

**Southern Nevada Sporting Event Committee**

Las Vegas, Nevada

Meeting Minutes | Wednesday, November 14, 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 Wednesday, the 14<sup>th</sup> day of November, 2018 at the hour of 9:08 a.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:**

Chairman Paul Anderson  
Marc Badain  
Michael Britt  
Mayor Carolyn Goodman  
Steve Hill  
John Hill, III  
John Maddox  
Mr. Bill Noonan  
Rossi Ralenkotter (Via Phone)  
Chancellor Thomas Reilly  
Scott Sibella (Via Phone)  
Kim Sinatra (Via Phone)  
Steven Stallworth

**Committee Members Absent:**

Vice-Chairman Dallas Haun  
Andrew Abboud  
Peter Dropick  
John McManus  
Peter Sadowski  
Mary Beth Sewald  
Governor-Elect Steve Sisolak

**Non-Voting Technical Advisory Members Present:**

Rosemary Vassiliadis, McCarran International Airport  
Tina Quigley, Regional Transportation Commission of Southern Nevada

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

DISCUSSION: At this time, Chairman Paul Anderson asked Mr. Brian Gordon of Applied Analysis to call roll. Mr. Gordon confirmed 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/Committee Member Comments

DISCUSSION: Chairman Anderson noted that the committee would be hearing recommendations provided by staff informed by discussions from previous meetings. He stated that the goal for the meeting would be to determine if any further discussion would be necessary following the presentation from staff to include in a final draft to present to the governor's office and the state legislature. Mr. Anderson thanked the committee and staff for their participation relative to the goals of the committee.

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Chairman Anderson Closed Agenda Item No. 3.

**ITEM NO. 4** Review and Possible Approval of Minutes of the Southern Nevada Sporting Event Committee Meeting on October 10, 2018 (For possible action)

FINAL ACTION: It was moved by Mayor Carolyn Goodman, seconded by Mr. Bill Noonan and carried by unanimous vote that the meeting minutes be approved.

Chairman Anderson Closed Agenda Item No. 4.

**ITEM NO. 5** Receive an Update from Southern Nevada Sporting Event Committee Staff Relating to Committee Administrative and Research Items

DISCUSSION: Mr. Brian Gordon of Applied Analysis thanked the Technical Advisory Members, Ms. Rosemary Vassiliadis and Ms. Tina Quigley, for their attendance. Mr. Gordon provided an update to the committee relative to questions presented in the previous meeting, noting that those questions would be addressed later on in the meeting.

Chairman Anderson Closed Agenda Item No. 5.

**ITEM NO. 6** Review and Consider Recommendations for a Las Vegas Event Development, Hosting and Activation Structure and Other Potential Recommendations (For possible action)

DISCUSSION: Mr. Gordon introduced Mr. Jeremy Aguero of Applied Analysis, who presented the committee with an overview of the proposed recommendations relating to the objectives identified by the committee per Executive Order 2018-7. He presented a development, hosting and activation structure document to the committee, explaining each element as it relates to the concepts previously discussed by the committee. Mr. Aguero described the scope of activities for consideration, as well as general guidelines, roles and responsibilities of the Las Vegas Convention and Visitors Authority (LVCVA) and Las Vegas Events (LVE). He described the structure and role of a Las Vegas Local Organizing Committee (LVLOC). He also discussed a Major Events Activation Committee (MEAC) and "Youth Sports Development Working Group" (YSDWG). He also described a Las Vegas Event Fund (LVEF), that will be a dedicated fund used solely for supporting events and related activities in Southern Nevada. After the review of major concepts, Chairman Anderson opened up the discussion for committee comments. Ms. Tina Quigley, commented on the need to collect and analyze data collectively to learn the patterns of visitors in Southern Nevada. Chairman Anderson commented on the general need for regional meetings regarding infrastructure. Ms. Quigley stated that she would like to see more structure related to goals, data collection and analytics. Mr. John Hill III asked if stadium events would fall under the scope of LVE and if revenues from stadium funds could be returned to the organization to fund future events. Mr. Aguero stated that stadium events might fall under the purview of LVE, however those events likely fall under the category of major citywide events, making the LVCVA the lead organization in supporting the event. He also noted that revenues from events such as those should be returned to the events fund to support future events. Mr. Rossi Ralenkotter commented on the current status of data collection relative to Southern Nevada visitors and noted that the typical traffic flow analysis for each facility needs to be further developed. Mayor Carolyn Goodman commented on the operational challenges to address going forward relative to infrastructure and venues in Southern Nevada. Chairman Anderson asked Mr. Aguero about the criteria needed to determine which events would be pursued by LVCVA and LVE and the possible overlap in defining event types. Mr. Aguero responded, stating that the LVCVA would ultimately determine which organization would engage in hosting a particular event, but that the vast majority of events would likely fall into two distinct categories. Chairman Anderson asked Mr. Aguero about the proposed approach for hiring outside consultants or other persons helping the local organizing committee to prepare for an individual event. Mr. Aguero responded, describing the

flexible nature of the committee with additional positions for individuals that could, if appropriate, be added to the committee.

Mr. Aguero presented the committee with a document, explaining in detail various points previously discussed by staff. Mayor Goodman asked what, if anything, was identified as a need relative to bidding on events as a result of the Raiders relocating to Southern Nevada. Mr. Aguero noted that there was tremendous support from various individuals and the flexibility to bring in different individuals when needed. Mr. Marc Badain commented on his support for a Major Events Activation Committee (MEAC) and stated that there likely few events necessitating the committee in his opinion. Mr. Steve Hill suggested that the language of the recommendation be altered to reflect the “as needed” basis for the committee. Chairman Anderson stated agreement with the comments of the other committee members relating to the MEAC. Ms. Kim Sinatra commented on the need to have the MEAC organized as needed, activated when the LVLOC determines it is necessary to do so. Mr. Aguero noted that staff would make the necessary adjustment to the recommendation language, then proceeded to discuss the proposed composition of the LVLOC. Mr. Aguero further discussed how major, citywide events would generally be defined for the purposes of the LVCVA, LVE and LVLOC. He presented staff’s recommendation to simplify the definition for these types of events. Chairman Anderson stated the committee’s agreement. Mr. Aguero discussed how media events would be generally defined as well as sponsored and developing events, amateur and youth events and other events. He also discussed the LVCVA funding plan and the proposed LVEF. He explained the defined purpose for those funds and the budgeting process necessary to manage and use funds. Mr. Noonan asked Mr. Aguero to explain in detail how funds were previously dedicated room tax funds were used for events. Mr. Aguero explained the previous process for the dedication of funds for events. Mr. Ralenkotter further explained how the dedicated funding for events was utilized in the past. He noted that it was a separate line item in the budget that rolled over each year, providing funding that could be used to fund future events. Mr. Noonan commented on the need to dedicate allocated funds for events and have that notion reflected in the meeting minutes. Mr. Aguero continued his review of the proposed recommendations. He described how LVE would be funded through the LVEF. He noted that LVE would be required, under the proposed plan, to submit a budget request each year and discussed provisions related to unforeseen events, or events that do not ultimately materialize for LVE. He also discussed LVE contributions to the LVEF in an effort to grow the fund for future use and discussed how events would be evaluated to determine which ones Southern Nevada should seek to develop or support. He noted that events should be evaluated most heavily based on destination impacts like incremental room nights, but should also consider the timing of the event and the overall event calendar in Southern Nevada. Mr. Ralenkotter commented on the need to consider the language related dedicated dollars for Mesquite and Laughlin, which is close to the amount of revenue generated in room tax from those areas. He suggested that language stay consistent related to funding sources for those areas. Mr. Aguero suggested altering the language of the recommendation to reflect the location or jurisdiction of the event to give flexibility related to the funding needed to support the event. Mr. Hill stated that it would be important to include some flexibility as well to ensure that funds continue to be reinvested in those rural areas, suggesting using language to describe that intent. Mr. Aguero described the importance of advertising, marketing and messaging for the destination and the recommendation that each event potentially have an advertising and marketing component to be provided by the event promoter or other party to exceed the value of the sponsorship, funding or other support for the event. Mr. Aguero also discussed the need to develop a major events master calendar to leverage the schedule of planned events to inform decisions related to sponsoring or supporting events. Mr. Aguero described the proposed recommendations related to reporting and accountability relative to events and the measurable impact of those events. Staff recommended that the LVCVA be required to compile event-related information annually to support the notion of accountability in funding of these events under the proposed plan. Mr. Aguero described the creation of a Youth Sports Development Working

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Group (YSDWG) and the need to balance outcomes of these events relative to the participants and the community. He discussed the need to keep event negotiations confidential as to ensure Southern Nevada is not placed at a competitive disadvantage in bidding on major events. Mr. Aguero noted that staff is working on developing language related to this particular issue to include in the final recommendation. Lastly, he discussed the importance of recognizing the positive economic benefits related to hosting major sporting events. Mayor Goodman commented on the need to include the private sector when discussing the role of the community as a whole in hosting youth and amateur sporting events. Mr. Hill asked about the event category for neutral-site football games. Mr. Aguero noted that the event would be removed as an example in the final recommendations. Mr. Hill asked that the budget deadline for LVE be changed from January 1<sup>st</sup> of each year to February 1<sup>st</sup> of each year. Mr. Hill also discussed the need to clarify the target of return on investment in advertising values relative to sponsorship value for events. He asked about the Youth Sports Development Working Group and the make up of the group. Mr. Aguero defined the group, referencing the definition included in the previously discussed document and reiterated a point made by Mayor Goodman regarding other representatives outside of government entities that may be included in that group. Mr. Hill recommended that the Las Vegas Global Economic Alliance (LVGEA) be mentioned as well in the final report and introduced language related to economic development more broadly to be included in the recommendation.

FINAL ACTION: It was moved by Chancellor Reilly, seconded by Mayor Goodman and carried by unanimous vote that the proposed recommendations be adopted in principle.

Chairman Anderson Closed Agenda Item No. 6.

### ITEM NO. 7 Chairman/Committee Member Closing Comments

DISCUSSION: Chairman Anderson reminded the committee of the next proposed meeting on December 12<sup>th</sup> to review a final draft of the committee recommendations.

Chairman Anderson Closed Agenda Item No. 7.

### ITEM NO. 8 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.

Chairman Anderson Closed Agenda Item No. 8.

### ITEM NO. 9 Adjournment (For possible action)

FINAL ACTION: It was moved by Mayor Goodman, seconded by Mr. Hill and carried by unanimous vote that the meeting be adjourned.

The meeting was adjourned at the hour of 10:52 a.m.