



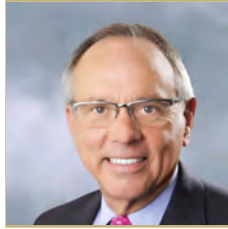
REGULAR MEETING OF THE

BOARD OF DIRECTORS

TUESDAY, OCTOBER 8, 2024



Board of Directors



JIM GIBSON

Chair
Commissioner
Clark County
Commission Office



BRIAN GULLBRANTS

Vice Chair
COO
Wynn North America



PAMELA GOYNES-BROWN

Secretary
Mayor
City of North Las Vegas



CEDRIC CREAR
Councilman
City of Las Vegas



CAROLYN G. GOODMAN
Mayor
City of Las Vegas



ANN HOFF
President & COO
Bellagio | Park MGM | Nomad



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



MICHAEL NAFT
Commissioner
Clark County
Commission Office



MICHELLE ROMERO
Mayor
City of Henderson



MARY BETH SEWALD
President and CEO
Vegas Chamber



STEVE THOMPSON
Chief Administrative Officer
Boyd Gaming Corporation



STEVE WALTON
Councilman
City of Boulder City



BRIAN WURSTEN
Councilman
City of Mesquite



NOTICE OF PUBLIC MEETING AND AGENDA
REGULAR MEETING OF THE BOARD OF DIRECTORS
TUESDAY, OCTOBER 8, 2024
9:00 A.M.

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

BOARD OF DIRECTORS:

Commissioner Jim Gibson, Chair
Mr. Brian Gullbrants, Vice Chair
Mayor Pamela Goynes-Brown, Secretary
Councilman Cedric Crear
Mayor Carolyn Goodman
Ms. Ann Hoff
Ms. Jan Jones Blackhurst

Commissioner Michael Naft
Mayor Michelle Romero
Ms. Mary Beth Sewald
Mr. Steve Thompson
Councilman Steve Walton
Councilman Brian Wursten

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

Las Vegas Convention and Visitors Authority (LVCVA) – 2nd Floor Administration Offices – South Hall
3150 Paradise Road, Las Vegas, NV 89109

LVCVA Website: www.lvcva.com/agenda
Nevada Public Notice Website: <https://notice.nv.gov/>

*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.*

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 September 10, 2024, Regular Meeting of the Board.
For possible action.

OFFICER VACANCY – ELECTION

In accordance with NRS 244A.605(4) and LVCVA Board Policy 1.03.2, when a vacancy occurs in an officer position, the vacancy must be filled by the Board at its first regularly scheduled meeting following the vacancy. The officer elected to fill a vacancy shall serve out the unexpired term of his or her predecessor.

- Treasurer

For possible action.

Oath of Office will be administered to the newly elected Officer 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 informational item and does not require Board action.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

1. **Heart + Mind Strategies, LLC., Research Surveys and Reports**

That the Board considers: 1) Authorizing the Chief Executive Officer (CEO)/President to execute a one-year extension to the current Research Surveys and Reports Agreement with Heart + Mind Strategies, LLC., in the amount of \$414,400, with an additional one (1) year extension option, in the amount of up to \$420,000; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

For possible action.

2. **RFP 25-4841 – Formula 1 Transportation Services**

That the Board considers: 1) Awarding RFP #25-4841 - Formula 1 Transportation Services, to TLC Luxury Transportation, Las Vegas, Nevada, in the amount of \$1,738,500 for a term of three (3) years with two (2) optional one (1) year extensions in the amount \$1,200,000; 2) Authorizing the CEO/President to execute the contract documents; and 3) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

For possible action.

3. **CONCACAF Gold Cup Event Production Agreement Las Vegas, Nevada – June 2025**

That the Board considers: 1) Authorizing the CEO/President to execute an Event Production Agreement with the Confederation of North, Central America and Caribbean Association Football (CONCACAF), not to exceed \$350,000, for Gold Cup international soccer matches to be held at Allegiant Stadium in June 2025; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

For possible action.

4. **Building Management System and Integrated Building Management System – Sunbelt Controls, Inc.**

That the Board considers: 1) Authorizing the CEO/President to execute an agreement with Sunbelt Controls, Inc., in the amount of \$2,489,775.20 for the design and build of the Building Management System (BMS) and the Integrated Building Management System (iBMS) at the Las Vegas Convention Center; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

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 or sperez@lvcva.com

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

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

MINUTES

Regular Meeting of the Board of Directors
September 10, 2024



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

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on September 10, 2024, at the Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nevada 89109. This meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

Board of Directors (Board)

Present unless otherwise noted

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

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

OPENING CEREMONIES – CALL TO ORDER

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

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

The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

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

APPROVAL OF AGENDA AND MINUTES

APPROVAL OF THE AGENDA AND MINUTES

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

PRESENTATIONS

Presentations by the LVCVA Staff

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

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

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

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

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

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

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

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

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

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

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

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

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

Chair Gibson thanked Treasurer DeAngelo for his service.

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

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

ITEM 1. Advertising Production Partner Agreement Amendment - Townhouse

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

Fiscal Impact

FY 2026: \$5,000,000 Expenditure

FY 2027: \$5,000,000 Expenditure

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

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

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

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

Fiscal Impact

FY 2025: \$288,007 Expenditure

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

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

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

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

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

Fiscal Impact

FY 2025: \$150,000 Expenditure

FY 2026: \$150,000 Expenditure

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

ITEM 4.

Formula 1 Las Vegas Grand Prix - Economic Impact Certification

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

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

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

ITEM 5.

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

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

Fiscal Impact

FY 2025: \$675,000 Expenditure

FY 2026: \$900,000 Expenditure

FY 2027: \$900,000 Expenditure

FY 2028: \$900,000 Expenditure

FY 2029: \$225,000 Expenditure

Treasurer DeAngelo moved, and it was carried by unanimous vote of the voting members, to: 1) Award Bid #25-4831, On-Call Traffic Control Support Staff, to LAZ Parking, Las Vegas, Nevada, in the amount of \$900,000 for an initial term of one (1) year, from October 1, 2024 – September 30, 2025, with three (3) optional one (1) year extensions in the amount of \$2,700,000; 2) Authorize the CEO/President to execute the contract documents; and 3) Authorize any residual unexpended balances from this authorization to revert to available general funds.

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

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

Fiscal Impact

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

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

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

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

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

COMMENTS FROM THE FLOOR BY THE PUBLIC

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

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

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

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

ADJOURNMENT

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


Respectfully submitted,

Date Approved: October 8, 2024

Silvia Perez
Executive Assistant to the Board

James B. Gibson
Chair

LAS VEGAS CONVENTION AND VISITORS AUTHORITY BOARD OF DIRECTORS MEETING AGENDA DOCUMENTATION

MEETING DATE:	OCTOBER 8, 2024	ITEM NO. 1
TO:	BOARD OF DIRECTORS	
FROM:	KEVIN BAGGER VICE PRESIDENT OF RESEARCH CENTER	<small>DocuSigned by:</small>  <small>B6CB21A6D3E94D5...</small>
SUBJECT:	HEART + MIND STRATEGIES, LLC., RESEARCH SURVEYS AND REPORTS	

RECOMMENDATION

That the Board of Directors considers: 1) Authorizing the Chief Executive Officer (CEO)/President to execute a one-year extension to the current Research Surveys and Reports Agreement with Heart + Mind Strategies, LLC., in the amount of \$414,400, with an additional one (1) year extension option, in the amount of up to \$420,000; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

For possible action.

FISCAL IMPACT

FY 2025: \$207,200 Expenditure
 FY 2026: \$417,200 Expenditure
 FY 2027: \$210,000 Expenditure

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STEVE HILL
CEO/PRESIDENT

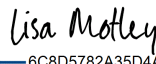
BOARD ACTION:	
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PURPOSE AND BACKGROUND

The Las Vegas Convention and Visitors Authority (LVCVA) has been conducting annual visitor profile studies since the early 1970s to illuminate evolving visitor characteristics and behaviors over time to steer marketing decisions by the LVCVA and external partners. These profiles are derived from surveys that are contracted out to professional research vendors specializing in data collections, data entry, and statistical analysis and reporting. Currently, the LVCVA conducts these surveys annually for Las Vegas, and on a staggered every-other-year basis for the destinations of Laughlin and Mesquite, Nevada.

The LVCVA publicly issued Request for Proposal (RFP) #22-4698 - Research Surveys and Reports, in August 2021, and ten (10) proposals from qualified vendors were received and evaluated. During its December 14, 2021, meeting, the Board of Directors awarded Heart + Mind Strategies, LLC., with a 3-year contract in the amount of \$1,204,350. Staff requests that the Board of Directors authorize the CEO/President to execute Amendment No. 1 to the contract, which would extend the contract for an additional one-year term with an optional one-year extension.

LAS VEGAS CONVENTION AND VISITORS AUTHORITY BOARD OF DIRECTORS MEETING AGENDA DOCUMENTATION

MEETING DATE:	OCTOBER 8, 2024	ITEM NO. 2
TO:	BOARD OF DIRECTORS	
FROM:	LISA MOTLEY VICE PRESIDENT OF SPORTS AND SPECIAL EVENTS	<small>DocuSigned by:</small>  <small>6C8D5782A35D4AE...</small>
SUBJECT:	RFP 25-4841 – FORMULA 1 TRANSPORTATION SERVICES	

RECOMMENDATION

That the Board of Directors considers: 1) Awarding RFP #25-4841 - Formula 1 Transportation Services, to TLC Luxury Transportation, Las Vegas, Nevada, in the amount of \$1,738,500 for a term of three (3) years with two (2) optional one (1) year extensions in the amount \$1,200,000; 2) Authorizing the Chief Executive Officer (CEO)/President to execute the contract documents; and 3) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

For possible action.

FISCAL IMPACT

FY 2025:	\$538,500	Expenditure
FY 2026:	\$600,000	Expenditure
FY 2027:	\$600,000	Expenditure
FY 2028:	\$600,000	Expenditure
FY 2029:	\$600,000	Expenditure

BOARD ACTION:	
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STEVE HILL
CEO/PRESIDENT

PURPOSE AND BACKGROUND

In August 2024, the LVCVA issued a Request for Proposal (RFP) to solicit bids for transportation services during the Formula 1 Las Vegas Grand Prix (Event) to support the Employee Mobility Program. The Employee Mobility Program will feature a park-and-ride option that will assist hospitality workers, especially those needing to navigate busy Event traffic, to get to their shifts efficiently before, during, and after the Event. After reviewing submissions from eight companies, the evaluation committee is recommending awarding the contract to TLC Luxury Transportation.

LAS VEGAS CONVENTION AND VISITORS AUTHORITY BOARD OF DIRECTORS MEETING AGENDA DOCUMENTATION

MEETING DATE:	OCTOBER 8, 2024	ITEM NO. 3
TO:	BOARD OF DIRECTORS	
FROM:	LISA MOTLEY VICE PRESIDENT OF SPORTS AND SPECIAL EVENTS	DocuSigned by: <i>Lisa Motley</i> 6C8D5782A36D4AE...
SUBJECT:	CONCACAF GOLD CUP EVENT PRODUCTION AGREEMENT LAS VEGAS, NEVADA – JUNE 2025	

RECOMMENDATION

That the Board of Directors considers: 1) Authorizing the Chief Executive Officer (CEO)/President to execute an Event Production Agreement (Agreement) with the Confederation of North, Central America and Caribbean Association Football (CONCACAF), not to exceed \$350,000, for Gold Cup international soccer matches to be held at Allegiant Stadium in June 2025; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

For possible action.

FISCAL IMPACT

FY 2025: \$350,000 Expenditure

BOARD ACTION:	
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Steve Hill
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STEVE HILL
CEO/PRESIDENT

PURPOSE AND BACKGROUND

CONCACAF will produce the Gold Cup, the premiere soccer competition of the men's national soccer teams governed by CONCACAF. The Gold Cup involves teams from 16 nations, which qualify for the event via the Concacaf Nations League and the Gold Cup Prelims, and it crowns a champion every two years. 2025 will mark the 18th edition of the Gold Cup.

Las Vegas will host two Gold Cup matches, featuring four international teams, at Allegiant Stadium in June 2025. The matches are expected to attract more than 29,000 out-of-town visitors and generate 33,000 incremental room nights.

Las Vegas Convention and Visitors Authority Board of Directors Meeting

Agenda Documentation

Meeting Date: October 8, 2024

Subject: CONCACAF Gold Cup Production Agreement
Las Vegas, NV - June 2025


The proposed Agreement will provide the Las Vegas Convention and Visitors Authority (LVCVA) with advertising, marketing, and hospitality opportunities before, during, and after the event.

As an event production partner, the LVCVA will be responsible for securing and paying costs (Partner Deliverables) associated with:

- Event and player security
- Practice Fields
- Training Site Equipment (portable toilets, tents, video platform, generator, ice, and field line painting)

Staff anticipates that the Partner Deliverables will be contracted within the CEO's Signature Authority. Any remaining balance from the Partner Fee of \$350,000, after supplying the Partner Deliverables, will be paid to CONCACAF.

LAS VEGAS CONVENTION AND VISITORS AUTHORITY BOARD OF DIRECTORS MEETING AGENDA DOCUMENTATION

MEETING DATE:	OCTOBER 8, 2024	ITEM NO. 4
TO:	BOARD OF DIRECTORS	
FROM:	RANDY SHINGLETON VICE PRESIDENT OF FACILITIES	DocuSigned by:  C72989F52CE6402...
SUBJECT:	BUILDING MANAGEMENT SYSTEM AND INTEGRATED BUILDING MANAGEMENT SYSTEM – SUNBELT CONTROLS, INC.	

RECOMMENDATION

That the Board of Directors considers: 1) Authorizing the Chief Executive Officer (CEO)/President to execute an agreement with Sunbelt Controls, Inc., in the amount of \$2,489,775.20 for the design and build of the Building Management System (BMS) and the Integrated Building Management System (iBMS) at the Las Vegas Convention Center; and 2) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

For possible action.

FISCAL IMPACT

FY 2025: \$ 2,489,775.20 Expenditure (Includes 10% Owners Controlled Contingency)

BOARD ACTION:	
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STEVE HILL
CEO/PRESIDENT

PURPOSE AND BACKGROUND

The current Building Management System (BMS) in the Las Vegas Convention Center’s (LVCC) legacy campus (North, Central, and South Halls) operates on outdated Automated Logic Controls (ALC) software with much of the control network equipment being over 20 years old. Through the proposed agreement, Staff aims to upgrade all equipment not included in the LVCC Phase 3 Renovation Project to the latest ALC software and hardware. Sunbelt is the sole Authorized Dealer for ALC in Southern Nevada.

The CEO/President, as the LVCVA’s authorized representative for purchasing determinations, has reviewed the proposed contract for the purchase and installation of the communications system. In consultation with the Chief Financial Officer and General Counsel, the CEO/President has determined that the proposed contract is not adaptable to award by competitive solicitation as detailed in NRS 332.115.

2024 BOARD OF DIRECTORS REGULAR MEETING SCHEDULE



JANUARY							FEBRUARY							MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6					1	2	3						1	2		1	2	3	4	5	6
7	8	9	10	11	12	13	4	5	6	7	8	9	10	3	4	5	6	7	8	9	7	8	9	10	11	12	13
14	15	16	17	18	19	20	11	12	13	14	15	16	17	10	11	12	13	14	15	16	14	15	16	17	18	19	20
21	22	23	24	25	26	27	18	19	20	21	22	23	24	17	18	19	20	21	22	23	21	22	23	24	25	26	27
28	29	30	31				25	26	27	28	29			24	25	26	27	28	29	30	28	29	30				
													31														

MAY							JUNE							JULY							AUGUST						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4							1		1	2	3	4	5	6					1	2	3
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24
26	27	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31				25	26	27	28	29	30	31
							30																				

SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7			1	2	3	4	5						1	2	1	2	3	4	5	6	7
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28
29	30						27	28	29	30	31			24	25	26	27	28	29	30	29	30	31				

- 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.
- 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	9	May	14	September	10
February	13	June	11	October	8
March	12	July	9	November	12
April	9	August	13	December	10

COMMITTEE MEETINGS/OTHER

- Compensation Committee Meeting – January 8
- Audit Committee Meeting – March 7
- Public Hearing on the Budget – May 29
- Compensation Committee Meeting – June 27
- Policy Committee Meeting – November 20
- Audit Committee Meeting – November 21



COMMITTEES OF THE LVCVA BOARD OF DIRECTORS

AUDIT COMMITTEE

Commissioner Michael Naft, Chair
Mayor Michelle Romero, Vice Chair
Mayor Pamela Goynes-Brown
Ms. Ann Hoff
Mr. Steve Thompson
Councilman Steve Walton
Councilman Brian Wursten

COMPENSATION COMMITTEE

Mr. Brian Gullbrants, Chair
Ms. Mary Beth Sewald, Vice Chair
Ms. Ann Hoff
Commissioner Michael Naft
Mayor Michelle Romero

LVCCD COMMITTEE

Commissioner Jim Gibson, Chair
Vacant, Vice Chair
Mayor Carolyn Goodman
Mr. Brian Gullbrants
Ms. Jan Jones Blackhurst
Commissioner Michael Naft
Mr. Steve Thompson

LVCVA REPRESENTATIVES ON THE LAS VEGAS EVENTS BOARD OF DIRECTORS

Commissioner Jim Gibson
Mayor Carolyn Goodman

MARKETING COMMITTEE

Vacant, Chair
Mr. Brian Gullbrants, Vice Chair
Councilman Cedric Crear
Ms. Ann Hoff
Ms. Jan Jones Blackhurst
Ms. Mary Beth Sewald

POLICY COMMITTEE

Ms. Jan Jones Blackhurst, Chair
Mayor Pamela Goynes-Brown, Vice Chair
Councilman Cedric Crear
Commissioner Jim Gibson
Councilman Steve Walton
Councilman Brian Wursten

