



CONVENTION AND VISITORS AUTHORITY

Policy Committee Meeting
June 29, 2006
Minutes

A Policy Committee meeting was held the 29th day of June 2006 in the Las Vegas Convention Center Board Room, 3150 Paradise Road, Las Vegas, Nevada. This meeting had been properly noticed and posted in compliance with the "Nevada Open Meeting Law."

CALL TO ORDER	The meeting was called to order at 2:00 p.m. On roll call the following committee members were present constituting a quorum of the committee thereof:
Committee Members in Attendance:	Charles Bowling Tom Jenkin Mike Pacini Oscar Goodman
Board Member in attendance in the audience:	Kara Kelley
LVCVA Staff in Attendance:	Rossi Ralenkotter, President/CEO E. James Gans, Sr. Vice President of Operations Terry Jicinsky, Sr. Vice President of Marketing Luke Puschnig, Legal Counsel

Election of Committee Chair	The first order of business was the election of a chair. <u>Member Tom Jenkin moved and it was carried by unanimous vote of the Committee members to elect Charles Bowling to serve as the Chair of the Policy Committee.</u> Charles Bowling assumed his position as Chair.
APPROVAL OF AGENDA	The June 29, 2006 agenda and the minutes of the March 14, 2006 and the April 11, 2006 Policy Committee meetings were in order for approval.
APPROVAL OF MINUTES	<u>Committee Member Oscar Goodman moved it was carried by unanimous vote of the Committee members to approve the June 29, 2006 Policy Committee Meeting Agenda, and the Minutes of the March 14, 2006 and April 11, 2006 Committee meetings as presented.</u>

RECREATIONAL
FACILITY CAPITAL
IMPROVEMENT
GRANT POLICY

Recreational Facility Capital Improvement Grants began in 1961 when the LVCVA was known as the "Fair and Recreation Board" at which time these Grants were originally intended for funding of recreational facilities. In 1967, the LVCVA Mission changed with greater emphasis on the promotion of tourism.

The Committee discussed possible changes to the current Recreational Facility Capital Improvement Grant Policy to reflect that the Committee would: 1) Define the criteria which supports the goal of tourism, and develop a process to assure accountability; 2) Review the proposals for the Grants once a year to determine the merits of the funded project; and, 3) In certain instances, determine the percentages funded.

Following the discussion, it was agreed that Staff would revise the Recreational Facility Capital Improvement Grant Policy to reflect the changes, and bring it back to the Committee at a future meeting for their review and possible action.

CHAMBER OF
COMMERCE
GRANT PROGRAM
POLICY

Chamber of Commerce Grants are intended for not-for-profit Chambers of Commerce in Clark County. The mission of the program is to promote tourism, and the funding can only be used to market, advertise and promote events and attractions that will increase tourism or extend visitors stay in Clark County.

The Committee discussed the need for a more pro-active role in the Grant process. They requested that the Grant Application be reworked to include what the Grant amount is going to be used for and what is expected to be accomplished. Further, the Committee agreed that there needs to be a follow-up process to insure accountability, and that the dollars spent were actually used on activities that promote tourism.

During comments from the floor by the public, Mr. Bill McClure from the Mesquite Area Chamber of Commerce addressed the Board asking that the Committee look at the smaller Chambers in the outlying areas, and that they be a little more flexible on the requirements for funding.

Also speaking from the floor by the public, Ms. Kara Kelley, President of the Las Vegas Chamber of Commerce, said she strongly agreed with the Committee that it be incumbent upon the Chambers to demonstrate what the Grant dollars were spent on and what the impact was on tourism.

Additionally, Ms. Kelley referred to the LVCVA website, and suggested that LVCVA Staff look into installing a program by which to track the reason people visit the website relative to the impact on tourism via the website.

Following the discussion, it was agreed that Staff would revise the Chamber of Commerce Grant Program Policy and the Grant Application to incorporate the Committee's changes, and bring this item back to the Committee for their review and possible action.

ANNUAL
RECREATION
GRANT POLICY

The Annual Recreational Grants began in early 1960 and were intended for the construction of recreational projects. There is a formula that is calculated and the funds are budgeted for based on the U.S. Census and then re-evaluated every ten years. The budgeted funds, currently \$1 million, are released to the entities annually.

The Committee requested that there be an annual request and evaluation process by the Policy Committee, that these funds be for new projects, and that follow-up procedures be incorporated into the process. This would require a new form and measurement.

Staff will revise the Annual Recreational Grants Policy and the Application to incorporate the Committee's requested changes, then bring this item back to the Committee for their review and possible action.

MATCHING GRANT
PROGRAM POLICY

The Matching Grant Program was established to promote tourism throughout Clark County, outside of the Strip and downtown Las Vegas areas. Applications are presented to the Board of Directors for review/approval in August of each year. Reimbursement for these programs would then come back to the LVCVA within the fiscal year of the program.

There was discussion on the criteria for these Grants, and the possibility of Las Vegas Events sponsorship for the programs. It was noted that the key difference was that the Matching Grant Program is for non-profit organizations, and that Las Vegas Events sponsors events held specifically in downtown Las Vegas or the Strip area.

Further discussion included the need to specify that the events under the Matching Grant Program have some tourism promotion element, and that the maximum amount of available funds for each event is clearly defined on the application.

Staff will revise the Matching Grant Program Policy and Application Form with the Committee's requested changes and bring this item back to the Committee for review and/or action.

RESPONSIBILITIES
OF BOARD
MEMBERS/BOARD
COMMITTEES
(POLICY 1:04)

The Board has three committees. The Audit Committee, which has five members; the Compensation Committee, with three members; and the Policy Committee has four members. Additionally, Las Vegas Events has two representatives on their Board of Directors from the LVCVA Board of Directors.

The committee discussed the make-up of the Las Vegas Events Board, and Member Charles Bowling recommended that the LVCVA Board of Directors be represented by an elected official and a non-elected official on the Las Vegas Events Board.

The Committee also requested that Staff look into how the Las Vegas Events Board member appointments are determined, and that the Committee evaluate and determine what role, if any, the Committee should play in modifying it.

Staff will perform due diligence on this item and bring it back to the Committee for further discussion and/or action.

PRESIDENT/CEO'S
APPROVAL
AUTHORITY

There had been a request by a member of the Board of Directors to increase the President/CEO's approval authority. The Committee members agreed that an increase in signing authority was necessary due to the size of the facility and to help expedite administrative decisions at the LVCVA. This increased approval authority would include sole source purchases, and the President/CEO would submit an informational report on a quarterly basis to the Board of Directors. This report would not be publicly disclosed unless there was a need to do so.

Following the discussion, Committee Member Tom Jenkin moved and it was carried by unanimous vote of the Committee members to increase the President/CEO's approval authority to \$100,000, including sole source, and that a quarterly report be submitted to the Board of Directors. The Committee will recommend approval of this policy change the full Board of Directors at the August 8, 2006 meeting.

TRADEMARKS AND
INTELLECTUAL
PROPERTY
MANAGEMENT

In October 2005, Legal Counsel's office was charged with the responsibility to manage all intellectual property owned by the LVCVA. After substantial discussions and adjustments, an internal policy was adopted wherein the LVCVA would protect its trademarks when third party use is detrimental to the destination or the LVCVA's advertising campaign.

Additionally, as a marketing organization, the LVCVA and its partners seek to extend the brand into other avenues of advertising in order to maximize the brand exposure. One of those methods is the use of integrated promotions. An integrated promotion is where a television producer or a producer of an advertisement seeks to use the LVCVA trademark under certain circumstances. These requests are very limited licenses for very limited uses. These license requests would require approval within a couple of days from the request, and therefore, a change to the Policy would be needed to allow the LVCVA to participate in these integrated promotional opportunities.

The Committee expressed concerns on both sides of the issue of whether or not to aggressively protect the brand at great expense, or to allow others to use the brand in a variety of ways and purposes over time. It was the consensus of the Committee that not protecting the use of the brand could diminish it, and that they need to be very careful to protect it.

Following the discussion, Member Tom Jenkin moved and it was carried by unanimous vote of the Committee members to make the necessary changes to the Policy to allow the President/CEO to approve licenses of the LVCVA's intellectual property for integrated promotions. The Committee will recommend approval to the full Board of Directors at the August 8, 2006 meeting.

STANDING
MEETING DATE IN
MARCH EACH
YEAR.

Staff recommended that the Policy Committee set an annual meeting date for the month of March each year to review and/or take action on the LVCVA Policies.

Member Mike Pacini moved and it was carried by unanimous vote of the Committee members to approve a standing meeting date for the Policy Committee in March of each year.

DIRECTORS'
COMMENTS

Member Oscar Goodman spoke of the untimely death of Manual J. Cortez, and reminded everyone of the fine work he did for the Las Vegas destination and the LVCVA, and asked for a moment of silence in his honor.

Member Mike Pacini referred to the comments of Mr. Bill McClure from the Mesquite Area Chamber of Commerce, and asked that the Committee not tailor itself into a box, and out of helping other people.

President Rossi Ralenkotter said that Staff would take all the history dealing with the different grants and programs and see how it has worked in the past, and how it becomes a part of the new policies.

ADJOURNMENT

Committee Chairman Charles Bowling adjourned the meeting at 3:22 p.m.

Respectfully submitted,

Date Approved: December 12, 2006

(s)

Carol Fergen
Executive Assistant to the Board

(s)

Charles Bowling
Committee Chairman