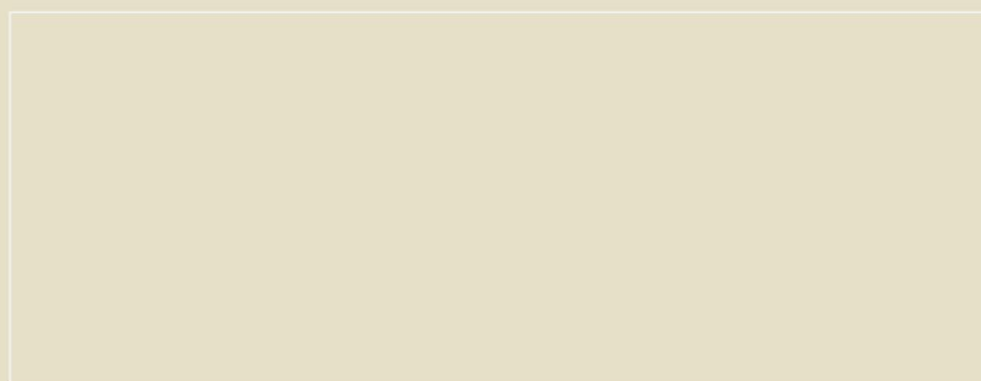




OFFICIAL PUBLICATION OF THE LAS VEGAS CONVENTION AND VISITORS AUTHORITY

REGULAR MEETING OF THE
Compensation Committee
TUESDAY, AUGUST 14, 2018 • LAS VEGAS CONVENTION CENTER



LVCVA.COM



Board of Directors



LAWRENCE WEEKLY

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Commissioner
Clark County
Commission Office



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President and CEO
Las Vegas Metro
Chamber of Commerce



MAURICE WOODEN

President
Wynn and Encore



NOTICE OF PUBLIC MEETING

COMPENSATION COMMITTEE MEETING

**TUESDAY, AUGUST 14, 2018
8:00 A.M.**

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

Compensation Committee:

Mr. Maurice Wooden, Chair
Ms. Mary Beth Sewald, Vice Chair
Mr. Chuck Bowling
Commissioner Larry Brown
Mr. Tom Jenkin
Mr. Bill Noonan
Commissioner Lawrence Weekly

THIS MEETING IS IN COMPLIANCE WITH THE NEVADA OPEN MEETING LAW
AND HAS BEEN 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

City Hall, City of Las Vegas
495 South Main Street, Las Vegas, NV 89101

Clark County Government Center
500 South Grand Central Parkway, Las Vegas, NV 89155

Clark County Law Library
309 South 3rd Street, Las Vegas, NV 89101

Grant Sawyer State Office Building
555 E Washington Avenue, Las Vegas, NV 89101

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

*ITEMS ON THE AGENDA ARE FOR POSSIBLE ACTION BY THE COMMITTEE,
UNLESS STATED OTHERWISE.
ITEMS MAY BE TAKEN OUT OF ORDER.
ITEMS MAY BE COMBINED FOR CONSIDERATION.
ITEMS MAY BE REMOVED FROM THE AGENDA OR DELAYED AT ANY TIME.*

AGENDA

OPENING CEREMONIES

Call to Order

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. If you wish to speak to the Board of Directors 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 AND MUST PERTAIN TO AGENDA ITEMS ON THIS AGENDA.

APPROVAL OF AGENDA

Approval of, including in this Agenda, the consideration of tabled and/or reconsideration items.
For possible action.

Approval of this Agenda after adding emergency items/deleting items.
For possible action.

Approval of the Minutes from February 13, 2018, Compensation Committee Meeting.
For possible action.

STAFF REPORTS - DISCUSSION AND POSSIBLE ACTION

A. Legal Counsel's Annual Performance Evaluation

The General Government Division is requesting the Compensation Committee: 1) Render Legal Counsel's annual evaluation and approve his goals for fiscal year 2019; 2) Evaluate any increase in base salary for Legal Counsel for fiscal year 2019; 3) Consider any bonus for Legal Counsel for fiscal year 2018; and 4) Make the appropriate recommendation to the Board of Directors.

For possible action.

B. Chief Executive Officer's Annual Performance Evaluation

The General Government Division is requesting the Compensation Committee: 1) Conduct the Chief Executive Officer's (CEO's) annual evaluation; 2) Establish the CEO's bonus for fiscal year 2018; and 3) Make the appropriate recommendation to the Board of Directors.

For possible action.

SET NEXT MEETING DATE

The next Compensation Committee meeting will be at the call of the Chair.

DIRECTORS' RECOGNITION

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. If you wish to speak to the Committee 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 of Directors' 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 of Directors may permit the filing of noncomplying [sic] written remarks, documents, and related exhibits pursuant to NRS 241.035(1)(e).

Board of Directors' 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 Christal Harrison in the Board Office at: 702-892-7522.

Members of the Board may participate in this meeting via telephone conference call. The general public may listen to the conference call at the above-referenced meeting location.

For information or questions regarding this agenda please contact:
Christal Harrison, Assistant to the Board of Directors
3150 Paradise Road, Las Vegas, Nevada 89109
702-892-7522 or charrison@lvcva.com

MINUTES
Compensation Committee
February 13, 2018



COMPENSATION COMMITTEE MEETING
February 13, 2018
Minutes

The Compensation Committee Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority (LVCVA) was held on February 13, 2018, 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.

Compensation Committee Members:

Present unless otherwise noted

Mr. Chuck Bowling
Commissioner Larry Brown
Mr. Tom Jenkin
Mr. Bill Noonan
Ms. Mary Beth Sewald
Commissioner Lawrence Weekly
Mr. Maurice Wooden

LVCVA Executive Staff in Attendance

Rossi Ralenkotter, CEO
Steve Hill, President/COO
Ed Finger, Chief Financial Officer
Barbara Bolender, Chief People Officer
Jacqueline Peterson, Chief Communications & Public Affairs Officer
Cathy Tull, Chief Marketing Officer
Terry Jicinsky, Senior Vice President of Operations
Luke Puschnig, Esq., CEM, Legal Counsel

OPENING CEREMONIES

Member Tom Jenkin called the meeting to order at 8:35 a.m.

FLAG SALUTE The Pledge of Allegiance was performed.

Member Maurice Wooden entered the meeting at 8:36 a.m.

COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no comments from the floor by the public.

**APPROVAL OF
THE AGENDA**

Member Bill Noonan moved and it was carried by unanimous vote of the voting members present to approve the February 13, 2018, Compensation Committee Meeting agenda.

STAFF REPORTS – DISCUSSION AND POSSIBLE ACTION

ITEM A. **Compensation Committee Officers and Charter**

Luke Puschnig, Legal Counsel, recommended to the Compensation Committee of the Board of Directors to nominate and elect a Committee Chair and Vice Chair and adopt the Compensation Committee Charter as presented.

Member Chuck Bowling nominated Member Maurice Wooden as Chair of the Compensation Committee.

Member Chuck Bowling moved and it was carried by unanimous vote of the voting members present, to nominate and elect Member Maurice Wooden as Chair of the Compensation Committee.

Member Lawrence Weekly nominated Member Mary Beth Sewald as Vice Chair of the Compensation Committee.

Member Lawrence Weekly moved and it was carried by unanimous vote of the voting members present, to nominate and elect Member Mary Beth Sewald as Vice Chair of the Compensation Committee.

Member Bill Noonan moved and it was carried by unanimous vote of the voting members present, to adopt the new and modified Compensation Committee Charter.

SET NEXT MEETING DATE

Chair Maurice Wooden inquired about frequency of Compensation Committee meetings.

Member Chuck Bowling stated that the Compensation Committee typically meets at the end of the fiscal year for the annual reviews of Legal Counsel and the Chief Executive Officer.

The next Compensation Committee will be at the call of the Chair.

DIRECTORS' RECOGNITION

Vice Chair Mary Beth Sewald expressed her appreciation to be in attendance.

The Committee Members congratulated Chair Maurice Wooden.

Member Lawrence Weekly thanked Member Chuck Bowling for his contributions during his time as Chair.

Member Chuck Bowling said that he looked forward to continuing with the pay-for-performance compensation model.

Chair Wooden expressed his appreciation for the opportunity to serve as Chair and said that he looked forward to working with the Committee in the future.

COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no comments from the floor by the public.

ADJOURNMENT

Chair Maurice Wooden adjourned the meeting at 8:41 a.m.


Respectfully submitted,

Date Approved: August 14, 2018

Christal Harrison
Assistant to the Board of Directors

Maurice Wooden
Compensation Committee Chair

**LAS VEGAS CONVENTION AND VISITORS AUTHORITY
 COMPENSATION COMMITTEE MEETING
 AGENDA DOCUMENTATION**

MEETING DATE:	AUGUST 14, 2018	ITEM A
TO:	COMPENSATION COMMITTEE	
FROM:	LUKE PUSCHNIG LEGAL COUNSEL	
SUBJECT:	LEGAL COUNSEL'S ANNUAL PERFORMANCE EVALUATION	

RECOMMENDATION

The General Government Division is requesting the Compensation Committee: 1) Render Legal Counsel's annual evaluation and approve his goals for fiscal year 2019; 2) Evaluate any increase in base salary for Legal Counsel for fiscal year 2019; 3) Consider any bonus for Legal Counsel for fiscal year 2018; and 4) Make the appropriate recommendation to the Board of Directors.

For possible action.

FISCAL IMPACT

FY 2019: To be determined



**ROSSI RALENKOTTER
 CHIEF EXECUTIVE OFFICER**

COMMITTEE ACTION:	
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PURPOSE AND BACKGROUND

Under the provisions of Board of Directors' Policy, Article III, Policy 3.03, Compensation and Evaluation of Legal Counsel, the Committee needs to render an evaluation of Legal Counsel's performance and accomplishment of goals during the period July 1, 2017 through June 30, 2018.


Legal Counsel Luke Puschnig will submit his self-evaluation including back-up material that could be useful to the Committee in evaluating his performance and accomplishment of goals. The Committee will then evaluate Legal Counsel's performance and accomplishment of goals and make its recommendation regarding base salary increase (if any) and bonus (if any) to the Board of Directors at their August 14, 2018 Board of Directors' meeting for action.

**Las Vegas Convention and Visitors Authority
Convention Center
Las Vegas, NV**

MEMORANDUM

DATE: JUNE 30, 2018

TO: COMPENSATION COMMITTEE OF
THE BOARD OF DIRECTORS

FROM: LUKE PUSCHNIG, ESQ. 
LEGAL COUNSEL

SUBJECT: EVALUATION

I would like you to consider the following during my evaluation:

During the last fiscal year, the Legal Office was responsible for keeping legal issues from negatively impacting the LVCVA budget.

LVCCD: A large portion of my time was taken up with the drafting and vetting the CMAR construction contract and the process to select the CMAR. The process was challenging and required work beyond the normal construction agreement. As a result of certain circumstances, we had to be extra careful and make sure that the CMAR process was “bulletproof”. There were other contracts (Cordell and the architect primarily) that had to be drafted and coordinated.

One of my duties is to coordinate certain Risk Management functions. Pursuant to my goals, I had an outside attorney review our professional services agreement forms and lease forms. We made nearly all of the changes which were recommended by outside counsel. In addition, it became apparent that we had a lot of business forms that had legal language on them. I obtained a copy of each form and reviewed, and sometimes revised, the legal and functional language of each form.

I have tracked the 2018 legislative interim session and produced recommendations for staff and Board members.

The acquisition of insurance last year was difficult and time consuming but worth it. The LVCVA obtained required insurance. We kept within budget and provided more than adequate insurance coverage for the LVCVA’s operations. We have performed the work necessary to continue with property insurance coverage from FM Global. We also obtained the appropriate amount of insurance for the LVCCD.

I attended Expo-Expo in San Antonio in December of 2017. I also attended a number of other events on behalf of the LVCVA.

Our legal office provided support for the LVCVA's local government lobbying efforts. Included in these efforts is the tracking of various issues, redrafting ordinances and contracts, obtaining permits, review of impacts on LVCVA operations and making necessary changes to LVCVA operations. In addition, I provided support for the federal lobbying activities related to the most recent federal tax bill.

Projects: I finalized the Cashman agreement, the Las Vegas Lights Agreement and the Baseball Stadium Agreement during the previous year. I drafted/implemented the new Board training as required by modified Board Policies. I was part of the team that obtained over \$1,000,000 in reimbursement from the Nevada Department of Environmental Protection.

On the litigation end: In an effort to keep the costs down, insurance and otherwise, the Legal Office maintains over 300+ active claims and handles the actions prior to litigation. I also had the responsibility to oversee litigation cases and also handled (until recently) workers' compensation appeals.

In addition, I would like to point out that I continue to do pro-bono arbitrations for the Eighth Judicial District Court and I continue to be the Chair of the Southern Nevada (attorney) Disciplinary Board for the State Bar of Nevada.

On the contract end: Annually, on the average the Legal Office reviews and provides recommendations regarding an estimated 2,000 contracts/leases and requests. Some of these contracts may require simple review while others need to be drafted or redrafted.

GOALS AND OBJECTIVES

FISCAL YEAR 2018

**LUKE PUSCHNIG
LEGAL COUNSEL**

July 1, 2017 to June 30, 2018

I am submitting the attached fiscal year 2018 goals and objectives for my position. It should be noted that some of these goals are short-term (one year) while others have multiple-year applications. These goals are in addition to my daily core tasks.

Goal 1: Continue the review all legal aspects of the Las Vegas Convention Center District, including coordination of the construction bid process and contracting.

Goal 2: By March 1, 2018, coordinate review of current lease and other lease related documents with outside counsel and formulate changes for consideration by the President/CEO.

Goal 3: By March 1, 2018, coordinate review of professional services and other form agreements by outside counsel and make necessary changes to the form agreements.

Goal 4: Track and participate in the interim legislative process during the 2017 2018. This is an ongoing objective.

Goal 5: By August 1, 2017, investigate, obtain and continually evaluate the appropriate amount and scope of insurance for the LVCVA within the budget. Adjust all claims made by third parties and report the status of such claims to the Chair of the Board of Directors on a quarterly basis.

Goal 6: If funding is available, participate in the International Association of Exhibitions and Events Expo-Expo program in December of 2017. This program will enhance my ability to support the LVCVA's goals.

Goal 7: If funding is available, participate in industry activities related to legal aspects of the travel industry and/or risk management for public agencies. During the fiscal year, attend two (2) meetings and/or seminars sponsored by associations that provide information about the legal aspects of the travel industry and/or risk management for public agencies.

GOALS AND OBJECTIVES

FISCAL YEAR 2019

LUKE PUSCHNIG LEGAL COUNSEL

July 1, 2018 to June 30, 2019

I am submitting the attached fiscal year 2019 goals and objectives for my position. It should be noted that some of these goals are short-term (one year) while others have multiple-year applications. These goals are in addition to my daily core tasks.

Goal 1: Continue the review and draft all legal aspects of the Las Vegas Convention Center District, including continuing work on the required construction contracts.


Goal 2: By March 1, 2019, coordinate review of insurance policies and negotiate with insurance companies to make changes pursuant to that review.

Goal 3: Track and participate in the legislative process during the 2019 Legislative session.

Goal 4: By August 1, 2018, investigate, obtain and continually evaluate the appropriate amount and scope of insurance for the LVCVA within the budget. Adjust all claims made by third parties and report the status of such claims to the Chair of the Board of Directors on a quarterly basis.

Goal 5: If funding is available, participate in industry activities related to legal aspects of the travel industry and/or risk management for public agencies. During the fiscal year, attend two (2) meetings and/or seminars sponsored by associations that provide information about the legal aspects of the travel industry and/or risk management for public agencies.

**LAS VEGAS CONVENTION AND VISITORS AUTHORITY
 COMPENSATION COMMITTEE MEETING
 AGENDA DOCUMENTATION**

MEETING DATE:	AUGUST 14, 2018	ITEM B
TO:	COMPENSATION COMMITTEE	
FROM:	LUKE PUSCHNIG LEGAL COUNSEL	
SUBJECT:	CHIEF EXECUTIVE OFFICER'S ANNUAL PERFORMANCE EVALUATION	

RECOMMENDATION

The General Government Division is requesting the Compensation Committee: 1) Conduct the Chief Executive Officer's (CEO's) annual evaluation; 2) Establish the CEO's bonus for fiscal year 2018; and 3) Make the appropriate recommendation to the Board of Directors.

For possible action.

FISCAL IMPACT

FY 2019: To be determined



**ROSSI RALENKOTTER
 CHIEF EXECUTIVE OFFICER**

COMMITTEE ACTION:	
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PURPOSE AND BACKGROUND

Under the provisions of Board of Directors' Policy, Article II, the Compensation Committee shall evaluate the CEO's performance for fiscal year 2018 (July 1, 2017 to June 30, 2018).

CEO Rossi Ralenkotter will submit his self-evaluation including back-up material that could be useful to the Committee in evaluating his performance and accomplishment of goals. The Committee will then evaluate the CEO's performance and accomplishment of goals, and make its recommendation for a bonus to the Board of Directors at their August 14, 2018, Board of Directors' meeting for action.



Las Vegas Convention and Visitors Authority
MEMORANDUM

Date: August 7, 2018

To: LVCVA Board of Directors Compensation Committee:
Maurice Wooden
Mary Beth Sewald
Chuck Bowling
Commissioner Larry Brown
Tom Jenkin
Bill Noonan
Commissioner Lawrence Weekly

From: Rossi Ralenkotter

Re: FY 17/18 Goals and Accomplishments

Please see attached FY 17/18 Goals and Accomplishments.

A handwritten signature in blue ink that reads "Rossi".

c: Councilwoman Michele Fiore
Mayor Carolyn Goodman
Mayor Pro Tem Peggy Leavitt
Gregory Lee
Mayor John Lee
Councilman John Marz
Councilman George Rapson

Rossi Ralenkotter
FY 17/18 Goals and Accomplishments

ORGANIZATIONAL LEADERSHIP

- I. Continue to identify and develop new leadership, strengthening the organization and preparing the next generation of leadership.
 - a. Placed Steve Hill as President/COO, thus completing the C-suite
 - b. Placed Alan Moorhead as VP of Internal Audit

CORPORATE GOVERNANCE AND COMMUNICATION

- I. Deploy “Making Vegas Happen” internal culture program to ensure effective communication within the organization, build trust, drive employee engagement, advance workflow and increase overall productivity.
 - a. Making Vegas Happen program was rolled out; key principles were identified; enhanced internal branding and communication.
- II. Implement effective approaches to ensure productive interaction and communication to stakeholders, board members and management regarding the organization’s performance. Expand physical and cyber security performance and protection through various technology, training and physical security assessments to ensure readiness of frontline staff and first responders.
 - a. Developed a unified global campaign, provided crisis response guidance and messaging to resort partners and key community stakeholders during the October 1 tragedy; monitored media coverage, ensuring accurate coverage of the aftermath of the incident.
 - b. Coordinated with Clark County officials to set up and communicate efforts surrounding the Family Assistance Center.
 - c. Developed multiple press events to provide information on services as well as providing accurate messaging. This effort has been globally and locally recognized as a tremendous undertaking to have the entire destination speak with one voice in an incredibly moving effort that helped heal the community and demonstrated to the world that Las Vegas is a real community.
 - d. Instituted a strategy of regular communication to provide updates on successful activations in domestic public relations, sports marketing public relations and airline development activations.
 - e. Launched a proactive approach to reach people in Southern Nevada and across the country to clearly communicate the impact of the LVCVA and the broader travel and tourism industry has on the Southern Nevada community.
 - i. “Talking Tourism” segments on Channel 8
 - ii. Placement of stories in the Sun, AP, CNBC
 - iii. Launched LVCVA impact
 - iv. Increased direct messaging to industry leaders

- f. Implementation of cyber security measures including email protection service; procurement of next generation firewall system; deployment of high resolution emergency video phones; significant training on prevention, protection and awareness relating to malicious email.
- g. Expanded video surveillance equipment and access control throughout campus.
- h. Introduced BioWatch technology, used to detect the release of pathogens into the air as part of a terrorist attack, to the Las Vegas Convention Center (LVCC).

INNOVATION AND CONTINUOUS IMPROVEMENT

- i. Welcome 43.2 million visitors in calendar year 2017. Increase first-time visitation utilizing needs-based segmentation, introduce new website that inspires and educates potential visitors, expand sports marketing and special events initiatives, increase business travel by highlighting expanding meeting and exhibition space, and ensure Las Vegas remains culturally relevant by evolving marketing efforts that resonate with an increasingly diverse consumer landscape. Explore and illuminate expanded data resources to drive insights; guide industry research at the national level for the benefit of Southern Nevada tourism.
 - a. Launched VisitLasVegas.com, a new consumer responsive designed website replacing our e-commerce partnership with LasVegas.com; redesigned VegasMeansBusiness.com, our business website with new assets and content for meeting planners, trade show executives, C-suite executives and show attendees.
 - b. Exceeded 1,000 participants in the educational Familiarization Program which brings international travel professionals to Las Vegas.
 - c. Increased YOY growth on all Las Vegas and LVCVA social media channels, both domestic and international. The Digital Engagement team hosted 30 international social media influencers that curated 296 posts about Las Vegas, garnering over 121 million impressions and nearly 2 million engagements. The team also executed 13 activations in international markets including China, Japan, Germany, Brazil, London and Belgium.
 - d. Through international media missions and trade shows, the international PR team met with more than 275 international journalists and bloggers from ten countries, including Mexico, India, France, Spain, Australia, Ireland, New Zealand, United Kingdom, Brazil and Germany. In addition, the team brought more than 150 international journalists and bloggers from more than 15 countries to the destination.
 - e. Introduced new trade show booth technology in five additional countries, allowing resort partners to engage with travel facilitators and buyers in an interactive setting.

- f. Implemented iPlan, a new cloud based event planning software program used for event setup, allowing convention service managers, show producers and in-house partners to produce and store layouts for meeting rooms, exhibit halls and parking lots.
 - g. Facilitated new green initiatives with community groups such as Greenourplanet.org to garner support for waste and/or product collection benefitting local schools' gardening projects and saving show exhibitors costs by reducing freight and/or waste charges. Facilitated a gardening tool donation from the National Hardware Show that resulted in new gardens at 15 schools around the Las Vegas Valley.
 - h. Successfully bid and awarded as the host destination for the International Association of Exhibitions and Events (IAEE) Expo! Expo! Annual meeting and exhibition in Las Vegas (December 2019), GTM West (2019), and the American Society of Association Executives Annual Meeting (August 2020).
 - i. Hosted the Society of Independent Show Organizers (SISO) CEO Summit, Travel Leaders Network, Travel Agent Forum, Signature Travel Network and GTM West.
 - j. Continued to broaden perceptions of weddings through content and media programs through the interlocal agreement with Clark County. The program received 31.5 million impressions, 2 million video views and 2.8 engagements between July 2017 – March 2018.
 - k. Debuted the first and only destination virtual reality art program, *Vegas, Alter Your Reality* (VAYR) during Miami Art Week, resulting in 232 placements, 11.9 million impressions and a publicity value of \$2.6 million. Drove momentum for the project by activating in Brazil, United Kingdom and Canada.
 - l. Developed the Sports PR Executive Committee, featuring representatives from all sports teams, venues and events in Las Vegas to develop a unified and expanded presence in the sports event marketing arena, allowing the destination to bid on first time sporting events such as the Super Bowl, NFL Draft, World Cup, etc.
 - m. Worked with the Governor to identify the need for a Sports Commission to explore funding mechanisms enabling the destination to host major sports related special events and develop messaging promoting Las Vegas as a sports destination. As a result, the Southern Nevada Sporting Event Committee was created. The LVCVA was appointed two seats on the committee.
- II. Project Time Off- External Reach
- a. In its second year, the LVCVA continued to support the U.S. Travel Association's (USTA's) annual Project Time Off: National Plan for Vacation Day, a day devoted to encouraging Americans to use their paid time off by planning their trips at the beginning of the year, with a holistic approach including internal, local and national outreach. The LVCVA collaborated

with resort, entertainment and airline partners producing a promotional video that achieved more than 14.5 million impressions across media and social channels. The USTA acknowledged the extensive impact of the LVCVA's participation that included coverage in numerous national media outlets. Additionally, the LVCVA engaged the community through efforts with the Metro Chamber and various municipalities along with media partners including a promotional giveaway to an extended destination within Southern Nevada on the local NBC affiliate. Furthermore, a similar activation was implemented educating internal LVCVA team members regarding the national effort.

- III. Project Time Off- Internal Reach and employee engagement
 - a. In the weeks prior to National Plan for Vacation Day, the Project Time Off resource videos featuring Samantha Brown were used to announce the national event internally and to encourage the LVCVA ambassadors' participation. The video shorts provided statistical data of how many vacation days were forfeited each year due to lack of planning in hopes to grab attention. To keep interest going, a short survey was created to ask the team their thoughts on the importance of taking time away from work and if any internal barriers existed within the organization. The overall survey results were positive and indicated many of our ambassadors understood the importance of taking time away from work. Ambassadors were enticed even further with a raffle at the employee town hall giving four lucky participants a stay at an extended partner resort for their own vacation.

CUSTOMER SATISFACTION AND CONFIDENCE

- I. Research and explore opportunities to increase visitation to Downtown and extended destinations.
 - a. Partnered with Fremont Street Experience and the City of Las Vegas to devise a strategy to finance upgrades to the Fremont Street Experience Canopy.
 - b. The Research Center shared exploratory research with Downtown Stakeholders that highlighted perceptions of the Downtown Las Vegas area and uncovered opportunities to increase interest and appeal of the area.
- II. Identify and transition to a new catering and concession service model that improves client satisfaction and addresses emerging trends in the industry.
 - a. Successful completion of a new and modernized food and beverage concession operation allowed us to offer an expanded selection of meal options including healthier choices to meet the dietary needs of many of our customers.
- III. Enhance partnerships, outreach and service delivery by collaborating with other public assembly venues.

- a. Continued to foster relationships and build rapport within the resort community through site visits, which help us evaluate operations and processes, ensuring a competitive edge.
- b. Hosted Clark County's Integrated Emergency Management Course (IEMC), focusing on how agencies respond to multi-site coordinated terrorist attacks.

ADVOCACY

- I. Navigate global issues to sustain and grow international visitation. Serve as board member for Brand USA and participate in marketing and research committees, continue advocacy to sustain and increase federal funding for the Survey of International Travel, conduct primary research to determine the relevancy of the brand in China and other markets.
 - a. Advocacy efforts led to lobbying for appropriate language in the tax bill that ultimately saved \$28 million for the LVCVA.
- II. Create new airline development strategies to grow markets and maintain current air service through the involvement of resort industry stakeholder participation.
 - a. Increased total Las Vegas seat capacity by 1.7%; domestic capacity increased 1.8% while international was up 1.3%. The estimated annualized overall economic impact of increased air service for FY18 is \$1.1 billion. Increased capacity enabled more carrier competition into Las Vegas allowing for record passenger numbers at McCarran International Airport, making 2017 the busiest year in the airport's 70-year history.
 - b. Fifteen markets saw new airline entrants or significant capacity increases by existing airlines, representing more than 139,000 new inbound international seats.
 - c. Secured the first nonstop service from Sao Paulo, Brazil by LATAM airlines.
 - d. Domestically, air service continued to grow with 19 markets receiving new airline service to Las Vegas and 50 markets gaining significant capacity increases, representing more than 1,220,000 new inbound domestic seats.
- III. Completed first year on the Board of Directors for Brand USA, continued to serve on the USTA Board of Directors, Inaugural Chair of the U.S. Department of Transportation's National Advisory Committee on Tourism Infrastructure (NACTTI) and Chair of the Las Vegas Transportation Steering Committee.
- IV. Worked with the Nevada Congressional Delegation, USTA and Brand USA to achieve sustained funding of the Survey of International Air Travelers (SIAT).

FACILITY INFRASTRUCTURE DEVELOPMENT

- I. Craft research to support the design phase of the project, including feedback from employees and industry thought leaders to steer design ideas.
 - a. Created the Las Vegas Convention Center District (LVCCD) Evaluation Team to review qualifications and proposals from design teams for the

Phase Two Expansion projects. Team included LVCVA key staff, a member of the Governor's Oversight Panel, a member of the LVCCD Committee (LVCVA sub-committee) and a third-party consultant with experience in large public agency building construction.

- b. Solicited design approach proposals from regional and national architects and engineers for the design of the Phase Two Expansion project.
 - c. Instituted the LVCVA's inclusion program of Minority Owned, Women Owned and Veteran Owned business enterprises for the design and construction of Phase Two and Phase Three projects.
 - d. Reviewed qualifications and proposals from potential architectural design teams and held a design competition to determine the best candidate team to design the Phase Two Expansion project.
 - e. Negotiated and executed a professional services agreement with TVS/Design Las Vegas as the design team for the Phase Two Expansion project.
 - f. The joint venture team of Turner Construction Company/Martin Harris Construction was selected by the LVCVA Board of Directors as the CMAR of the Phase Two Expansion project.
 - g. Schematic design of Phase Two Expansion project completed and presented to a joint meeting of the Governor's Oversight Panel and the LVCCD Committee.
 - h. Acquisition of adjacent land area to the west of the site for the Phase Two Expansion project approved by LVCVA Board of Directors.
- II. Update and rollout phase two marketing plan initiatives for the LVCCD, including communications efforts with building customers and business visitors.
- a. Crafted a communication plan for all stakeholders and developed tools and messaging surrounding various events, including the design competition, groundbreaking, image release and more.
 - b. Revamped and improved LVCCD website.
- III. Continue F&B transition to implement new products and concepts and begin \$16 million capital investment upgrades and other initiatives to work in concert with the expanded and renovated facility.
- a. Successfully managed \$16 million in capital upgrades to Luckys/Aces by Centerplate. Construction to the public areas was on budget and completed in time for SEMA 2017.
 - b. Installed a double-sided, 40 foot LED digital signage in the Las Vegas Convention Center's grand lobby in time for CES 2018.
- IV. Explored new technologies in transportation solutions for the convention attendees at the LVCC. Partnered with Keolis and NAVYA to launch a pilot program showcasing autonomous shuttle options for the movement of people

- around the campus. Debuted this technology at the MAGIC convention in February 2018. Over 1,500 convention attendees rode the shuttle over three days.
- V. Conducted a series of focus groups with customers, business partners and transportation experts and our architects to gain valuable input and feedback during our design phase of the LVCCD expansion project.
 - VI. Celebrated the historic ceremonial LVCCD groundbreaking on January 8, 2018. This momentous event brought together community and business leaders, including Nevada Governor Brian Sandoval, Clark County Commissioners Steve Sisolak and Lawrence Weekly, Las Vegas Mayor Carolyn Goodman, and Consumer Technology Association President and CEO Gary Shapiro. The LVCCD expansion and renovation is one of the most critical projects for the future of our destination since the construction of the original facility in 1959. The project is expected to support nearly 14,000 construction jobs and nearly 7,800 full-time permanent jobs upon completion. The project will generate an additional \$2.1 billion in economic activity during construction and upon completion will have an annual incremental economic impact of \$810 million while attracting more than 600,000 additional visitors each year.

FINANCIAL MANAGEMENT

- I. Provide for normal, ongoing operating expenditures associated with core program services, monitor long-term financial commitments to ensure stability of operations while also providing flexibility to react to the economic environment.
 - a. Refunded two series of bonds, achieving over \$28 million in cash flow savings.
 - b. Negotiated longevity out of Collective Bargaining Agreement. Eliminating this antiquated benefit puts the LVCVA in a position of parity with other local entities.
- II. Accumulate targeted reserves of “pay-as-you-go” portion of LVCCD funding, protecting the credit rating and reducing the debt ratio.
 - a. Received approval of the \$900 million financing plan from the Governor’s Oversight Panel and the LVCVA Board of Directors.
 - b. Issued \$200 million of GO/Revenue for the LVCCD Phase Two Expansion project.
- III. Ensure financial accountability by providing reports demonstrating status of financial agency compliance with GASB and GAAP, and utilizing effective internal controls to ensure compliance with legal and regulatory requirements.
 - a. Received CAFR, budget, investment, purchasing and other financial reporting and policy awards.

Rossi Ralenkotter

Awards/Recognitions 2003-2018

- 2004 Co-brand Marketer of the year – *Brandweek*
- 2005 One of 25 Most Influential People in Meetings Industry – *Meeting News Magazine*
- 2006 Employer of the Year – *Employee Service Management Association*
- 2008 Atlas Lifetime Achievement Award
- 2008 UNLV Alumni of the Year
- 2009 UNLV Distinguished Nevadan Award
- 2009 One of the 50 Most Influential – *In Business Las Vegas*
- 2013 International Association of Exhibitions and Events Pinnacle Awards
- 2014 Inducted into U.S. Travel Association's Hall of Leaders
- 2014 Inducted into Destinations International's Hall of Fame
- 2015 Top 10 CVB Selfie Winners Circle – *Smart Meetings Magazine*
- 2016 Inducted into the Nevada Business Hall of Fame
- 2017 Destination Organization Leadership Award – Destinations International
- 2017 Good Scout Award – Boys Scouts of America, Las Vegas Council
- 2018 Community Achievement Award – CSN Foundation
- 2018 Inducted into the Southern Nevada Sports Hall of Fame
- 2018 Inducted into the Nevada Broadcasters Association Hall of Fame
- 2018 Inducted into the Arizona State University Hall of Fame

Professional Organizations – Leadership Positions

- Inaugural Chair United States Department of Transportation's National Advisory Committee on Travel and Tourism Infrastructure (NACTTI)
- Chair U.S. Travel Association (also served as First Vice Chair and Executive Board Member)
- Chair United States Department of Commerce's Travel and Tourism Advisory Board (TTAB)
- President, Travel and Tourism Research Association (TTRA)

Professional Organizations

- American Gaming Association Board of Directors
- Brand USA Board of Directors
- US Travel Association Board of Directors
- Destinations International Board of Directors
- World Travel and Tourism Council's DMO Partner member
- Nevada Commission on Tourism Board of Directors
- Southern Nevada Tourism Infrastructure Committee
- Delegate, White House Conference on Tourism
- American Society of Travel Agents
- American Society of Association Executives
- American Management Association
- Public Gaming Institute
- Hotel Sales and Marketing Association
- Ad Club of Las Vegas
- Meeting Professionals International
- Participant, Clark County Blue Ribbon Commission
- Participant, Governor's Task Force on Fuel and Transportation

5/10/2018- updated

Meeting Schedule



If you would like to receive the agendas for the board of directors meetings, please contact Christal Harrison, assistant to the board of directors, at: 702-892-7522; fax 702-892-7515; or charrison@lvcva.com.

January

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REGULAR MEETINGS

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

COMMITTEE MEETINGS

- Marketing Committee Meeting – February 9
- Policy Committee Meeting – February 13
- Compensation Committee Meeting – February 13
- Audit Committee Meeting – February 27
- LVCCD Committee – March 1
- LVCCD Committee/Oversight Panel – April 9
- Audit Committee Meeting – April 25
- Compensation Committee – August 14
- LVCCD Committee/Oversight Panel – September 6
- Audit Committee Meeting – October 24
- Public Hearing on the Budget – May 24

- Regular meetings of the Las Vegas Convention and Visitors Authority (LVCVA) Board of Directors are scheduled for the second Tuesday of each month at 9 a.m., or at the call of the Chair.
- All Board of Directors meetings of the LVCVA are open to the general public.
- Committee meetings may be rescheduled or canceled. Committee meeting dates and/or locations are held at the call of the Committee Chair.
- Agendas and approved minutes of the Board of Directors 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.



COMMITTEES OF THE LVCVA BOARD OF DIRECTORS

AUDIT COMMITTEE

Mr. Bill Noonan - Chair

Mr. Gregory Lee - Vice Chair

Councilwoman Michele Fiore

Mayor Pro Tem Peggy Leavitt

Councilman George Rapson

Ms. Mary Beth Sewald

Commissioner Lawrence Weekly

COMPENSATION COMMITTEE

Mr. Maurice Wooden - Chair

Ms. Mary Beth Sewald - Vice Chair

Mr. Chuck Bowling

Commissioner Larry Brown

Mr. Tom Jenkin

Mr. Bill Noonan

Commissioner Lawrence Weekly

POLICY COMMITTEE

Mayor Pro Tem Peggy Leavitt - Chair

Councilman George Rapson - Vice Chair

Councilwoman Michele Fiore

Mayor Carolyn Goodman

Mayor John Lee

Mr. Gregory Lee

Mr. Bill Noonan

LAS VEGAS CONVENTION CENTER

DISTRICT COMMITTEE

Mr. Chuck Bowling - Chair

Commissioner Larry Brown – Vice Chair

Mayor Carolyn Goodman

Mr. Tom Jenkin

Mayor John Lee

Councilman John Marz

MARKETING COMMITTEE

Councilman John Marz - Chair

Mr. Gregory Lee - Vice Chair

Mr. Tom Jenkin

Commissioner Lawrence Weekly

Mr. Maurice Wooden

LVCVA REPRESENTATIVE ON THE LAS VEGAS EVENTS BOARD OF DIRECTORS

Commissioner Larry Brown

Mayor Carolyn Goodman

