



CONVENTION AND VISITORS AUTHORITY

**REGULAR MEETING OF THE BOARD OF DIRECTORS
MARCH 11, 2008
MINUTES**

The Regular Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority was held the 11th day of March 2008 at Cashman Center, 850 Las Vegas Boulevard North, Las Vegas, Nevada. This meeting had been properly noticed and posted in compliance with the "Nevada Open Meeting Law".

I. OPENING CEREMONIES

CALL TO ORDER

Chairman Oscar Goodman called the meeting to order at 9:02 a.m. On roll call the following members were present, constituting a quorum thereof.

Mayor Oscar Goodman, Chairman
Mr. Keith Smith, Vice Chairman
Mayor James Gibson, Sec./Tr.
Mr. Charles Bowling
Councilman Larry Brown

Commissioner Tom Collins
Mayor Susan Holecheck
Ms. Kara Kelley
Mayor Michael Montandon
Commissioner Rory Reid

Mr. Tom Jenkin..... Absent
Mr. Scott Nielson Absent
Councilman Mike Pacini Absent
Mr. Andrew Pascal Absent

LVCVA
Executive
Staff in
Attendance

Rossi Ralenkotter, President/CEO
Terry Jicinsky, Senior Vice President – Marketing Division
E. James Gans, Senior Vice President – Operations Division
Luke Puschnig, Legal Counsel

INVOCATION
FLAG SALUTE

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

II. APPROVAL OF THE AGENDA / MINUTES

APPROVAL OF THE AGENDA and APPROVAL OF THE MINUTES

President Rossi Ralenkotter informed the Board that the March 11, 2008 Agenda and the Minutes of the February 12, 2008 Regular Meeting of the Board of Directors were in order for approval.

Member James Gibson moved and it was carried by unanimous vote of the members present to approve the March 11, 2008 Agenda and the Minutes of the February 12, 2008 Board of Directors' Meeting as presented.

III. PRESENTATIONS

Ambassador of the Year Award from the Taxi Cab Authority

LVCVA Senior Vice President Jim Gans presented Steve Patterson, LVCVA Traffic Manager, the Ambassador of the Year Award from the Taxi Cab Authority.

IV. STAFF REPORTS

MARKETING DIVISION

"Vegas Right Now" Spring Marketing Campaign

LVCVA and R&R Partners staff presented a PowerPoint overview of the "Vegas Right Now" campaign, which is planned for Spring 2008 to address the current market conditions. The campaign is to encourage consumers to visit the *VisitLasVegas.com* website which will showcase activities; as well as hotel partners can feature special deals or other values that will further entice travelers to the destination.

Members Charles Bowling, James Gibson and Chair Oscar Goodman acknowledged the LVCVA staff and R&R Partners for their quick response to the current economic conditions. Member Bowling requested that staff present updates to the Board on a monthly basis.

This is an information item. No Board action required.

Laughlin Crusin' A Classic Car Show (Las Vegas Events)

Laughlin Crusin' will be the first classic car show event produced by its promoters. This event will be held May 8-11, 2008 in Laughlin, Nevada, and will feature an estimated 400-500 classic cars, with pre-1972 show quality cars on display.

Fiscal Impact:

FY 2007/2008 Estimated Expenditure: \$110,986 (Las Vegas Events)

Member James Gibson moved and it was carried by unanimous vote of the members present to approve the distribution of funds to Las Vegas Events in the amount of \$110,986 to fund the *Laughlin Crusin'* Classic Car Show in Laughlin, Nevada, May 8-11, 2008.

MARKETING DIVISION (Continued)

Exhibition and
Conference
Executives Forum
(ECEFF)
Platinum
Sponsorship 2009,
2010 and 2011

The Exhibition and Conference Executives Forum is the premier forum for association executives of organizations that own and produce one or more exhibitions/conventions. Attendees explore strategies to strengthen their events through continuing education and networking opportunities with industry peers and association leadership. Staff requested Board approval to purchase the platinum sponsorship package for three years for an estimated \$80,000 per year

Fiscal Impact:

FY 2008/2009 Estimated Expenditure: \$80,000

FY 2009/2010 Estimated Expenditure: \$80,000

FY 2010/2011 Estimated Expenditure: \$80,000

Member James Gibson moved and it was carried by unanimous vote of the members present to approve an estimated expenditure of \$80,000 per year for fiscal year 2009, 2010 and 2011 (for a total \$240,000) for platinum sponsorship during the Exhibition and Conference Executives Forum in Washington, DC.

OPERATIONS DIVISION

Embarq Cable
Relocation
(MPEP)

Part of the Master Plan Enhancement Program includes the relocation of sanitary sewer lines, storm drainage culverts, water lines and *Embarq Corporation*-owned telephone/data trunk lines that run along the former Desert Inn Road alignment. These relocations are required to clear conflicts with the new utility infrastructure and the Desert Inn Meeting Room foundations. The cost to install the replacement cables and remove the conflicting facilities is estimated to be \$907,600. *Embarq Corporation* will submit weekly Time Workload Reports to *MWH* to track all labor hours, and the exact reimbursable relocation cost will be determined by actual and related indirect charges accumulated in accordance with the Accounting Procedures of the Federal and/or State regulation bodies.

Fiscal Impact:

FY 2007/2008 Estimated Expenditure: \$907,600 (MPEP Fund)

Member Kara Kelley disclosed that Kristin McMillan, the Vice President and General Manager of *Embarq*, sits on the Chamber of Commerce Board and Executive Committee. Ms Kelley stated that she does not believe this to be a conflict, and will be voting on this item.

Vice Chairman Keith Smith moved and it was carried by unanimous vote of the members present to: 1) Approve an Agreement in the amount of \$907,600 with *Embarq Corporation of Las Vegas, Nevada*, for the relocation of *Embarq*-owned telephone and data trunk lines; and, 2) Authorize the Director of Purchasing to execute the contract documents.

OPERATIONS DIVISION

Site Improvement
Design and
Construction
Administration
Services Agreement
3380 Swenson
Street

A Site Improvement Design and Construction Administration Services Agreement with *Poggemeyer Design Group, Inc.* for site improvements at the combined 18.21 acres located at 3380 Swenson Street and 890 Sierra Vista would provide architectural, civil and landscape design services along with the necessary Construction Documents and Construction Administration. The temporary and permanent paving would be competitively bid, and *Poggemeyer Design Group* would oversee the actual construction phase.

Fiscal Impact:
FY 2007/2008 Estimated Expenditure: \$181,600 (Capital Fund)

Following a brief discussion, Member James Gibson moved and it was carried by unanimous vote of the members present to: 1) Approve a Professional Services Agreement in the estimated amount of \$181,600 with *Poggemeyer Design Group, Inc.* for site improvement design and construction administration services at 3380 Swenson Street; and, 2) Authorize the President/CEO to execute the contract documents.

Nevada Welcome
Center Lease
(Primm, Nevada)
(CT #1708)

On July 8, 2003, the Board of Directors approved a 25-year lease with *Talisman LV Fashion, LLC* for a stand-alone building located in the parking lot of the Fashion Outlet of Las Vegas® Mall to house one of the five Nevada Welcome Centers managed by the Las Vegas Convention and Visitors Authority. On July 2, 2007, *Talisman LV Fashion, LLC* exercised the option to reclaim the building. Staff began looking for a new location and found a location offered by *Talisman Companies* adjacent to one of the primary entrances to the Fashion Outlets of Las Vegas® Mall that will offer even greater access to visitors traveling Interstate-15 as well as those visiting the Mall.

Fiscal Impact:
Estimated Expenditure: \$285,952

Following a brief discussion, Member James Gibson moved and it was carried by unanimous vote of the members present to: 1) Approve a 5-year Lease with *Fashion Outlet of Las Vegas, LLC of Coral Gables, Florida*, in the estimated amount of \$285,952, for a proposed Nevada Welcome Center in Primm, Nevada; and, 2) Authorize the President/CEO to execute the contract documents.

OPERATIONS DIVISION (Continued)

Telecommunication
Services Provider
(RFQ #08-2043)

In November 2007, Staff conducted the Request for Qualifications process for a Telecommunication Services Provider. The Statement of Qualifications were judged independently by the Telecommunication Services Provider Evaluation Committee. Based on the Committee's review, *Smart City Networks, LP* earned the highest ranking. Staff negotiated a new 5-year contract with *Smart City Networks, LP* for the Board of Directors approval.

LVCVA Vice President of Facilities Mark Haley presented a PowerPoint overview on the background, goals in the negotiation, terms, funding and revenue summary, key performance indicators, and the additional services included in the proposed agreement with *Smart City Networks LP*.

Fiscal Impact:
FY 2008-2013 Projected revenue to LVCVA: \$16,115,000

Member Rory Reid disclosed that his law firm works for *Smart City Networks, LP*, and therefore will abstain from voting on this item.

Member Michael Montandon moved to: 1) Award a Telecommunication Services Provider Agreement with *Smart City Networks, LP, Las Vegas, Nevada*, for the period of June 1, 2008 through May 31, 2013; 2) Authorize the President/CEO to execute the contract documents; and, 3) Authorize the President/CEO to execute one additional 3-year extension according to the contract documents, if mutually agreed.

The motion carried by the following vote:

Charles Bowling	Aye	Rory Reid	Abstained
Larry Brown.....	Aye		
Tom Collins	Aye	Tom Jenkin.....	Absent
James Gibson	Aye	Scott Nielson	Absent
Oscar Goodman	Aye	Mike Pacini.....	Absent
Susan Holecheck	Aye	Andrew Pascal	Absent
Kara Kelley.....	Aye		
Michael Montandon	Aye		
Keith Smith	Aye		

Member Kara Kelley requested that a copy of the charts in the PowerPoint presentations be provided to the Board as back-up at future meetings.

OPERATIONS DIVISION (Continued)

Las Vegas 51's, LLC
Lease Agreement
 Fifth Addendum
 (Bid #08-2056)

On December 11, 2007, the Board of Directors awarded Bid #08-2056 for the Cashman Field Scoreboard Renovation to *Young Electric Sign Company*. The approval of that expenditure was contingent on a new revenue share agreement on scoreboard revenues between the *Las Vegas 51's* and the LVCVA that was outlined in the December 2007 Agenda Item. Staff is asking for approval of the Agreement covering those terms.

Member Larry Brown disclosed that he works for the *Las Vegas 51's*, and will abstain from voting on this item.

Member James Gibson moved to: 1) Approve the Addendum to the *Las Vegas 51's, LLC Lease Agreement* regarding scoreboard revenue; and, 2) Authorize the President/CEO to execute the contract documents. The motion carried by the following vote:

Charles Bowling	Aye	Larry Brown	Abstained
Tom Collins	Aye		
James Gibson	Aye	Tom Jenkin	Absent
Oscar Goodman	Aye	Scott Nielson	Absent
Susan Holecheck	Aye	Mike Pacini	Absent
Kara Kelley	Aye	Andrew Pascal	Absent
Michael Montandon	Aye		
Rory Reid	Aye		
Keith Smith	Aye		

Cooperative Bid for
Reprographic
Services
 (Bid #08-2078)
 MPEP

The contract for reprographic services for the Master Plan Enhancement Program expires in March 2008. In an effort to obtain more competitive pricing, the Las Vegas Convention and Visitors Authority ("LVCVA") and the City of Las Vegas Purchasing Department entered into a cooperative bid. During the bid process, it was determined that each company had a different process for billing and that no industry standard exists. LVCVA's Project Development Department, the Program Manager (MWH) and the Master Architect (HNTB) provided specifications and estimated annual usage to develop scenarios as a means of comparison to determine the lowest, responsive and responsible bidder. Based on their specifications, bids were submitted from five companies, with *Consolidated Reprographics, Las Vegas, Nevada*, the most responsive and responsible bid.

Fiscal Impact:
 FY 2008/2009 Estimated Expenditure: \$200,000 (General Fund)

Member James Gibson moved and it was carried by unanimous vote of the members present to: 1) Award the Cooperative Bid for Reprographic Services to *Consolidated Reprographics, Las Vegas, Nevada* in the estimated amount of \$200,000; 2) Authorize the Director of Purchasing to execute the contract documents; and, 3) Authorize the Director of Purchasing to execute three additional 1-year contract extensions according to the bid documents, if mutually agreed.

OPERATIONS DIVISION (Continued)

Nevada Department
of Transportation
Project Funding
I-15 Express
Lane Project

The Nevada Department of Transportation (“NDOT”) requested funding for the “Express Lane Project” (Interstate-15 to Sahara Avenue), which utilizes the existing roadway widths and shoulder areas, with minor widening, to provide two express lanes in each direction in addition to the existing general purpose lanes, which would allow thru-traffic separate lanes that would flow better due to limited weaving movements and lane changes. The estimated cost of this project is \$45,000,000 with construction slated to begin in Summer 2008.

At the request of the Board of Directors at the February 12, 2008 meeting, Mr. Tom Skancke, President of *The Skancke Company, LTD* and the LVCVA’s Transportation Consultant, reviewed this request. He addressed the Board stating that he believes this project was wisely chosen and is the most pragmatic and practical project that can be done at this time. It is a complete systemic approach from the northwest part of the valley to the Interstate-215. He noted that the project is environmentally prepared at this juncture and is Nevada Environmental Protection Act (NEPA) complete. He said he believes that they have met their obligation and fulfilled the law under what the Legislative intent was for the Statute “to establish that the Interstate-15 Express Lane Project is essential to providing access for tourists to the recreational and tourism facilities in the County of Clark”.

Ms. Susan Martinovich, P.E., Director, Nevada Department of Transportation, presented a PowerPoint overview of some of the planned projects along the Interstate-15 Corridor that are projected to begin in Fall 2009, as well as a detailed review of this proposed Interstate-15 Express Lane Project slated to begin in Summer 2008.

Fiscal Impact:

FY 2009-2038: \$2,900,000 per year in debt service

Total Bond to be paid to the Nevada Department of Transportation: \$45,000,000

The Operations Division, in conjunction with the LVCVA’s Transportation consultant, recommended that the Board of Directors: 1) Establish that the Interstate-15 Express Lane Project is essential to providing access for tourists to the recreational and tourism facilities in the County of Clark; 2) Approve and authorize the funding of the Interstate-15 Express Lane Project through the Nevada Department of Transportation; and, 3) Authorize the President/CEO to execute the related documents.

Following the discussion, Member Michael Montandon moved and it was carried by unanimous vote of the members present to establish that the Interstate-15 Express Lane Project is essential to providing access for tourists to the recreational and tourism facilities in the County of Clark.

Member James Gibson moved and it was carried by unanimous vote of the members present to Authorize the President/CEO to execute the related documents.

It is the opinion of Legal Counsel Luke Puschnig that it is the Board’s intention in this motion to include: “Approval and authorization of the funding of the Interstate-15 Express Lane Project through the Nevada Department of Transportation.”

OPERATIONS DIVISION (Continued)

2008 Debt
Management
Commission Notice
Resolution
(Resolution 2008-35)

At the March 11, 2008 Board of Directors' Meeting, the Board authorized the Las Vegas Convention and Visitors Authority to go before the Debt Management Commission to consider the request to issue general obligation bonds. The Debt Management Commission is scheduled to meet on April 4, 2008 to approve the proposal for issuing bonds. The Vice President of Finance provided a summary of that meeting.

The next step in the process requires the Board of Directors to authorize the Las Vegas Convention and Visitors Authority to publish a Notice of Resolution of Intent and Notice of Public Hearing. The Notice of Resolution of Intent is to notify the public of the proposed bond issue. The public will then have 90 days to file a petition if they object to the proposal. The Notice of Public Hearing is scheduled for the May 12, 2008 Board of Directors' Meeting. Both notices will be published in the newspaper of general circulation on April 12, 2008. This action does not obligate the Las Vegas Convention and Visitors Authority to issue bonds.

Resolution No. 2008-35 reads:

A RESOLUTION OF INTENT, PROPOSING THE ISSUANCE OF AND AUTHORIZING THE PUBLICATION OF NOTICES RELATING TO GENERAL OBLIGATION (LIMITED TAX) TRANSPORTATION BONDS (ADDITIONALLY SECURED WITH PLEDGED REVENUES) OF CLARK COUNTY ACTING BY AND THROUGH THE LAS VEGAS CONVENTION AND VISITORS AUTHORITY FOR THE PURPOSE OF PROVIDING MONEY TO THE STATE DEPARTMENT OF TRANSPORTATION TO PAY FOR TRANSPORTATION PROJECTS IN THE COUNTY; AUTHORIZING THE VICE PRESIDENT OF FINANCE OR HER DESIGNEE TO ARRANGE FOR THE SALE OF SUCH GENERAL OBLIGATION BONDS; PROVIDING THE MANNER, FORM AND CONTENTS OF THE NOTICES THEREOF; RATIFYING ACTION HERETOFORE TAKEN NOT INCONSISTENT HEREWITH; PROVIDING OTHER MATTERS PROPERLY RELATED THERETO; AND PROVIDING THE EFFECTIVE DATE HEREOF.

Fiscal Impact:

None by this action.

The debt service on the bonds, when issued, will be paid from the LVCVA revenues.

Member James Gibson moved and it was carried by unanimous vote of the members present to adopt the 2008 Debt Management Commission Notice Resolution (Resolution No. 2008-35) relating to the issuance of up to \$300 million in general obligation bonds.

OPERATIONS DIVISION (Continued)

Appointment of
Financing Team for
Proposed Issuance
of General Obligation
Bonds

In conjunction with the proposed issuance of the 2008 General Obligation Bonds, a financing team (consisting of both legal and financial professionals) has been assembled to assist the Las Vegas Convention and Visitors Authority. The financing team recommended for appointment is as follows:

Bond/Disclosure
Council: *Swendseid & Stern, a member in Sherman & Howard, L.L.C.*

Financial Advisors: *Hobbs, Ong & Associates, Inc.*
And Public Financial Management, Inc.

The team will assist the LVCVA with the bond issuance, compliance with federal and state laws, and other matters attendant to the issuance of debt. The proposed financing team has extensive national, state and local experience in these areas.

An opportunity may arise to refund certain outstanding general obligation bonds in connection with the issuance of the transportation bonds. The financing team will also advise and assist with that endeavor.

Fiscal Impact:
Estimated \$75,000 - \$115,000 for bond/disclosure counsel; and,
\$98,750 for financial advisory services will be paid from bond proceeds.

Member Susan Holecheck noted that the contract stated "several years.." on one page, and "seven years.." on another page. She requested the contract be consistent and state "seven years".

With the requested change to the contract, Member James Gibson moved and it was carried by unanimous vote of the members present to: 1) Appoint Swendseid & Stern, a member in Sherman & Howard, L.L.C., as bond/disclosure counsel; and Hobbs, Ong & Associates, Inc. and Public Financial Management, Inc. as financial advisors for the proposed Las Vegas Convention and Visitors Authority issuance of general obligation bonds; and, 2) Authorize the President/CEO to execute the contract documents.

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 January 31, 2008* was presented to the Board for their review.

This is an information item. No Board action required.

EXECUTIVE DIVISION

LEGAL COUNSEL'S REPORT

Legal Counsel Luke Puschnig reported on the following two legal issues:

At the August 14, 2007 LVCVA Board of Directors' Meeting, the Board authorized the filing of a lawsuit against *Wager, Inc.* *Wager, Inc.* had filed applications with the United States Patent and Trademark Office in order to obtain trademark registrations for "What Happens Here, Stays Here" and "What Happens in Vegas, Stays in Vegas". After service of process was accomplished, *Wager, Inc.* sent the LVCVA an assignment of the potential marks. As such, the instant action that the LVCVA filed in Federal Court and the oppositions filed in the United States Patent and Trademark Office are going to be moot. Once the proper assignment has been filed, the Federal Court case will be dismissed without prejudice and the other related actions will be closed.

On February 29, 2008, two Constitutional Change Initiatives were filed with the Nevada Secretary of State Office. Both Initiatives seek to reallocate room taxes. LVCVA Legal Counsel will take the necessary steps to challenge the Initiatives.

LVCVA Legal Counsel has retained the law firm of *Brownstein, Hyatt, Farber & Schreck* to assist with the challenges.

LAS VEGAS EVENTS' REPORT

Mary Anne Beaman, Director of *Las Vegas Events*, informed the Board that *Las Vegas Events* is moving forward with discussions with the *PRCA*, *LVCVA*, and *R&R Partners* on the 50th Anniversary of the National Finals Rodeo this year.

Ms. Beaman briefly reviewed the survey results for events held in November-December 2007, and listed upcoming events to be held in March-April 2008.

This is an information item. No Board action required.

V. COMMITTEE REPORTS

AUDIT COMMITTEE REPORT

Committee Chairman Keith Smith reported that the Audit Committee met on February 12, 2008 and discussed the following issues:

Internal Audit Report

No Board Action Required.

Audit Committee Charter

No Board Action Required.

Selection of Independent Audit Firm

Nevada Revised Statutes specifies that the Board of Directors must designate an audit firm no later than three months before the close of the fiscal year for which the audit is to be performed. On May 8, 2007, the Board of Directors designated the firm of *Piercy, Bowler, Taylor & Kern* as the independent audit firm for a 5-year period with annual reappointment. Four years remain on that 5-year contract.

The Audit Committee reviewed this item and approved to recommend to the Board of Directors the reappointment of *Piercy, Bowler, Taylor & Kern* as the independent audit firm for fiscal year 2008 at a fee of \$36,850.

Members Larry Brown, Oscar Goodman, James Gibson Michael Montandon, and Rory Reid disclosed that they have used the firm of *Piercy, Bowler, Taylor & Kern* to handle financial reporting during their campaign for office, and that Legal Counsel has advised them that they can vote on this item.

Member Keith Smith moved and it was carried by unanimous vote of the members present to reappoint the firm of *Piercy, Bowler, Taylor & Kern* as the independent audit firm for fiscal year 2008 at a fee of \$36,850.

Investment Policy Changes

1. Replace the Senior Vice President of Operations with a member outside of the Operations Division on the LVCVA Investment Committee.
Upon approval by the Board, Senior Vice President of Marketing Terry Jicinsky has consented to serve on the Investment Committee, replacing the Senior Vice President of Operations.

The Audit Committee reviewed this item and approved to recommend approval to the Board of Directors.

Member Keith Smith moved and it was carried by unanimous vote of the members present to replace the Senior Vice President of Operations with a member outside of the Operations Division on the LVCVA Investment Committee.

2. Replace the Board of Directors with the Audit Committee as approvers of recommended changes to the investment policy, to allow for more detailed consideration.

The Audit Committee reviewed this request and determined they were comfortable with the policy the way it is written. No Board action is required on this item.

AUDIT COMMITTEE REPORT (Continued)

Investment Policy Changes (Continued)

3. Allow investments in securities with maturity dates of up to 5 years, to provide more flexibility, particularly with capital funds.

The Audit Committee reviewed this request and approved to recommend the Board of Directors approve this item with the added stipulation that it be limited to 10% of the investment balance.

Member Keith Smith moved and it was carried by unanimous vote of the members present to approve to allow investments in securities with maturity dates of up to five years, limited to 10% of the investment balance.

VI. DIRECTORS' COMMENTS

Chairman Oscar Goodman presented the Congressional Recognition Award to LVCVA President/ CEO Rossi Ralenkotter for 35 years of successful, creative and dynamic leadership at the LVCVA. Mr. Ralenkotter received a standing ovation for this recognition.

VII. COMMENTS FROM THE FLOOR BY THE PUBLIC

Mr. Jon Astor White, a resident of Las Vegas, had addressed the Board of Directors at the February 12, 2008 meeting to introduce his plan to produce a special television program: "Vegas Star Awards", which he is hoping will be aired in September. He said he wanted to introduce himself to the Board, and that he is hoping to bring the necessary paperwork for this project before the Board within the next couple of months.

VIII. ADJOURNMENT

There being no further business to come before the Board of Directors, Chairman Oscar Goodman adjourned the meeting at 10:40 a.m.

Respectfully submitted,

Date Approved: April 8, 2008

(s)
Carol Fergen
Executive Assistant to the Board

(s)
Oscar Goodman
Chairman