

2022



REGULAR MEETING OF THE

Board of Directors

Tuesday, September 13, 2022
Las Vegas Convention Center

www.lvcva.com



Board of Directors



JOHN MARZ
Chairman
Councilman
City of Henderson



ANTON NIKODEMUS
Vice Chair
President and COO CityCenter
Aria Resort & Casino/
Vdara Hotel & Spa



JIM GIBSON
Secretary
Commissioner
Clark County
Commission Office



SCOTT DEANGELO
Treasurer
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



BRIAN GULLBRANTS
President
Wynn Resorts 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, SEPTEMBER 13, 2022
9:00 A.M.

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

BOARD OF DIRECTORS:

Councilman John Marz, Chair
Mr. Anton Nikodemus, Vice Chair
Commissioner Jim Gibson, Secretary
Mr. Scott DeAngelo, Treasurer
Councilwoman Michele Fiore
Mayor Carolyn Goodman
Councilwoman Pamela Goynes-Brown

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

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

Las Vegas Convention and Visitors Authority (LVCVA) – 1st Floor Administration Offices
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 August 9, 2022, Regular Meeting of the Board.
For possible action.

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. **Social Marketing Update**

Grey Group, the LVCVA's Social Brand Agency, will highlight social marketing accomplishments from the past year and preview the upcoming strategy and growth efforts for the destination's social footprint.

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

2. **Market Trends and Recovery Update**

The Marketing Division will present an update on Las Vegas tourism metrics and recovery as the destination emerges from the pandemic.

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

OPERATIONS DIVISION

3. **Shriners Children's Open Sponsorship Agreement - Las Vegas, Nevada – FY 2023-2025**

That the Board consider: 1) Authorizing the Chief Executive Officer (CEO)/President to execute a three-year sponsorship agreement, in the amount of \$360,000, with the Shriners Hospitals for Children, for the 2022-2024 Shriners Children's Open at TPC Summerlin; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

For possible action.

4. **Sports/Events Update**

The Operations Department will present the Board with a report on LVCVA sponsored sports events.

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

5. **LVCCD Phase Three Update**

The Operations Department will present the Board with a report on the current status of the Las Vegas Convention Center District (LVCCD) Phase Three plans.

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

GENERAL GOVERNMENT DIVISION

6. LVCVA Finance Update

The Finance Department will present the Board with a report on finance matters impacting the LVCVA and a recap of fiscal year 2022 outcomes.

This is an information item and does not require Board 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
August 9, 2022



Regular Meeting of the Board of Directors August 9, 2022 Minutes

The Regular Meeting of the Board of Directors (Board) of the Las Vegas Convention and Visitors Authority (LVCVA) was held on August 9, 2022 at the Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nevada 89109. This meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

Board of Directors (Board)

Present unless otherwise noted

Councilman John Marz, Chair
Mr. Anton Nikodemus, Vice Chair
Commissioner Jim Gibson, Secretary
Mr. Scott DeAngelo, Treasurer
Councilwoman Michele Fiore..... *via phone*
Mayor Carolyn Goodman
Councilwoman Pamela Goynes-Brown

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

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, Senior Vice President of Communications
Kate Wik, Chief Marketing Officer
Nadine Jones, Senior Vice President of People & Culture

OPENING CEREMONIES – CALL TO ORDER

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

Caroline Bateman, General Counsel, acknowledged that all Board members were present except for Members Jan Jones Blackhurst, Jim Gibson, Scott DeAngelo, and Michael Naft.

The Pledge of Allegiance was performed.

Member Gibson entered the meeting at 9:03 a.m.

Member Jones Blackhurst joined the meeting telephonically at 9:06 a.m.

Member DeAngelo entered the meeting at 9:08 a.m.

Member Naft entered the meeting at 9:16 a.m.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Ed Uehling referenced the attached handout that he provided to Board members and stated that the Minutes from the July 12, 2022 Regular Meeting of the Board of Directors did not capture the sentiment of his public comment during that meeting. Mr. Uehling stated that he thought the LVCVA and its Board were a “failure” due to unchanged visitation numbers in Las Vegas. Mr. Uehling requested the rejection of the July 12, 2022 Board meeting minutes.

E.T. Snell expressed disagreement with Mr. Uehling's comments and remarked on the number of deaths on Interstate 15 between Las Vegas and California.

APPROVAL OF AGENDA AND MINUTES

APPROVAL OF THE AGENDA

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

APPROVAL OF THE MINUTES

Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to approve the minutes of the July 12, 2022 Regular Meeting of the Board of Directors with the edits requested by Mr. Uehling.

PRESENTATIONS

Presentation by Applied Analysis: Economic Impact Series

Brian Gordon of Applied Analysis presented an update titled "The Economic Impact of Southern Nevada's Tourism Industry", covering the following subjects: Las Vegas visitation; Las Vegas visitor spending; direct, indirect, and induced employment impacts; wage and salary impacts; direct, indirect, and induced economic output; and convention center impacts.

Member Carolyn Goodman asked about the inclusion of inflationary reaction in these statistics, to which Mr. Gordon stated that inflationary conditions were reflected in the data.

Chair Marz asked about the status of the shortage of employees in the tourism sector, to which Mr. Gordon replied that there are currently approximately 10-20K job postings in need of filling in the leisure and hospitality sector.

Mr. Hill provided additional figures comparing unfilled positions between 2019 and 2021.

Treasurer DeAngelo commented on the effects of new sporting events and residencies on visitor spending.

Member Brian Gullbrants asked if Mr. Gordon could provide any information on visitation trends for the first half of 2022, to which Mr. Gordon referenced improved visitation and increased volumes at Harry Reid International Airport.

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

Presentations by the LVCVA Staff

Brian Yost, Chief Operating Officer, delivered a PowerPoint and video presentation on building updates including the MAGIC Fashion Trade Show Las Vegas and ASD Market Week.

Kate Wik, Chief Marketing Officer, highlighted social marketing efforts pertaining to the Influencer Summer Blitz and shared clips of influencer content.

Member Goodman asked if the LVCVA pays for influencer content, to which Ms. Wik answered that the LVCVA works with resort partners to cover the influencers' meals and expenses.

Ms. Wik provided information on the LVCVA's growth on TikTok and Instagram followers.

Ms. Wik highlighted partnerships on social media efforts as they related to three international soccer matches in Las Vegas, and shared content from those efforts.

Ms. Wik shared a segment from Extra TV about the recent Las Vegas wedding of Jennifer Lopez and Ben Affleck and provided information on four additional segments run by Extra TV in July.

Ms. Wik informed the Board that the LVCVA's weddings campaign recently received an Emmy Award for Best Commercial Campaign for "*Forever Happens Here*" and a Gold Telly Award for Best Promotional Campaign. Ms. Wik provided information on current marketing efforts related to the weddings industry, and shared video clips from those efforts.

Ms. Wik provided an update on the *Vegas On* platform and shared a clip from the current campaign, and highlighted earned media placements.

Nadine Jones, Senior Vice President of People & Culture, recognized Security Officer Sandor "Alex" Matyas for his quick actions in stopping a fire at the Convention Center.

Ms. Jones recognized Cheryl Smith, Director of Airline Service Development, for her recent completion of the Vegas Chamber's Leadership Las Vegas program, and named other previous LVCVA graduates of the program.

Steve Hill, Chief Executive Officer, informed the Board that the LVCVA hired Lisa Messina as the LVCVA's first-ever Chief Sales Officer.

Mr. Hill provided an update on the LVCVA's renovation project as it relates to the volatility in the construction industry and supply chain concerns and informed the Board that requests would be coming forth in the near future for pre-purchases of supplies.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

MARKETING DIVISION

ITEM 1. **Air Service Development Update – Recap of Fiscal Year (FY) 2022 (July 2021 – June 2022)**

Fletch Brunelle, Vice President of Marketing, invited Mr. Bo-Young (BY) Song, Senior Vice President of the Passenger Business Division at Korean Airlines to the podium, to provide information on the returning air services between South Korea and Las Vegas.

Mr. Song provided information on his tenure with Korean Air and its previous partnerships with Las Vegas as they relate to air service. Mr. Song updated the Board on Korean Air's current air service network and thanked the LVCVA and its Board for their support on an upcoming steering committee meeting. Mr. Song provided information on an upcoming merger between Korean Air and Asiana Airlines, to be joint venture partners of Delta Airlines, and expressed excitement for future partnerships with the LVCVA.

Joel Van Over of Ailevon Pacific Aviation Consulting (APAC) present a recap of FY 2022 activities and provided a status update on COVID-19 air service recovery to the LVCVA Board. Updates included the following: Las Vegas air service recovery; capacity records at Harry Reid Airport; new markets added to Harry Reid Airport; international capacity recovery; and the recovery of London & Manchester visitor volume.

Cheryl Smith provided information on the upcoming World Routes Development Forum to be held at the Las Vegas Convention Center.

Vice Chair Nikodemus asked for further clarification on the 20% decrease in international travel, specifically on how many flights that represents, to which Mr. Van Over explained that El Al from Tel Aviv has not been recovered since the COVID-19 pandemic, and Interjet from Mexico no longer exists. Mr. Van Over stated that all airlines have been recovered, but all markets have not, with a reduction of about five markets and about a 10% decrease in capacity.

Member Goodman welcomed Korean Air and recalled previous activities between the LVCVA and Korean Air, and congratulated Mr. Hill and the LVCVA for their efforts in returning international travel.

ITEM 2. **Consumer Research Advertising Tracking Contract, Heart + Mind Strategies**

Kevin Bagger, Vice President of Research Center, provided background on Heart + Mind Strategies and its scope of work. Mr. Bagger reminded the Board that it previously approved a contract for Heart + Mind for last fiscal year and clarified that this request is for the current fiscal year and potential future fiscal years. Mr. Bagger requested that the Board consider authorizing: 1) the Chief Executive Officer (CEO)/President to execute a one-year contract with Heart + Mind Strategies, LLC, in the amount of \$675,000, with two optional one-year extensions in the total amount of \$1,350,000, for tracking awareness and impact of domestic advertising; and 2) any residual unexpended balances from this authorization to revert to available general funds.

Chair Marz asked for clarification on how Heart + Mind's findings are used, to which Ms. Wik stated they are used to understand consumers' intent to visit Las Vegas, which affects targeting marketing efforts, and to understand if marketing strategies are resonating with the target audience.

Chair Marz asked if the LVCVA was in touch with Heart + Mind on a regular basis regarding the captured data, to which Ms. Wik confirmed that the LVCVA receives a weekly briefing from Heart + Mind for review of tracking measures, and Heart + Mind additionally communicates with the LVCVA's advertising partners. Ms. Wik clarified that the LVCVA has worked with Heart + Mind for decades through its advertising partner, and this request provides for direct communication.

Fiscal Impact

FY 2023: \$675,000 Expenditure

FY 2024: \$675,000 Expenditure

FY 2025: \$675,000 Expenditure

Vice Chair Anton Nikodemus moved, and it was carried by unanimous vote of the voting members, to authorize: 1) the Chief Executive Officer (CEO)/President to execute a one-year contract with Heart + Mind Strategies, LLC, in the amount of \$675,000, with two optional one-year extensions in the amount of \$1,350,000, for tracking awareness and impact of domestic advertising; and 2) any residual unexpended balances from this authorization to revert to available general funds.

OPERATIONS DIVISION

ITEM 3. **2023 NFL Pro Bowl - Hosting Fee - Las Vegas, Nevada – February 5, 2023**

Mr. Yost described the economic impact of the 2022 Pro Bowl and requested that the Board consider the following as they relate to the 2023 National Football League Pro Bowl in Las Vegas, Nevada on February 5, 2023: 1) Approving an expenditure in an amount not to exceed \$1,750,000 for the hosting fee of the Pro Bowl; 2) Authorizing the CEO/President to sign and execute the contract documents; and 3) Authorizing any residual unexpended balances from this authorization to revert to available general funds.

Fiscal Impact

FY 2023: Not to exceed \$1,750,000

This expenditure will be funded from the special event reserve approved in the 2023 budget.

Secretary Gibson asked what the hosting fee was for the most recent pro bowl, to which Mr. Yost replied that the hosting fee for the 2022 Pro Bowl was the same amount as in this request, \$1,750,000.

Chair Marz asked what the out-of-town visitation was for the Pro Bowl, to which Mr. Yost stated it was 29,975 visitors.

Chair Marz asked if the stadium capacity was sold out, to which Mr. Yost confirmed it was close to sold out, but not entirely, and that there was a large local attendance as well.

Member Naft pointed out that a \$55M return on a \$1.75M investment was a “pretty good investment”.

Treasurer DeAngelo disclosed that he is employed by Allegiant Travel Company as its Executive Vice President and Chief Marketing Officer, and the 2023 Pro Bowl would take place at Allegiant Stadium. His employer is contracted for the naming rights of the stadium, and the independence of judgement of a reasonable person in his situation may be materially affected, and he would abstain from deliberating or voting on Agenda Item 3.

Member Naft moved, and it was carried by unanimous vote of the voting members with the exception of Member DeAngelo who abstained, to: 1) Approve an expenditure in an amount not to exceed \$1,750,000 for the hosting fee of the Pro Bowl; 2) Authorize the CEO/President to sign and execute the contract documents; and 3) Authorize any residual unexpended balances from this authorization to revert to available general funds.

GENERAL GOVERNMENT DIVISION

ITEM 4. **Real Property Dedication in Fee – Clark County**

Ms. Bateman explained that several years ago, the [Clark] County, along with the [Southern Nevada] Water Authority engaged in some repair work along Desert Inn and Sahara, that pushed back portions of Paradise Road. Ms. Bateman stated that recent surveying work determined that the areas depicted in the attachment to the agenda item should be dedicated to the County to be used for public use purposes. Ms. Bateman requested that the Board consider authorizing the CEO/President to execute a Dedication in Fee to Clark County, for LVCVA property situated on Paradise Road between Convention Center Drive and Desert Inn Road, to grant the property to Clark County for public use.

Secretary Gibson moved, and it was carried by unanimous vote of the voting members, to authorize the CEO/President to execute a Dedication in Fee to Clark County, for LVCVA property situated on Paradise Road between Convention Center Drive and Desert Inn Road, to grant the property to Clark County for public use.

ITEM 5. **Grant of Easement – TBC, The Boring Company**

Ed Finger, Chief Financial Officer, described the area of easement, outlined easement requirements, and provided information on other previous TBC easements. Mr. Finger noted that all four easements have property names attached to them and are thought of as “off-ramps” to the main system arterial. Mr. Finger presented a depiction of the Phase Two and Phase Three full underground connectivity and tunnel-to-tunnel connections, and 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 Las Vegas Convention Center (LVCC) campus for improvements to connect the LVCC Riviera Station, the LVCC West Station, and the Resorts World Station along Convention Center Drive.

Secretary Gibson 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 Las Vegas Convention Center (LVCC) campus for improvements to connect the LVCC Riviera Station, the LVCC West Station, and the Resorts World Station along Convention Center Drive.

ITEM 6. **2022 Revenue Bond Resolution**

Mr. Finger outlined previous approvals regarding the financing plan of the renovation project and stated that the Bond sale is planned for September 2022 and will contain both tax exempt and taxable components. Mr. Finger noted that the agenda item includes the statutorily required Certificate of the CEO and a letter from the LVCVA's financial advisor JNA Consulting. Mr. Finger requested that the Board consider: 1) Approval and adoption of Resolution 2022-04 (Bond Resolution) providing for issuance of LVCVA, Nevada, Convention Center Expansion and Renovation Revenue Bonds, Series 2022B/C (Bonds) in the maximum principal of \$150,000,000, 2) Authorizing the Chair of the Board to sign the Bond Resolution; 3) Authorizing the CEO/President or the Chief Financial Officer (CFO) to arrange for the sale of the Bonds and to execute agreements necessary for issuance; and 4) Authorizing the CFO and the Finance Department to complete all other necessary measures to fulfill the requirements of the Bond Resolution.

Fiscal Impact

FY 2023: \$ 800,000 Estimated costs of issuance (paid from bond proceeds)

Vice Chair Nikodemus moved, and it was carried by unanimous vote of the voting members, to: 1) Approve and adopt Resolution 2022-04 (Bond Resolution) providing for issuance of LVCVA, Nevada, Convention Center Expansion and Renovation Revenue Bonds, Series 2022B/C (Bonds) in the maximum principal of \$150,000,000, 2) Authorize the Chair of the Board to sign the Bond Resolution; 3) Authorize the CEO/President or the Chief Financial Officer (CFO) to arrange for the sale of the Bonds and to execute agreements necessary for issuance; and 4) Authorize the CFO and the Finance Department to complete all other necessary measures to fulfill the requirements of the Bond Resolution.

ITEM 7. **Contracts Report**

Ms. Bateman provided the Contracts Report, which serves to notify the Board, pursuant to Board Policies (1.04 and 5.01) and NRS Chapters 332 and 338, of the following: 1) Contractual commitments, change orders, or amendments to contracts executed under the CEO's Signature Authority that exceed \$50,000; 2) Contractual commitments and amendments to contracts related to the Las Vegas Convention Center District (LVCCD) projects as executed under the delegated authority of the CEO/President; and 3) Public Works contracts awarded by the LVCVA.

Fiscal Impact

TBD

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

COMMITTEES

ITEM 8. **Las Vegas Convention Center District (LVCCD) Phase Three Renovation Plan Approval**
LVCCD Committee Chair Jim Gibson provided a summary of the May 11, 2022 Joint Meeting of the LVCCD Committee and Oversight Panel for Convention Facilities in Clark County and highlighted the significant enhancements and detailed design plans as presented at that meeting. LVCCD Committee Chair Gibson provided information on an analysis of the cost model from efforts previously suspended due to the COVID-19 pandemic using current construction cost indicators, determined that the potential cost for the previously approved

project scope would be approximately \$740M. LVCCD Committee Chair Gibson stated that the LVCVA and Project Management team identified reduction opportunities and alternative solutions to bring the cost of the project in line with current available funding capacity, resetting the projected cost of the renovation to \$600M. LVCCD Committee Chair Gibson confirmed the LVCCD Committee is satisfied with Staff's funding plan strategy, and offered the LVCCD Committee's recommendation for approval of the proposed scope, schedule, and budget for the renovation of the existing Las Vegas Convention Center.

Treasurer Scott DeAngelo moved, and it was carried by unanimous vote of the voting members, to approve the proposed scope, schedule, and budget for the renovation of the existing Las Vegas Convention Center.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Daniel Braisted provided information on helicopter ride offerings in Las Vegas and recent safety issues related to Chevrolet Bolt vehicles.

Robert Nesbit provided remarks on the influence of resort fees and resort parking on travel decisions to Las Vegas.

Shaundell Newsome, Founder and Visionary of Sumnu Marketing, Chairman of the Urban Chamber of Commerce, and Board Trustee of the Vegas Chamber, congratulated Cheryl Smith on her recent graduation of the Vegas Chamber's Leadership Las Vegas Program. Mr. Newsome thanked Ms. Nelson-Kraft for recently delivering a presentation at the Urban Chamber's Global Roundtable event. Mr. Newsome provided statistics on the impacts of local small businesses on the Las Vegas economy, and encouraged the inclusion of local small businesses to diversify the Las Vegas economy. Mr. Newsome thanked Member Goodman and the [Las Vegas] City Council for allowing the Urban Chamber of Commerce to purchase a building on Stella Lake Street.

Rick Rosen stated that the Board was owed an apology and commended and thanked the Board for its navigation of the COVID-19 pandemic and current inflation situation.

Mr. Uehling provided comments on the attendance of a recent international soccer game in Las Vegas, congratulated the LVCVA on the success of its weddings campaigns, and provided thoughts on a recent fee increase to passengers arriving at Harry Reid Airport.

E.T. Snell, consultant for the California/Nevada Highway Corridor Safety Authority, provided information on his webpage and YouTube channel, and referenced his attached handout regarding automobile accidents and deaths statistics from the California Highway Patrol. Mr. Snell provided thoughts on California politicians and the vacant Harvard Station Fire Department building.

ADJOURNMENT

Chair Marz adjourned the meeting at 10:48 a.m.

Respectfully submitted,

Date Approved: September 13, 2022

Silvia Perez
Executive Assistant to the Board

John Marz
Chair

FIRST DRAFT (of letter by Ed Uehling)

Dear President Xi Jinping:

My name is Ed Uehling. I am American born (New Mexico State) in 1940 when your grandparents were fighting both extreme poverty AND the Japanese invaders. My parents moved to Las Vegas, which became my home base in 1943 when the US government did the ONE (and ONLY?) good deed of which I am aware for China: Sending the Flying Tigers to carry vital fuel and supplies from Burma over the Himalayan Mountains to Chengdu and other midwestern cities to assist the people of China in reversing the advance of the cruel Japanese. (By the way, it's worth noting that the government and people of CHINA still celebrate and acknowledge those American pilots every year.) I can still remember the newsreels at our local theater showing thousands of your people fleeing and migrating during and after the war with just the clothes on their backs.

I remember the day that our President Truman fired General MacArthur for his uncontrollable provocations and his demands to drop atomic bombs on Chinese cities after WWII (the Japanese War to you). As a typical American in 1971 I was less aware of your country when President Nixon restored US-Chinese relations in 1971 than I was in 1945 as a 5-year-old! Thanks, however, to having visited China at least 50 times and having lived in Beijing and Macao during the last 20 years I have been a partial witness to what is perhaps the greatest single event in Human History: The lifting out of abject poverty 800,000,000 humans in just 40 years. Thank you for not reacting to the provocations of our warmongering Democratic Party leadership, whose only sure formula for winning this year's election is to be in the middle of a war—because Americans LOVE wars even though they have a 50-year record of losing to 5th rate military powers!

Enough introduction. I want to get to the point of writing you this letter and that is to request that you terminate the agreements with 2 of the Las Vegas-based hotel/casinos (MGM and Wynn) in Macao. Those 2 casinos are using a portion of the billions handed them by Chinese visitors in Macao to eliminate—in the most ruthless and politically-corrupt manner—10,000 small businesses in my hometown of Las Vegas.

MGM seems to be spearheading this moral and financial outrage as it:

1. Leads the industry cartel that was formed in 2016 using \$750,000,000 of public monies
2. Has intentionally reduced number of tourists that may come to Las Vegas through pricing, undisclosed charges, and its purchasing of the legislative, executive, and even judicial functions of both the State of Nevada and Las Vegas area.
3. Uses its own artificial reduction of tourists as “the excuse” to be used by our for-sale political leadership to eliminate 90% of the 12,000 increasingly impoverished local people such as myself who benefit renting rooms to tourists—just as they have ever since Las Vegas boomed when I was a teenager.
4. Makes record casino profits, and pays a miserly 6.75% to the public (vs. 40% in Macao)

5. Uses those profits (and the billions it gets in Macao) to pay public officials to get even more money for itself while goading these same public hirelings to extract even more money from each of us citizens.

Unlike China, the government has no instrument to prevent corporations from eventually eliminating all their competition, buying off government decision-makers and eventually holding all assets and all the money, thereby forcing the remaining 80% of our population to wallow in absolute poverty (almost like pre-revolutionary China).

Furthermore, it is Chinese citizens who create 90% of the wealth of Macao (and MGM). Why should any Chinese citizen—much less 20,000,000 Chinese citizens who leave \$40 billion each normal year in Macao—be enriching a corporation that buys, promotes, and provokes US politicians in Washington, D.C. to demolish the livelihood of millions of Chinese through boycotts, trade manipulations and even war—all measures even worse than what MGM and their local politicians have planned for us. We are simple people who just want to make a life slightly better than the 300,000 wage slaves MGM and their sister casinos reluctantly pay, and they want to destroy the little we have.

I know it may seem cruel just grabbing the multi-billion-dollar facilities in Macao of OUR greedy local corporations, but what they are doing through our “elected” officials will affect at least 50,000 people here in Las Vegas and cause directly and indirectly an equivalent economic damage to these individual citizens, none of whom have the financial and political clout of MGM.

Thank you for reading my letter. Good luck in your continuing quest to enrich each and every person inhabiting the globe. Hopefully, you can persuade the people of the US and our corrupt representatives to be willing to compete in product quality, not in public disinformation and military aggression.

From: etsnell@ymail.com <etsnell@ymail.com>
Sent: Tuesday, August 2, 2022 6:37 PM
To: Fred Bradford <fbradford@lvcva.com>
Subject: Fw: Barstow Area CHP Statistics- Office of Supervisor Cook

[Sent from Yahoo Mail on Android](#)

----- Forwarded Message -----

From: Porter, Christopher
Sent: Thursday, July 21, 2022 11:51 AM
To: 'etsnell@ymail.com' <etsnell@ymail.com>
Subject: Barstow Area CHP Statistics- Office of Supervisor Cook

Mr. Snell,

We were able to get the data you requested, however, Barstow CHP was unable to separate their I-15 data from their I-40 data. However, we were told that in their experience the majority of the statistics for the Barstow area are mainly on Interstate 15.

Barstow CHP Area: I-15 Wild Wash Road to Nevada State Line; I-40 Barstow to Kelbaker Rd- Statistics:

Fatal Traffic collision

- 01/01/2017 - 01/01/2018 = 41
- 01/01/2018 – 01/01/2019 = 41
- 01/01/2019 – 01/01/2020 = 44
- 01/01/2020 – 01/01/2021 = 33
- 01/01/2021 – 01/01/2022 = 50
- 01/01/2022 – 07/20/2022 = 7

Injury Collision

- 01/01/2017 - 01/01/2018 = 460
- 01/01/2018 – 01/01/2019 = 419
- 01/01/2019 – 01/01/2020 = 420
- 01/01/2020 – 01/01/2021 = 385
- 01/01/2021 – 01/01/2022 = 488
- 01/01/2022 – 07/20/2022 = 174

Property Damage Collision

- 01/01/2017 - 01/01/2018 = 1029
 - 01/01/2018 – 01/01/2019 = 1014
 - 01/01/2019 – 01/01/2020 = 1025
 - 01/01/2020 – 01/01/2021 = 923
 - 01/01/2021 – 01/01/2022 = 1173
 - 01/01/2022 – 07/20/2022 = 453
-
- The State currently is adverse to expanding interstates to add more lanes.
 - CHP has said in the past that the state is looking at using the shoulder as an additional land during peak traffic times (near Nevada state line)
 - This is being handled by the State; Recommend reaching out to State Representatives

Additional Contacts:

- Barstow CHP Office- **760-255-5900** (They have a PIO assigned to that station)
- Asm. Smith's Office (Hesperia)- **760-244-5277**
- Senator Grove's Office (Bakersfield)- **(661) 323-0443**; (Yucca Valley) **(760) 228-3136**

I hope you find this information helpful.



Christopher (CJ) Porter

Board of Supervisors – First District

Policy Advisor

Office of Col. Paul Cook (Ret.)

Phone: (760) 995-8100

14955 Dale Evans Pkwy


Apple Valley, CA 92307

Our job is to create a county in which those who reside and invest can prosper and achieve well-being.

LAS VEGAS CONVENTION AND VISITORS AUTHORITY

BOARD OF DIRECTORS MEETING

AGENDA DOCUMENTATION

MEETING DATE:	SEPTEMBER 13, 2022	ITEM NO. 1
TO:	BOARD OF DIRECTORS	
FROM:	KATE WIK, CHIEF MARKETING OFFICER	<small>DocuSigned by:</small>  <small>8358950B13A7435...</small>
SUBJECT:	SOCIAL MARKETING UPDATE	

RECOMMENDATION

Grey Group, the Las Vegas Convention and Visitors Authority's (LVCVA) Social Brand Agency, will highlight social marketing accomplishments from the past year and preview the upcoming strategy and growth efforts for the destination's social footprint.

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

BOARD ACTION:	
----------------------	--

DocuSigned by:

A6348F0DE947422...
STEVE HILL
CEO/PRESIDENT

PURPOSE AND BACKGROUND

Grey Group (Grey) has served as the LVCVA's Social Brand Agency since July of 2021. Starting in October of 2021, Grey, under the direction of the LVCVA's Marketing Division, assumed control over the LVCVA's social handles. As the LVCVA's Social Brand Agency, Grey's scope of work includes the following: Account Management & Brand Planning; Social Media and Content Creation; Community Management; and Research.


Grey representatives, along with members of the LVCVA's marketing division, will recap social marketing and brand planning accomplishments for the past year and highlight strategies and future initiatives for fiscal year 2023.

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 sample 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

MEETING DATE:	SEPTEMBER 13, 2022	ITEM NO. 2
TO:	BOARD OF DIRECTORS	
FROM:	KATE WIK CHIEF MARKETING OFFICER	<small>DocuSigned by:</small>  <small>8358950B13A7435...</small>
SUBJECT:	MARKET TRENDS AND RECOVERY UPDATE	

RECOMMENDATION

The Marketing Division will present an update on Las Vegas tourism metrics and recovery as the destination emerges from the pandemic.

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

FISCAL IMPACT

None

BOARD ACTION:	
----------------------	--

DocuSigned by:

AB388F0DE997422...
STEVE HILL
CEO/PRESIDENT


PURPOSE AND BACKGROUND

The Research Center will present a review of recent tourism market trends based on LVCVA research reports and secondary data sources, including an overview of Las Vegas' pace of recovery.

LAS VEGAS CONVENTION AND VISITORS AUTHORITY

BOARD OF DIRECTORS MEETING

AGENDA DOCUMENTATION

MEETING DATE:	SEPTEMBER 13, 2022	ITEM NO. 3
TO:	BOARD OF DIRECTORS	
FROM:	BRIAN YOST CHIEF OPERATING OFFICER	<small>DocuSigned by:</small>  <small>9EB0A1EA330F4A7...</small>
SUBJECT:	SHRINERS CHILDREN'S OPEN SPONSORSHIP AGREEMENT LAS VEGAS, NEVADA – FY 2023-2025	

RECOMMENDATION

That the Board of Directors consider: 1) Authorizing the Chief Executive Officer (CEO)/President to execute a three-year sponsorship agreement, in the amount of \$360,000, with the Shriners Hospitals for Children, for the 2022-2024 Shriners Children's Open at TPC Summerlin; and 2) Authorizing any residual unexpended balances from this approved expenditure to revert to available general funds.

For possible action.

FISCAL IMPACT

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

BOARD ACTION:	
----------------------	--

DocuSigned by:

AB328300DE947322...
STEVE HILL
CEO/PRESIDENT

PURPOSE AND BACKGROUND

The Shriners Children's Open golf tournament (Tournament) will be held in Las Vegas at the Tournament Players Club (TPC) Summerlin in 2022 through 2024. The Tournament, which is Las Vegas' annual PGA TOUR event, will air on the Golf Channel. Attendance for the weeklong Tournament events is expected to exceed 30,000, with more than 6,000 out of town visitors generating an estimated total impact of \$11 million for Southern Nevada.

The LVCVA has been a sponsor of the event since 1983 and it continues to be a popular stop on the PGA Tour. This expenditure is included in the FY 2023 budget.

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

MEETING DATE:	SEPTEMBER 13, 2022	ITEM NO. 4
TO:	BOARD OF DIRECTORS	
FROM:	BRIAN YOST CHIEF OPERATING OFFICER	DocuSigned by: <i>Brian Yost</i> 9EB0A1EA330F4A7...
SUBJECT:	SPORTS/EVENTS UPDATE	

RECOMMENDATION

The Operations Department will present the Board with a report on Las Vegas Convention and Visitors Authority sponsored sports events.

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

FISCAL IMPACT

None

BOARD ACTION:	
----------------------	--

DocuSigned by:
Steve Hill
A6348F0DE947422...
STEVE HILL
CEO/PRESIDENT

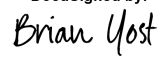
PURPOSE AND BACKGROUND

Operations staff will present to the Board a brief recap of LVCVA sponsored sports events statistics from the past year, an update on current events in the planning stages, and a high-level overview of future direction.

LAS VEGAS CONVENTION AND VISITORS AUTHORITY

BOARD OF DIRECTORS MEETING

AGENDA DOCUMENTATION

MEETING DATE:	SEPTEMBER 13, 2022	ITEM NO. 5
TO:	BOARD OF DIRECTORS	
FROM:	BRIAN YOST CHIEF OPERATING OFFICER	<small>DocuSigned by:</small>  <small>9EB0A1EA330F4A7...</small>
SUBJECT:	LVCCD PHASE THREE UPDATE	

RECOMMENDATION

The Operations Department will present the Board with a report on the current status of the Las Vegas Convention Center District (LVCCD) Phase Three plans.

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

FISCAL IMPACT

None

BOARD ACTION:	
----------------------	--


DocuSigned by:

A6328F0DE947422...
STEVE HILL
CEO/PRESIDENT

PURPOSE AND BACKGROUND

Operations staff will present to the Board an update on the LVCCD Phase Three renovation plans, a budget status update, and an overview of the LVCVA administrative office move project.

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

MEETING DATE:	SEPTEMBER 13, 2022	ITEM NO. 6
TO:	BOARD OF DIRECTORS	
FROM:	ED FINGER CHIEF FINANCIAL OFFICER	<small>DocuSigned by:</small>  <small>93337CA3F6364C0...</small>
SUBJECT:	LVCVA FINANCE UPDATE	

RECOMMENDATION

The Finance Department will present the Board with a report on finance matters impacting the Las Vegas Convention and Visitors Authority and a recap of fiscal year 2022 outcomes.

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

FISCAL IMPACT

None

BOARD ACTION:	
----------------------	--

DocuSigned by:

A6328F0DE947422...
STEVE HILL
CEO/PRESIDENT

PURPOSE AND BACKGROUND

Finance staff will provide a report on various topics including capital funding, bond financing, room tax performance, and fiscal year 2022 outcomes.

2022 BOARD OF DIRECTORS REGULAR MEETING SCHEDULE



JANUARY

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

FEBRUARY

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

MARCH

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

APRIL

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

MAY

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

JUNE

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

JULY

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

AUGUST

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

SEPTEMBER

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

OCTOBER

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

NOVEMBER

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

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	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	11	May	10	September	13
February	8	June	14	October	11
March	8	July	12	November	8
April	12	August	9	December	13

COMMITTEE MEETINGS/OTHER

Marketing Committee Meeting – January 24
 Audit Committee Meeting – May 9
 Joint Meeting of the LVCCD Committee & Oversight Panel – May 11
 Public Hearing on the Budget – May 23
 Compensation Committee Meeting – June 13
 Compensation Committee Meeting – July 11
 Meeting of the Oversight Panel for Convention Facilities in Clark County – October 12
 Audit Committee Meeting – November 7



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

Mr. Anton Nikodemus, 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
Mr. Brian Gullbrants
Mayor Kiernan McManus

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

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