Committee regarding the compensation of the LVCVA's General Counsel. Additionally, in accordance with the Committee's Charter responsibilities, the Committee is requested to evaluate and recommend for Board approval the General Counsel's proposed goals for FY 2022.

The Compensation Committee then shall perform its evaluation and make its recommendation regarding the compensation of LVCVA's General Counsel to the Board at its July 13, 2021 regular meeting.



# LAS VEGAS CONVENTION AND VISITORS AUTHORITY COMPENSATION COMMITTEE MEETING AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	<b>JULY 8, 2021</b>	<b>ITEM C</b>
<b>TO:</b>	<b>COMPENSATION COMMITTEE</b>	
<b>FROM:</b>	<b>STANA SUBARIC, SENIOR VICE PRESIDENT OF PEOPLE &amp; CULTURE</b>	DocuSigned by: <i>Stana Subaric</i> EE7B94BBE3444EE...
<b>SUBJECT:</b>	<b>REVIEW OF THE LVCVA'S REWARDS AND RECOGNITION POLICY</b>	

## **RECOMMENDATION**

That the Compensation Committee consider conducting its annual review of the Las Vegas Convention and Visitors Authority's (LVCVA) Rewards and Recognition Policy providing awards for LVCVA ambassadors.

For possible action.

## **FISCAL IMPACT**

FY 2022: \$106,500 Expenditure

<b>COMMITTEE ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

## **PURPOSE AND BACKGROUND**

On November 14, 2017, the LVCVA Board of Directors (Board) revised its Board Policies to include Policy 1.04(13):

"Approval of Special Awards. The Board shall receive and approve annually recommendations from its Compensation Committee related to management's policy related to special awards, including but not limited to service awards and retirement gifts and approve the special awards policy. Prior Board approval is also required for any exceptions to the policy."

Staff requests the Committee's approval of the following policy for recommendation to the Board:

Las Vegas Convention and Visitors Authority Compensation Committee Meeting  
 Agenda Documentation  
 Meeting Date: July 8, 2021  
 Subject: Review of the LVCVA'S Rewards and Recognition Policy

<b>POLICY TITLE</b>	Rewards and Recognition Policy
<b>ORIGINATION DATE</b>	September 11, 2018
<b>REVISION DATE</b>	July 8, 2020

## **PURPOSE**

To ensure “The workers who make it all work” feel valued and acknowledged for their service to the organization and understand their job is imperative to the success of the LVCVA.

Rewards and recognition are a part of the LVCVA's culture, as is excellent customer service, and at the LVCVA, we are proud to demonstrate our commitment. Our goal to increase ambassador engagement fosters synergy and ownership, assisting the LVCVA in realizing our objectives.

## **POLICY**

The LVCVA will acknowledge and reward our ambassadors through formal and informal methods as follows:

- Express, on a daily basis, gratitude to one another by saying thank you
- Publicly acknowledge superior performance, service, and attitude
- Establish programs designed to honor achievement and further our culture and goals
- Establish a total reward structure to include equitable, competitive compensation and incentives

## **METHODS OF REWARD AND RECOGNITION**

**Service Awards:** An annual celebration honoring tenured ambassadors with management and Board of Directors in attendance.

- Ambassadors will receive a pin, commemorative certificate and service award.
- Service Awards in increments of 5 years:
  - 5-year award valued up to \$150
  - 10-year award valued up to \$200
  - 15-year award valued up to \$350
  - 20-year award valued up to \$450
  - 25-year award valued up to \$550
  - 30-year award valued up to \$650
  - 35-year award valued up to \$850
  - 40-year award valued up to \$1000

Las Vegas Convention and Visitors Authority Compensation Committee Meeting  
Agenda Documentation  
Meeting Date: July 8, 2021  
Subject: Review of the LVCVA'S Rewards and Recognition Policy

**Authority Champion:** A recognition program that is focused around the LVCVA's core values. Ambassadors are recognized for exceeding expectations and going above & beyond in demonstrating LVCVA core values. Recognized ambassadors receive:

- A Recognition award – the type of award will vary but will not exceed approved budget resources
- Commemorative certificate

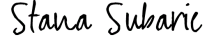
**Customer Service Excellence:** A Las Vegas Metro Chamber of Commerce program designed to recognize valuable ambassadors who make a difference in the everyday work environment. All ambassadors who receive an Authority Champion nomination are invited to attend a quarterly event with the Chamber. In addition, the ambassador will receive a certificate, pin and photo at the event.

**Hospitality Hero:** This recognition event is in conjunction with National Travel and Tourism week. Ambassadors are nominated by the LVCVA. In addition, the ambassador is recognized at a board meeting, receiving a plaque and certificate followed by an ambassador celebration.

**Commemoration of Special Events:** On occasion, all ambassadors may be provided with branded apparel or other branded items to commemorate a special event or organizational achievement.

**\*\*All recognition and rewards are subject to fiscal year budget parameters.\*\***

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY COMPENSATION COMMITTEE MEETING AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JULY 8, 2021	<b>ITEM D</b>
<b>TO:</b>	COMPENSATION COMMITTEE	
<b>FROM:</b>	STANA SUBARIC, SENIOR VICE PRESIDENT OF PEOPLE & CULTURE	<small>DocuSigned by:</small>  <small>EE7B94BBE3444EE...</small>
<b>SUBJECT:</b>	COMPENSATION COMMITTEE EVALUATION OF COMMITTEE	

## RECOMMENDATION

That the Compensation Committee evaluate its annual performance pursuant to the Committee Charter.

For possible action.

## FISCAL IMPACT

None

<b>COMMITTEE ACTION:</b>	
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**STEVE HILL**  
**CEO/PRESIDENT**

## PURPOSE AND BACKGROUND

The Compensation Committee (Committee) Charter requires that the Committee evaluate its performance over the last year.

The Committee's principal responsibilities, as established by the Committee Charter, include the performance of the following:

- An annual review of the Committee Charter, assessment of any changes to the Charter, and recommendation of said changes to the Board of Directors (Board).
- An annual performance review of the President/CEO and General Counsel
- Compensation recommendations to the Board based on the annual performance for the President/CEO and General Counsel
- Review of the goals and objectives for the President/CEO and General Counsel
- Review of LVCVA management's Rewards and Recognition Policy
- Review of the LVCVA's executive compensation program on a periodic basis and recommendation of any changes to the Board
- Review and approve, for recommendation to the Board, the terms of the LVCVA's non-salary benefit plans
- Review and approve, for recommendation to the Board, all union contracts
- Conduct an annual meeting

# 2021 BOARD OF DIRECTORS REGULAR MEETING SCHEDULE



JANUARY

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JUNE

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JULY

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AUGUST

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NOVEMBER

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DECEMBER

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- Regular meetings of the Las Vegas Convention and Visitors Authority (LVCVA) Board of Directors (Board) are scheduled for the second Tuesday of each month at 9 a.m., or at the call of the chair.
- All Board meetings of the LVCVA are open to the general public.
- Per NRS 354.596(4): The public hearing on the tentative budget must be held by the governing body not sooner than the third Monday in May and not later than the last day in May.
- Agendas and approved minutes of the Board meetings are posted on the LVCVA website at: [www.lvcva.com/agenda](http://www.lvcva.com/agenda).
- Most meetings are held at the Las Vegas Convention Center in the Board Room at 3150 Paradise Road, Las Vegas, Nevada 89109. Locations of meetings are subject to change.

## Regular Meetings

JANUARY	12	MAY	11	SEPTEMBER	14
FEBRUARY	09	JUNE	08	OCTOBER	12
MARCH	09	JULY	13	NOVEMBER	09
APRIL	06	AUGUST	10	DECEMBER	14

## Committee Meetings/Other

AUDIT COMMITTEE MEETING – FEBRUARY 4  
 MARKETING COMMITTEE MEETING – MARCH 1  
 COMPENSATION COMMITTEE MEETING – APRIL 8  
 MARKETING COMMITTEE MEETING – MAY 17  
 PUBLIC HEARING ON THE BUDGET – MAY 26  
 POLICY COMMITTEE MEETING – JUNE 29  
 COMPENSATION COMMITTEE MEETING – JULY 8



## Committees of the LVCVA Board of Directors

### AUDIT COMMITTEE

Mayor Kiernan McManus, Chair  
Commissioner Michael Naft, Vice Chair  
Councilwoman Pamela Goynes-Brown  
Ms. Mary Beth Sewald  
Mr. Steve Thompson  
Councilman Brian Wursten

### COMPENSATION COMMITTEE

Ms. Marilyn Spiegel, Chair  
Ms. Mary Beth Sewald, Vice Chair  
Mr. Scott DeAngelo  
Councilwoman Michele Fiore  
Commissioner Michael Naft

### POLICY COMMITTEE

Ms. Jan Jones Blackhurst, *Chair*  
Councilwoman Pamela Goynes-Brown, Vice Chair  
Mayor Carolyn Goodman  
Mayor Kiernan McManus  
Mr. Anton Nikodemus

### LVCVA REPRESENTATIVES ON THE LAS VEGAS EVENTS BOARD OF DIRECTORS

Commissioner Jim Gibson  
Mayor Carolyn Goodman

### LVCCD COMMITTEE

Commissioner Jim Gibson, Chair  
Mr. Anton Nikodemus, Vice Chair  
Mayor Carolyn Goodman  
Ms. Jan Jones Blackhurst  
Councilman John Marz  
Commissioner Michael Naft  
Mr. Steve Thompson

### MARKETING COMMITTEE

Councilman John Marz, Chair  
Mr. Anton Nikodemus, Vice Chair  
Mr. Scott DeAngelo  
Councilwoman Pamela Goynes-Brown  
Ms. Jan Jones Blackhurst  
Ms. Mary Beth Sewald  
Ms. Marilyn Spiegel