



CONVENTION AND VISITORS AUTHORITY

REGULAR MEETING OF THE BOARD OF DIRECTORS
JANUARY 13, 2009
MINUTES

The Regular Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority was held the 13th day of January 2009 at the Las Vegas Convention Center, 3150 Paradise Road – Las Vegas, Nevada. This meeting has been properly noticed and posted in compliance with the "Nevada Open Meeting Law".

OPENING CEREMONIES

CALL TO ORDER

Chair Oscar Goodman called the meeting to order at 9:03 a.m. A quorum of the members was present at roll call.

Mr. Charles Bowling
Mayor James Gibson..... Arrived after roll call
Mayor Oscar Goodman
Mayor Susan Holecheck
Mr. Tom Jenkin
Ms. Kara Kelley
Mayor Michael Montandon
Mr. Scott Nielson Arrived after roll call
Councilman Mike Pacini
Mr. Andrew Pascal Absent
Mr. Keith Smith
Tom Collins Re-Appointed
Lawrence Weekly New Board Member
City of Las Vegas Vacant Seat

LVCVA Executive Staff in Attendance
Rossi Ralenkotter, President/CEO
Terry Jicinsky, Senior Vice President - Marketing Division
Brenda Siddall, Vice President- Finance for Jim Gans, Senior Vice President- Operations Division
Luke Puschnig, Esq., Legal Counsel

INVOCATION FLAG SALUTE
Father Larry Lentz, Guardian Angel Cathedral, presented the invocation.
The Flag Salute followed the invocation.

APPROVAL OF THE AGENDA / MINUTES

APPROVAL OF THE AGENDA and APPROVAL OF THE MINUTES
President Rossi Ralenkotter informed the Board that: 1) The January 13, 2009 Agenda was in order for approval with the withdrawal of the presentation of the Plaque of Appreciation, the presentation by Applied Analysis, and Item No. 5 [Approval Authorization for Professional Services During the First Phase of the Master Plan Enhancement Program]; and 2) The minutes of the December 9, 2008 Regular Meeting of the Board of Directors were in order for approval as presented.

Member Susan Holecheck moved and it was carried by unanimous vote of the members present to: 1) Approve the January 13, 2009 Agenda with the withdrawal of the presentation of the Plaque of Appreciation, the presentation by Applied Analysis, and Item No. 5 [Approval Authorization for Professional Services During the First Phase of the Master Plan Enhancement Program]; and 2) Approve the minutes of the December 9, 2008 Regular Meeting of the Board of Directors approval as presented.

MEMBER JAMES GIBSON ENTERED THE MEETING.

MEMBER SCOTT NIELSON ENTERED THE MEETING.

BOARD APPOINTMENTS

In accordance with Nevada Revised Statute NRS 244A.603(1)(a), the Governing Body of Clark County made the following appointments to the Las Vegas Convention and Visitors Authority Board of Directors:

- Commissioner Tom Collins
- Commissioner Lawrence Weekly

This is an information item. No Board action required.

The Charge of Responsibility and Oath of Office were presented by the Honorable Tim Williams to the newly appointed Members of the Board.

ELECTION OF THE BOARD OF DIRECTORS' OFFICERS

NRS 244A.605(2): Except as otherwise provided in subsection 3, during January of each odd-numbered year, each county fair and recreation Board in this state shall reorganize by electing the officers designated in subsection 1 of NRS 244A.611.

NRS 244A.611(1): The Board shall choose one of its members as Chairman and one of its members as Vice Chairman, and shall elect a Secretary and a Treasurer, who may be members of the Board. The secretary and the treasurer may be one person.

Chair Oscar Goodman explained that Board Members Kara Kelley, Mike Pacini, Susan Holecheck and Tom Collins had an ad hoc discussion regarding nominations for Board Officers.

Member Tom Collins stated that the attendees of the ad hoc discussion recommend the following:

- Oscar Goodman as Chair
- Keith Smith as Vice Chair
- James Gibson as Secretary/Treasurer

Member Tom Collins moved and it was carried by unanimous vote of the members present to elect Oscar Goodman for the position of Chairman, Keith Smith for the position of Vice Chairman and James Gibson for the position of Secretary/Treasurer.

The Charge of Responsibility and Oath of Office were presented by the Honorable Tim Williams to the newly elected Officers of the Board.

PRESENTATIONS

PLAQUE OF APPRECIATION

This item was withdrawn from the agenda.

50TH ANNIVERSARY OF THE LAS VEGAS CENTER *"Golden Moments"*

The Las Vegas Convention Center is celebrating its 50th Anniversary in 2009. Staff presented a video of the historical moments of the Las Vegas Convention Center and its evolution over the past 50 years, featuring Thalia Dondero, who served on the Board from 1981 to 1983.

This is an information item. No Board action required.

ECONOMIC IMPACT SERIES

Presentation by
Applied Analysis

This item was withdrawn from the agenda.

STAFF REPORTS

MARKETING DIVISION

AWARDS - 4th Quarter 2008

The Marketing Division gave a brief account of the awards received by the LVCVA in the Fourth Quarter 2008:

- *Recommend Magazine*
Readers Choice Award
- *Incentive Magazine*
Platinum Partners Award
- *Las Vegas Interactive Marketing Association*
Creative Media Award - Interactive Ad Unit
- *Government Finance Officers Association*
Distinguished Budget Presentation Award

This is an information item. No Board action required.

BIG LEAGUE WEEKEND SERIES

Major League Baseball games have become an important element in the development of Las Vegas as a major sports and entertainment destination. Las Vegas has hosted spring training and regular season games at Cashman Field for 25 years. The Big League Weekend Series and has grown from 2-days/2-games in one weekend to 4-days/4-games over two weekends. The 2009 Big League Weekend Series will be held March 4-5, 2009 and April 3-4, 2009, at Cashman Field in Las Vegas, Nevada.

Fiscal Impact:

FY 2009 Estimated Expenditure:	\$ 400,000
Estimated Revenue:	(200,000)
Estimated net cost to LVCVA:	<u>\$ 200,000</u>

Member James Gibson moved and it was carried by unanimous vote of the members present to approve an estimated expenditure of \$400,000 to fund the 2009 Big League Weekend Series to be held March 4-5, 2009 and April 3-4, 2009 at Cashman Field in Las Vegas, Nevada.

MARKETING DIVISION (Continued)

**EASTERN
REGIONAL LVCVA
OFFICE**

Lease Extension
- Second Amendment
(Washington, DC)

The Las Vegas Convention and Visitors Authority has maintained a sales office in Washington, DC for the past 38 years. In 2002, the LVCVA entered into its current lease and the term of that Lease expires on February 28, 2009. The LVCVA wants to extend the term of the Lease for five (5) years.

The aggregate 5-year total rent of \$594,969.02 is inclusive of both the base rental rate and the HVAC Utilities charges.

Fiscal Impact:

FY 2009/2010	\$111,570.50
FY 2010/2011	\$115,160.21
FY 2011/2012	\$118,869.75
FY 2012/2013	\$122,703.31
FY 2013/2014	\$126,665.25

Member Mike Pacini moved and it was carried by unanimous vote of the members present to: 1) Approve a 5-year lease extension, in the aggregate estimated amount of \$594,696.02, for the Las Vegas Convention and Visitors Authority's Eastern Regional Office located in Washington, DC; and 2) Authorize the President/CEO to execute the contract documents.

**2009 MARKETING
PLAN**

President/CEO Rossi Ralenkotter discussed the current economic conditions, consumer confidence, and the Las Vegas Convention and Visitors Authority's marketing strategies through these unprecedented times.

Terry Jicinsky, Vice President of Marketing, and Billy Vassiliadis, Chief Executive of *R&R Partners, Inc.* reviewed the 2009 Marketing Plan, including public relations both domestic and international, website initiatives, special events, and increased global marketing efforts. The Board watched a preview of the television spots for the "Vegas Bound" ad campaign, which will begin airing next week.

This is an information item. No Board action required.

OPERATIONS DIVISION

**PROFESSIONAL
SERVICES DURING
THE FIRST PHASE
OF THE MPEP
APPROVAL
AUTHORIZATION**

This item was withdrawn from the agenda.

**NEVADA
DEPARTMENT OF
TRANSPORTATION**

Project Funding
Update

Mr. Rudy Malfabon, Deputy Director for Southern Nevada for the Nevada Department of Transportation (NDOT), updated the Board on the Interstate-15 Express Lane Project, which is expected to be completed by September 2009.

He briefly outlined NDOT's next proposed project under Assembly Bill 595 on Interstate-15 from State Route 160 to Tropicana Avenue. This project is referred to as the Interstate-15 South Design/Build Widening Project. NDOT will present more detailed information and cost projections at a future meeting of the Board of Directors for possible action by the Board.

This is an information item. No Board action required.

EXECUTIVE DIVISION

TRAVEL INDUSTRY ASSOCIATION MEMBERSHIP

The Las Vegas Convention and Visitors Authority has been a sustaining member of the Travel Industry Association ("TIA") since 1997. Based in Washington, DC. TIA is working every day to protect the interests of the United States travel industry in partnership with the Travel Business Roundtable. This partnership allows the TIA to effectively represent the LVCVA and all members of the travel industry through a coordinated, cohesive strategy to communicate the industry's concerns and priorities to federal elected and appointed officials.

Fiscal Impact:

FY 2009 Estimated: \$100,050

Member James Gibson moved and it was carried by unanimous vote of the members present to approve the renewal of the Las Vegas Convention and Visitors Authority's Travel Industry Association membership in the estimated annual amount of \$100,050.

INTER-FUND BUDGET TRANSFER Mid-Year Revisions

The salaries and benefits budget for fiscal year 2009 was prepared in January 2008. A significant number of personnel actions have taken place since that time, including terminations, retirements, transfers, promotions, etc., resulting in the need for a transfer from the Payroll Retirement Account to the departmental Salaries & Wages – Retirement Accounts for \$222,000. Due to the economic conditions, the recent hiring freeze has generated fiscal year-to-date salary savings in the amount of \$289,100 to the Payroll Suspense Account.

Fiscal Impact:

FY 2009: (\$67,100) Net return to Payroll Suspense

Member James Gibson moved and it was carried by unanimous vote of the members present to approve an Inter-Fund Budget Transfer to fund mid-year revisions in the salaries and benefits budget due to vacancy factors, retirements, position transfers, and reassignments, resulting in a net return to Payroll Suspense of \$67,100.

LVCVA BUDGET AND STATISTICAL REPORT

Internal policies require that interim financial reports, which permit comparison of recorded transactions and account balances with the approved budget, be prepared and distributed to the Board of Directors on a monthly basis. The *Las Vegas Convention and Visitors Authority Budget And Statistical Report For The Period Ending November 30, 2008* was presented to the Board for their review.

LVCVA Vice President of Finance Brenda Siddall highlighted a few key issues.

This is an information item. No Board action required.

EXECUTIVE DIVISION (Continued)

LAS VEGAS EVENTS QUARTERLY REPORT

4th Quarter 2008

Introduction: Pat Christenson, President of Las Vegas Events (“LVE”), introduced MaryAnne Beaman, LVE Program Director, and Michael Mack, LVE Director of Marketing. He acknowledged them for their hard work and the important role they play in the success of the LVE-sponsored events throughout the Las Vegas destination.

Mr. Christenson presented a PowerPoint overview of the LVE sponsored events during the fourth quarter 2008. He discussed the non-gaming impact, as well as the attendance trends over the past few years of those events.

Chair Oscar Goodman stated that Las Vegas as a tourist destination is known for the best entertainment, the best cuisine, the best rooms, the best gaming establishments. Las Vegas always has “the best” of whatever it does. Mayor Goodman has received complaints about the 2009 New Year’s Eve fireworks. He asked that if the fireworks on New Year’s Eve cannot be “the best”, for whatever reason, then Las Vegas Events must look in a different direction for what is going to “the best” grand finale for the New Year’s Eve weekend in Las Vegas.

Mr. Christenson said he agreed, and so do the LVE Board of Directors.

This is an information item. No Board action required.

LEGAL COUNSEL’S REPORT

There were no new legal issues reported at this meeting.

POLICIES EVALUATION

Members Oscar Goodman, Keith Smith, Charles Bowling and Kara Kelley recently worked with staff to review the internal policies of the Las Vegas Convention and Visitors Authority and discuss how the LVCVA can further strengthen the internal policies. They focused primarily on entertainment, expense reports, travel, charitable contributions, contributions to non-profits and multi-year vendor contracts. Staff made a few updates in the area of the expense reports, contributions to charitable and non-profits and multi-year vendor contracts.

This is an information item. No Board action required.

DIRECTORS’ COMMENTS

There were no additional comments from the Board Members.

COMMENTS FROM THE FLOOR BY THE PUBLIC

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.

Ted Russell, Resident of Las Vegas, spoke in French to the Board on no specific topic.

Jon Aster White, President of the *National Las Vegas Entertainment Hall of Fame Association*, informed the Board that the date for the proposed “Vegas Star Awards” has been moved to May 22-24, 2009. This is a change from the previous February 27-March 1, 2009 date. He also noted that the *National Las Vegas Entertainment Hall of Fame Association* is now the *National Las Vegas Entertainment and Sports Hall of Fame*.

Myla Yahraus, resident of Las Vegas, addressed the Board suggesting that Las Vegas be marketed to local residents as a ‘staycation’ – vacation here rather than leaving the community to vacation elsewhere.

ADJOURNMENT

There being no further business to come before the Board of Directors, Chair Oscar Goodman adjourned the meeting at 10:45 a.m.

Respectfully submitted,

Date Approved: FEBRUARY 10, 2009

(s)

Carol Fergen
Executive Assistant to the Board

(s)

Oscar Goodman
Chair