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Southern Nevada Sporting Event Committee

Las Vegas, Nevada

Meeting Minutes | Thursday, July 12, 2018

The Southern Nevada Sporting Event Committee met in regular session in full conformity with law and bylaws of said Committee at the City of Las Vegas Council Chambers, Las Vegas, Nevada on Thursday, the 12th day of July, 2018 at the hour of 1:00 p.m. The meeting was called to order at the appointed hour by Chairman Anderson and on roll call, the following members were present constituting a quorum of the members thereof:

Committee Members Present:

Paul Anderson
Dallas Haun (Via Phone)
Andrew Abboud
Marc Badain
Michael Britt
Mayor Carolyn Goodman
Steve Hill
John Hill, III
John Maddox
Bill Noonan
Rossi Ralenkotter
Thom Reilly
Peter Sadowski
Mary Beth Sewald (Via Phone)
Scott Sibella
Kim Sinatra (Via Phone)
Steven Stallworth

Committee Members Absent:

John McManus
Steve Sisolak

Non-Voting Technical Advisory Members Present:

Yolanda King, Clark County Manager
Murray Craven, Senior Vice-President of Operations, Vegas Golden Knights (Via Phone)

ITEM NO. 1 Call to Order, Roll Call and Establish Quorum

DISCUSSION: At this time, Chairman Anderson asked Mr. Brian Gordon to call roll and confirm that a quorum was present.

Chairman Anderson Closed Agenda Item No. 1.

ITEM NO. 2 Public Comment

At this time, Chairman Anderson asked if there were any persons present in the audience wishing to be heard on any items on the agenda as posted.

SPEAKER(S): None.

There being no persons present in the audience wishing to be heard on any items on the agenda as posted, Chairman Anderson closed the public comments.

ITEM NO. 3 Chairman Anderson Introductory Comments

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DISCUSSION: Chairman thanked Mayor Carolyn Goodman for allowing the committee to meet in the City of Las Vegas Chambers as well as committee members for attending the meeting. Chairman Anderson noted that some committee members, including the Chairman, would have to leave the meeting at 3:30 local time and in Chairman Anderson's absence, Mr. Steve Hill would conclude the meeting, as Vice-Chairman Dallas Haun was attending the meeting via the phone.

Chairman Anderson Closed Agenda Item No. 3.

ITEM NO. 4 Approval of Minutes of Committee Meeting on June 15, 2018 (For possible action)

FINAL ACTION: It was moved by Member Thom Reilly, seconded by Member Mayor Carolyn Goodman and carried by a unanimous vote of the members present that the minutes be approved.

Chairman Anderson Closed Agenda Item No. 4.

ITEM NO. 5 Status Update from Staff Relative to Administrative Items and Future Meetings

DISCUSSION: Mr. Brian Gordon of Applied Analysis welcomed members of the technical advisory committee present and explained that, in accordance with Executive Order 2018-7, Mr. Craven of the Vegas Golden Knights had accepted an appointment to serve the committee. Mr. Gordon discussed the creation of the Southern Nevada Sporting Event Committee website to serve as a news source and repository for the work of the committee under the domain name www.sportingeventcommittee.com. He also noted that the dates for future meetings were selected and presented the schedule of those meetings to the committee members. Mr. Gordon gave a general outline of the content to be discussed by the committee over the coming months and provided an update on the Nevada Open Meeting Law. He explained how a majority would be determined with regard to the Southern Nevada Sporting Event Committee under Nevada law. Lastly, he thanked all parties involved in securing the City of Las Vegas City Council Chambers.

Chairman Anderson Closed Agenda Item No. 5.

ITEM NO. 6 Presentation from Las Vegas Events on the Operation of Las Vegas Events

DISCUSSION: With colleagues Mr. Dale Eeles and Mr. Michael Mack, Mr. Pat Christensen gave a presentation on how Las Vegas Events (LVE) operates, particularly with regard to how the organization secures signature events for Las Vegas. He presented a list of the types of events hosted, events produced and the operating budget for LVE. Mr. Christensen also described the competitive bid process briefly. Mr. Eeles discussed the venues available for events in Las Vegas and the criteria for sponsoring events and included a case study of the Rock and Roll Marathon. Mr. Mack used the National Finals Rodeo as a case study to describe the successful marketing of an event using social media and other forms of communication. Following the presentation, committee members asked questions about the process of securing events. Mr. Steven Stallworth asked how decisions are made regarding producing or sponsoring events and if funding restrictions keep LVE from pursuing large sporting events. In response, Mr. Christensen stated that having large venues changes the landscape of hosting events in Las Vegas and that the committee would seek to address that. Mr. Bill Noonan asked about the obstacles keeping LVE from attracting large events. Mr. Christensen stated that a lack of large venues in Las Vegas is the greatest barrier to competing for large events and that the development of the stadium is addressing that. Mr. Britt asked about the timeline for securing and utilizing all aspects of long-term events. Mr. Christensen explained that the National Finals Rodeo is a good example of how to grow an event to take advantage of all the city has to offer fans of the event. Mayor Goodman expressed concern about how existing events and hotel occupancy will limit how many more events can be brought into the city. Mayor Goodman also asked for Mr. Christensen's opinion regarding how LVE would prepare to take on more events and what the committee should be considering with regard to securing premier sporting events. Mr.

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Christensen noted that LVE currently addresses many aspects of attracting major sporting events. Chairman Anderson asked about the statutory funding for LVE and the process related to how the Las Vegas Convention and Visitors Authority (LVCVA) provides funding for LVE. Mr. Christensen deferred to Mr. Rossi Ralenkotter with regard to funding specific remarks. Mr. Hill commented on the availability of the new Las Vegas stadium and the required funding needed to secure larger sporting events. Mr. Marc Badain provided an update on the new Las Vegas Stadium and the Super Bowl. He explained the bidding schedule and nature of the event and that the next available Super Bowl is in 2025.

Chairman Anderson Closed Agenda Item No. 6.

ITEM NO. 7 Presentation from Las Vegas Convention and Visitors Authority on Destination Sponsorships

DISCUSSION: Mr. Ralenkotter gave a presentation with Ms. Cathy Tull explaining the history of the LVCVA and how the organization secures and markets events. He discussed the importance of scheduling events throughout the year to continue to drive tourism during less productive months. Ms. Tull briefly discussed the history of special event funding from the state for the LVCVA and the budget process involving LVE as a subsidiary of LVCVA. She discussed, in detail, how the LVCVA collaborates with resort properties and the need for stakeholders to formulate a united marketing approach with regard to events. Mr. Ralenkotter concluded the presentation by discussing specific events that LVCVA worked to secure for Las Vegas. He discussed the need to have a united approach and funding source to bring in new events, and that the committee would need to recognize what impact any taxes levied will have on visitors to Las Vegas. Mr. Ralenkotter stated that he would provide the recommendation that the committee use a similar method to that of the LVCVA with regard to booking conventions through use of a destination calendar to leverage both long and short-term opportunities. After the presentation, members of the committee asked questions about pursuing specific events. Mayor Goodman asked about funding for the LVCVA and necessary issues to address in order to bid on larger events. Mr. Noonan asked about existing funding sources that could be used to divert funds toward the pursuit of sporting events, including fuel revenue indexing funds. Mr. Ralenkotter explained that the use of funds from the fuel indexing tax for sporting events would have to be brought before the state legislature. Chairman Anderson asked about how it is determined that LVE or LVCVA would handle individual events and how budgeting decisions are made with regard to long-term contracts, as LVCVA funds LVE for one year at a time. Mr. Ralenkotter explained that those decisions are typically collaborative in nature and Ms. Tull described the process of handling multi-year commitments to events. Mr. Hill commented on the role the community would play, as a whole, in hosting larger events, specifically the costs associated with funding them.

Chairman Anderson Closed Agenda Item No. 7.

ITEM NO. 8 General Overview of Similar Sports Committees and/or Commissions in the United States

DISCUSSION: Mr. Gordon gave a presentation reviewing the general nature of sports commissions, the sports tourism industry and the specific issues that must be addressed by the committee. He discussed data from the National Association of Sports Commissions (NASC) annual survey of members describing the scope and nature of activities by those commissions. He reiterated the nature of large scale events to be considered by the committee and the range of funding sources that must be considered by the committee for future events. Mr. Peter Sadowski asked if the Applied Analysis staff would be able to provide the benefits and detriments of forming a dedicated sports commission versus moving forward with the current arrangement of having the LVCVA and LVE handling sporting events. Mr. Gordon responded, noting that the goal of the Applied Analysis staff would be to provide that information to the committee to make such decisions. Mr. Dallas Haun noted agreement with the comments of Mr. Sadowski regarding the existing structure of securing events for Las Vegas and the benefit of using the current structure. Mayor Goodman commented about the

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need to keep analysis broad in nature as there would possibly be significant turnover in the Nevada legislature, which could ultimately affect the adoption of a dedicated sports committee. Mr. Hill asked Mr. Gordon about limiting analysis to just those commissions pursuing the most impactful events and if the staff would seek data on the costs associated with hosting large scale events. Mr. Gordon responded in the affirmative to both questions, noting that the staff would seek to obtain data on specific costs where available.

Mr. Hill Closed Agenda Item No. 8.

ITEM NO. 9 Public Comment

At this time, Mr. Hill asked if there were any persons present in the audience wishing to be heard on any items on the agenda as posted.

SPEAKER(S): None.

There being no persons present in the audience wishing to be heard on any items on the agenda as posted, Mr. Hill closed the public comments.

Mr. Hill Closed Agenda Item No. 9.

ITEM NO. 10 Adjournment (For possible action)

The meeting was adjourned at the hour of 3:48 pm.