



CITY OF HENDERSON COMMISSION ON CULTURAL ARTS & TOURISM AGENDA

April 17, 2014
4:30 p.m.
Meeting Inquiries: 702.267.2112

Henderson Convention Center
200 S. Water Street
Henderson, NV 89015

Notice to persons with special needs: For those requiring special assistance or accommodation to attend or participate in this meeting, arrangements for a sign language interpreter or services necessary for effective communication for qualified persons with disabilities should be made as soon as possible, but no later than 72 hours before the scheduled event. Listening devices are available for persons with hearing impairments.

Please contact D'Ann Sas at (702) 267-2112 or TTY: 7-1-1, **at least 72 hours in advance** to request a sign language interpreter. You may also submit your request by using Contact Henderson.

The Chairman reserves the right to hear agenda items out of order, combine two or more agenda items for consideration, remove an item from the agenda, or delay discussion relating to an item on the agenda at any time. All items are action items unless otherwise noted.

Individuals speaking on an item will be limited to three (3) minutes and spokespersons for a group will be limited to ten (10) minutes.

Backup materials for agenda items can be found at:
http://cityofhenderson.com/cultural_arts_tourism/HSSC_agenda_page.php

To request backup materials, please contact D'Ann Sas at (702) 267.2112.

I. CALL TO ORDER

II. CONFIRMATION OF POSTING AND ROLL CALL

III. ACCEPTANCE OF AGENDA (For Possible Action)

IV. PUBLIC COMMENT

Note: Items discussed under Public Comment cannot be acted upon at this meeting, but may be referred to a future agenda for consideration (NRS 241.020). Individuals speaking on an item will be limited to three (3) minutes and spokespersons for a group will be limited to ten (10) minutes.

V. NEW BUSINESS

1. Approval of Minutes from January 16, 2014, Regular Meeting (For Possible Action)
2. Special Budget Ad Hoc Committee Presentation (For Information Only)
3. Arts Update (For Information Only)

4. Convention Center Update (For Information Only)
5. CA&T Programs Update (For Information Only)
6. Destination Sales Update (For Information Only)
7. Henderson Tourism Council Update (For Information Only)
8. Select Commissioners for Destination Champion Award Sub-Committee (For Possible Action)

VI. PUBLIC COMMENT

Note: Items discussed under Public Comment cannot be acted upon at this meeting, but may be referred to a future agenda for consideration (NRS 241.020). Individuals speaking on an item will be limited to three (3) minutes and spokespersons for a group will be limited to ten (10) minutes.

VII. CHAIRMAN/MEMBER COMMENTS

The Chairman and Members may speak on any subject under this section of the agenda. Chairman and Members may comment on matters including, without limitation, future agenda items, upcoming meeting dates, and meeting procedures. Comments made cannot be acted upon or discussed at this meeting, but may be placed on a future agenda for consideration by the Body.

VIII. SET NEXT MEETING - Thursday, July 17, 2014

IX. ADJOURNMENT

Posted prior to 9:00 a.m. on Thursday, April 10, 2014, at the following locations:
City Hall, 240 Water Street, 1st Floor Lobbies (2)
Multigenerational Center, 250 South Green Valley Parkway
Whitney Ranch Recreational Center, 1575 Galleria Drive
Fire Station No. 86, 96 Via Antincendio
Henderson Convention Center, 200 S. Water Street

ITEM #1

***APPROVAL OF MINUTES
FROM JANUARY 16, 2014,
REGULAR MEETING***

**CITY OF HENDERSON
COMMISSION ON CULTURAL ARTS AND TOURISM
MEETING
January 16, 2014
DRAFT MINUTES**

I. CALL TO ORDER

Chairman Brooks called the meeting to order at 4:46 p.m., at the City of Henderson, Henderson Convention Center, 200 S. Water Street, Henderson, Nevada 89015.

II. CONFIRMATION OF POSTING AND ROLL CALL

D'Ann Sas, Executive Administrative Assistant, confirmed the meeting had been posted in accordance with the Open Meeting Law by posting the agenda three working days prior to the meeting at City Hall – 1st Floor Lobbies, Multigenerational Center, Whitney Ranch Recreation Center, and Fire Station No. 86.

PRESENT: Chairman Tim Brooks
Vice-Chairman Creson Oakley
Mark Birtha
Dianna Fyke
Greg Gooding
JoLyn Laney
M.J. Maynard
Scott Muelrath

EXCUSED: Scott Voeller

CITY COUNCIL
REP: Councilwoman Gerri Schroder

CITY STAFF: Andrea Primo, Director of Cultural Arts and Tourism
Bud Pico, Manager of CA&T Programs and Operations
Kristina Gilmore, Asst. City Attorney
D'Ann Sas, Executive Administrative Assistant

GUESTS: N/A

III. ACCEPTANCE OF AGENDA (For Possible Action)

The Commissioners reviewed the Agenda as presented.

(MOTION) Ms. Oakley introduced a motion to accept the agenda as presented. The vote favoring approval was unanimous. Chairman Brooks declared the motion carried.

IV. PUBLIC COMMENT

Ms. Primo introduced Kristina Gilmore, Assistant City Attorney. Kristina has been assigned to serve as legal representation for the Commission on Cultural Arts & Tourism.

V. NEW BUSINESS

1. Introduction of New Commissioners (For Information Only)

- a. JoLyn Laney introduced herself and provided information on her work background. She is currently working at Caesars Entertainment doing internet marketing.

The Commissioners and guests introduced themselves.

2. Approval of Minutes from October 17, 2013, Regular Meeting (For Possible Action)

- (MOTION) Ms. Oakley introduced a motion to approve the minutes of the October 17, 2013, Regular Meeting. The vote favoring approval was unanimous. Chairman Brooks declared the motion carried.

3. Cultural Arts & Tourism Staff Updates (For Information Only)

a. CA&T Team Assignments

Ms. Primo updated the Commissioners with some team realignments that have recently taken place in the department in order to optimize the talents of the team. The new team assignments are:

Bud Pico – Special Events and the Pavilion
Joyce Mallari – Manager of the Convention Center and the Arts
Annette Mullins – Arts Programs
Dianne Mizelle – Special Event Specialist
Farah Hafen – Coordinating all functions at the Convention Center
Bobbie Campbell - Analyst

b. Hotel Feasibility Study

The City commissioned HVS Conventions, Sports and Entertainment to conduct a hotel feasibility study for the Water St. District, which kicked off in December. A Steering Committee met with HVS as well as many of the Henderson hospitality stakeholders. The study is scheduled to take nine weeks.

c. Henderson Pavilion

Mr. Pico noted that CA&T is hosting an open house roundtable discussion with several members of the community surrounding the Pavilion to get their feedback on programming, ticket prices, and communicating our events.

A brief discussion was held on how the focus group was formed. Ms. Primo noted that there was not as much awareness of the Pavilion even within the neighborhood.

d. Pavilion Spring Season

Mr. Pico noted that they are in the process of finalizing bookings for the Spring Season. At this time, Willy Wonka has been confirmed. Mr. Pico noted that there is an offer out for Amy Grant. The Pavilion Spring season

will also include a new decade series of tribute acts, which will include the Atomic Punks (Van Halen), Rhymin' N Stealin' (Beastie Boys) and Boogie Wonder Band (70's band). The Henderson Symphony Orchestra will also be performing their regular season including the live orchestra to a Charlie Chaplin movie, "The Circus."

Mr. Pico also noted that they are working on the fall season and have made an offer on R5, from the Disney Channel.

4. General Event Discussion (For Possible Action)

Mr. Pico noted that CA&T is in the process of developing our Strategic Plan and he asked for feedback from the Commissioners on our events. Ms. Primo reviewed several of the events and provided estimated attendance, costs to the City and satisfaction ratings.

The following comments/suggestions were provided by the Commissioners:

St. Patrick's Day - Ms. Oakley stated that there are too many work vehicles/cars in the parade and asked if we could limit the number of vehicles or can they be required to enter floats. Ms. Primo noted that Sons of Erin is the only parade CA&T does not produce, but they could incorporate additional language into the contract with Sons of Erin to limit the number of vehicles.

Fourth of July - Ms. Creson stated that parking and the shuttle service for the July 4th event is very well communicated. The Commissioners also commented that Mission Park is a great location.

Winterfest - Ms. Oakley noted that at Winterfest (during and after the parade) there were several booths on the plaza that were vacant. Ms. Primo stated that it may have been the arts and crafts and cookie booths that were open earlier in the day.

Ms. Primo highlighted some additional details from some of the special events:

- Approximately three years ago, CA&T began self-producing Art Festival instead of outsourcing to a promoter. The cost for the promoter was \$40,000-\$50,000, but by self-producing the event it now costs the City \$3,450;
- Expenses for Shakespeare in the Park were reduced by going from four locations to three locations;
- The strongest out of market attendance and greatest economic impact comes from the Desert Race;
- Food trucks are being added to our events.

Mr. Brooks noted that keeping the events more compact allows people to get in and out of the area easily and noted that there should be better signage and educating people of the parking garage by the courthouse.

Councilwoman Schroder asked if there was a way to get feedback from the businesses on Water Street and the impact of the events on their business. Ms.

Primo noted that Public Information and Marketing sends out surveys to the businesses as well as intercept surveys done by CA&T staff.

Ms. Primo invited the Commissioners to participate in any of our events if they are interested.

5. GM Roundtable Update (For Possible Action)

Mr. Birtha updated the Commissioners on the first GM Roundtable, which was held at the Westin LLV. He noted that the GM's had a good discussion and it was a great networking opportunity. Ms. Primo provided an overview of the Cultural Arts & Tourism Department and they discussed increasing communication going forward on events happening in Henderson. The GM's also discussed increasing marketing and using some of the tools the City has available including VisitHenderson.com and Hendersonlive.com. They also discussed bringing back the Henderson Tourism Council and include the hotel sales managers, golf courses and local attractions. The GM Roundtable is scheduled to meet again in February.

6. Henderson Tourism Council (For Possible Action)

Ms. Primo asked the Commissioners if they would like to direct staff to move forward with the initiative to reconvene the Henderson Tourism Council.

(MOTION) Ms. Fyke introduced a motion to direct staff to initiate the Henderson Tourism Council. The vote favoring approval was unanimous. Chairman Brooks declared the motion carried.

VI. PUBLIC COMMENT

There was no public comment.

VII. CHAIRMAN/MEMBER COMMENTS

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VIII. SET NEXT MEETING

The next meeting date was scheduled for April 17, 2014, at 4:30 p.m., at the Henderson Convention Center, 200 S. Water St., Henderson, NV 89015.

IX. ADJOURNMENT

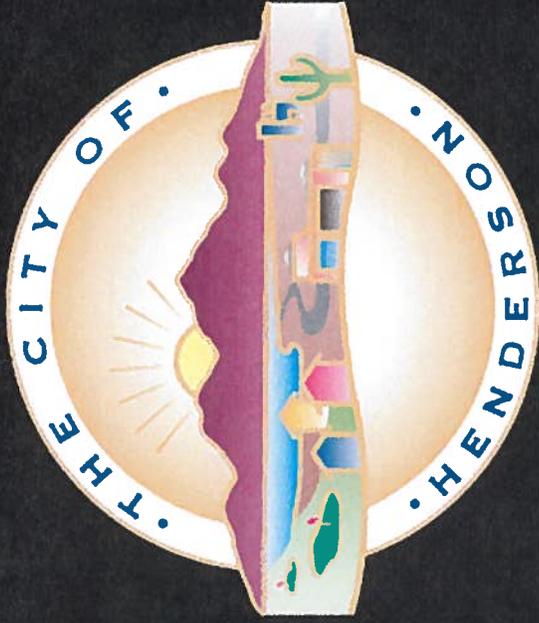
There being no further business to come before the Commission, Chairman Brooks adjourned the meeting at 5:41 p.m.

Respectfully submitted,

D'Ann Sas
Executive Administrative Assistant

ITEM #2

***SPECIAL BUDGET AD HOC
COMMITTEE PRESENTATION***



KEEPING HENDERSON PREMIER

BRIDGING THE BUDGET GAP:

RECOMMENDATIONS FROM THE
SPECIAL BUDGET AD HOC COMMITTEE

FINANCIAL FOUNDATION



HENDERSON FACTS



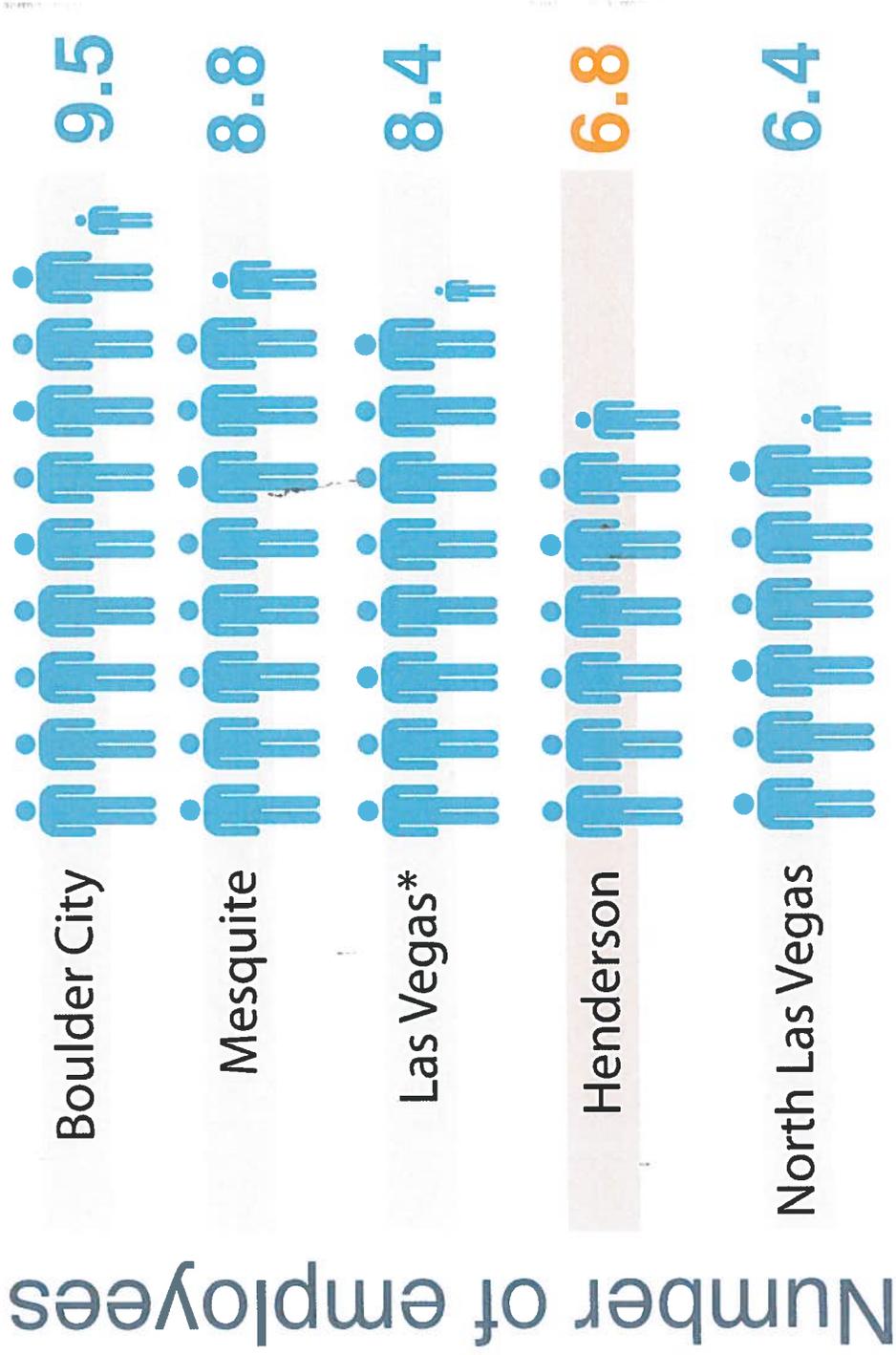
- Population of more than 279,000
- Second largest city in Nevada
- 105 square miles
- Full-service city/services provided:
 - Water
 - Wastewater
 - Police
 - Fire
 - Emergency medical services
- Premier parks, trails, public safety, infrastructure, master planned communities and economic opportunities
- 95% resident satisfaction rate; strong sense of community

STRENGTHS

Strong Financial Management Policies
Financial Reserves
Strong Relations With Employee Groups
Addressed The Economic Downturn Early

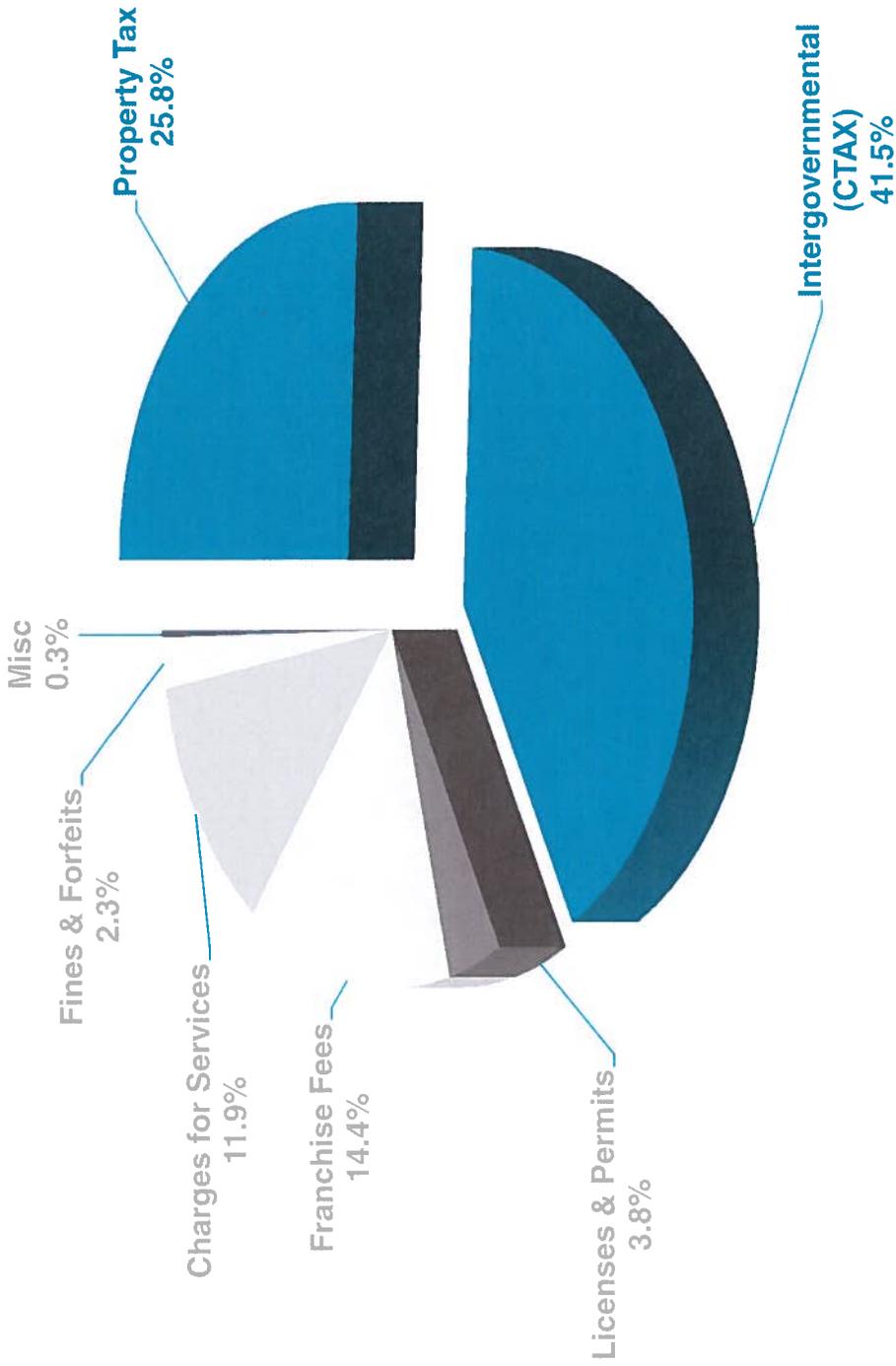


MAINTAIN LOW EMPLOYEE TO CITIZEN RATIO



*City of Las Vegas includes portions of the Metropolitan Police Department and Las Vegas Valley Water District. Information compiled by City of Henderson Community Development Department May, 2013.

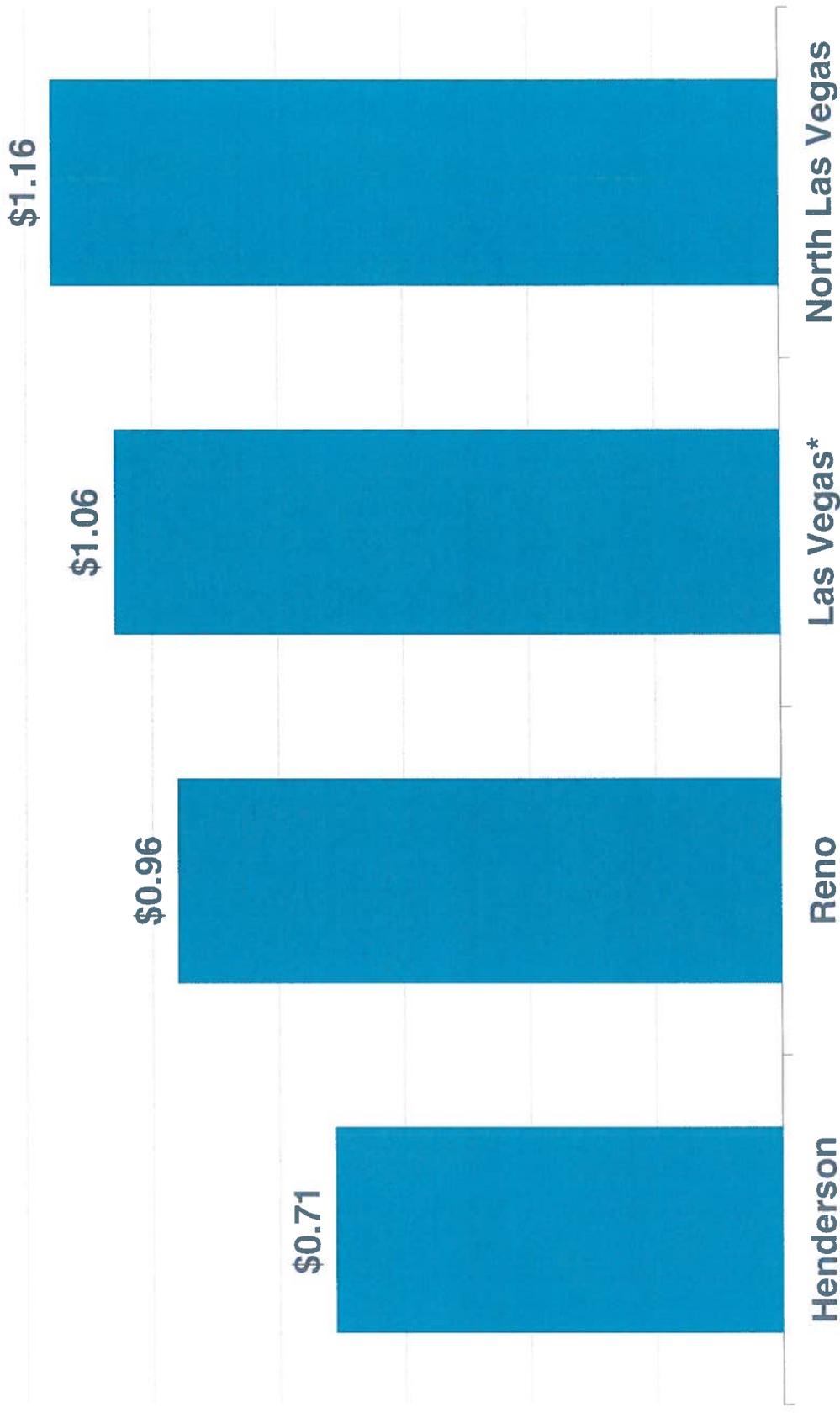
WHERE GENERAL FUND REVENUES COME FROM FY 2014 BUDGET*



Nearly 70% of the General Fund Revenue is Tax Based

* Excludes other sources

HENDERSON PROPERTY TAX RATES ARE THE LOWEST OF ANY MAJOR CITY IN NV



*Includes Las Vegas portion of Metro

CITY PROPERTY TAX FOR A \$175,000 HOME

Henderson
\$435

Reno
\$590
(+\$155)

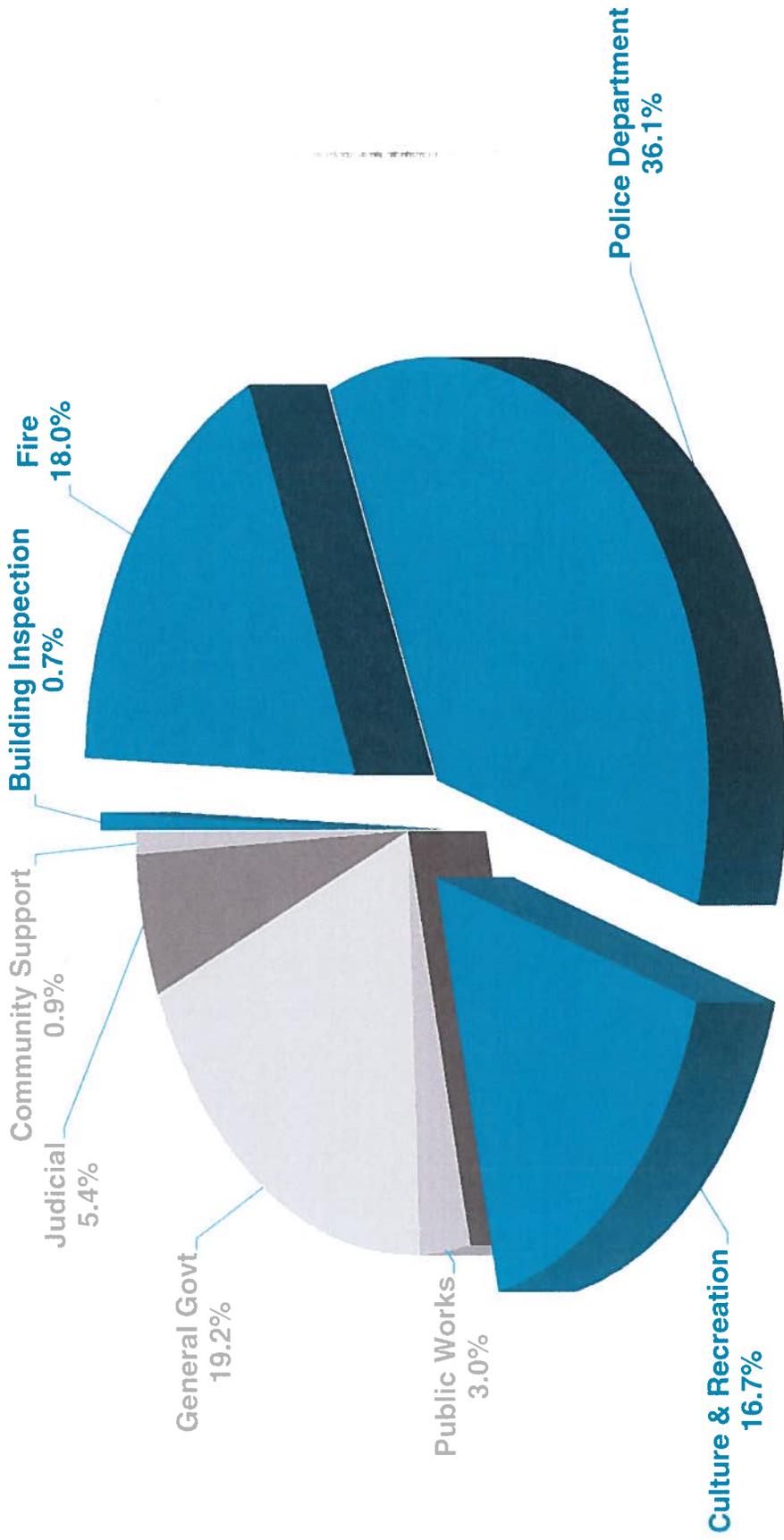
Las Vegas*
\$650
(+\$215)

North Las Vegas
\$710
(+\$275)

*Includes Las Vegas portion of the
Las Vegas Metropolitan Police Department.



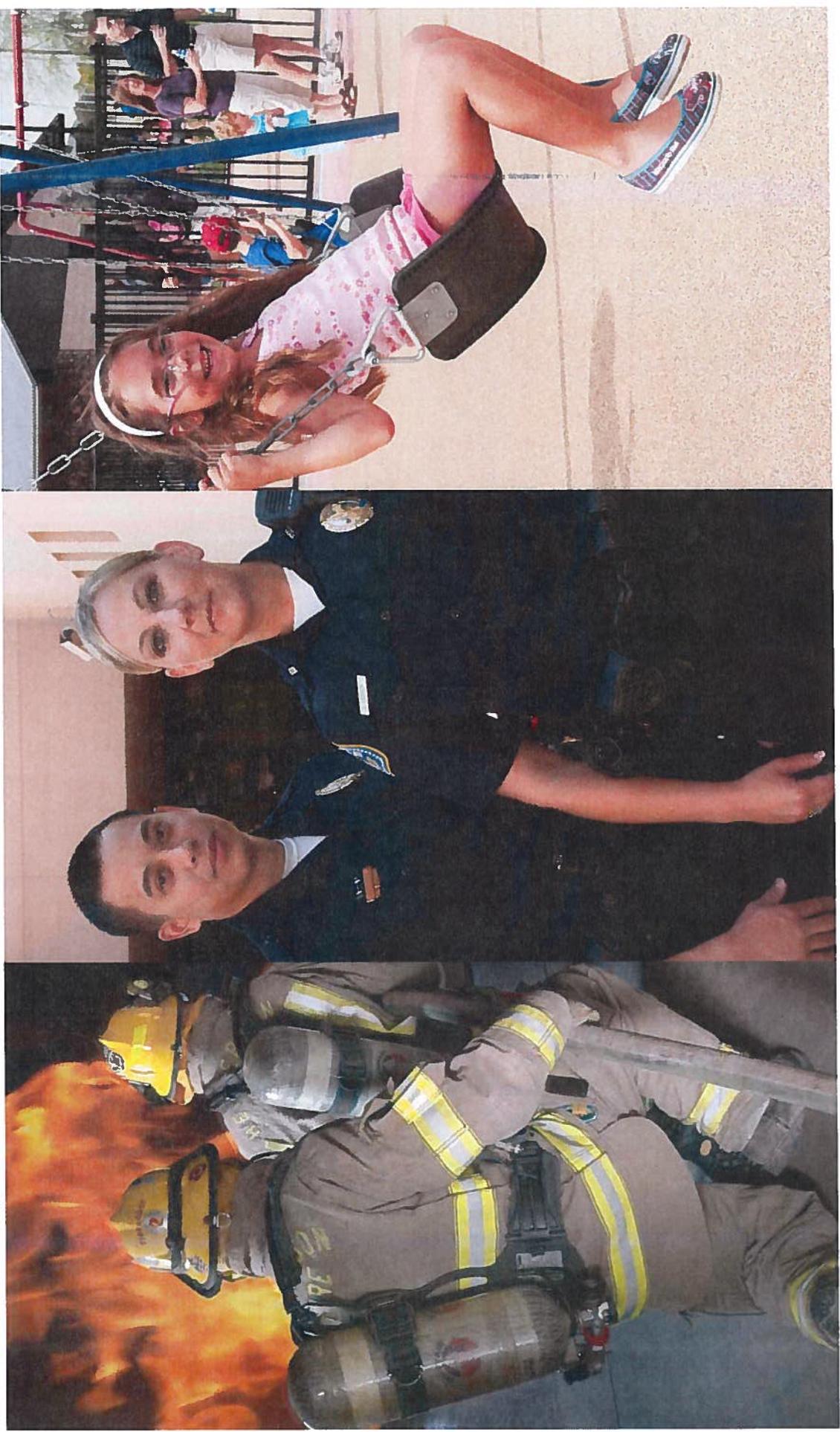
BUDGETED EXPENDITURES BY FUNCTION PARKS & RECREATION AND PUBLIC SAFETY



More than 70% of the General Fund Budget

* Adopted Final Budget, Excludes Transfers Out

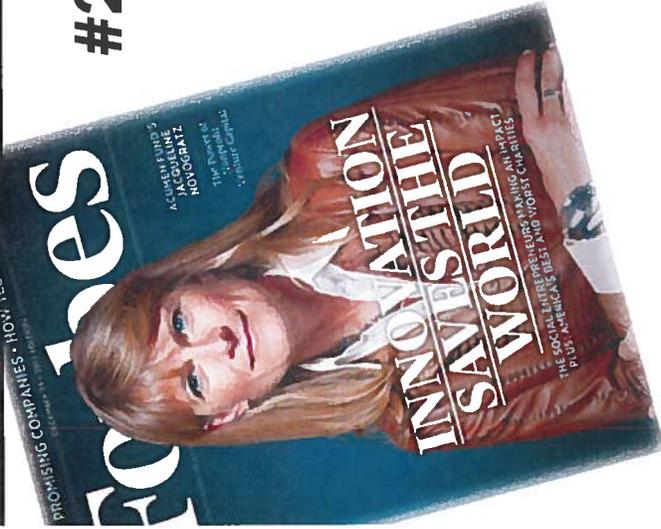
70% OF THE GENERAL FUND BUDGET



HENDERSON:

THE BEST VALUE FOR YOUR DOLLAR

PROMISING COMPANIES • HOW TECH DRIVES FORD



#2 | America's Safest City

Forbes

America's 50 Best Cities

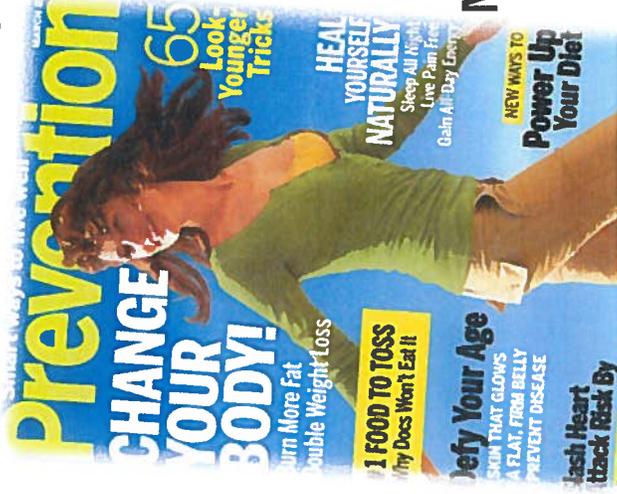
Bloomberg BusinessWeek

#2 | Best Cities for Snowbirds and Retirees

Apartment.com

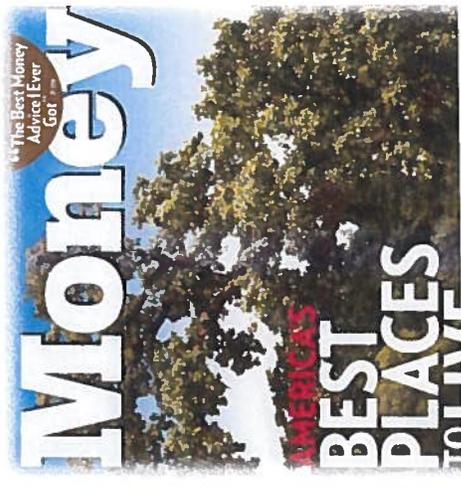
Top 25 Suburbs for Retirement | Forbes.com

#6 | Best walking city in America.
Prevention Magazine

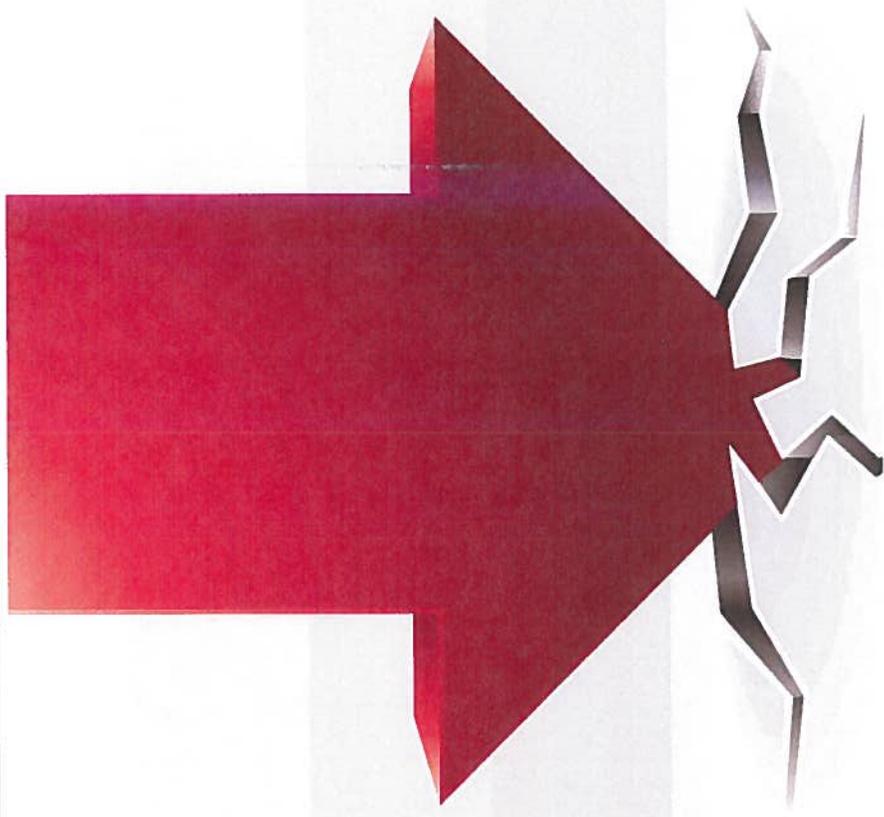


Top 20 Best Cities

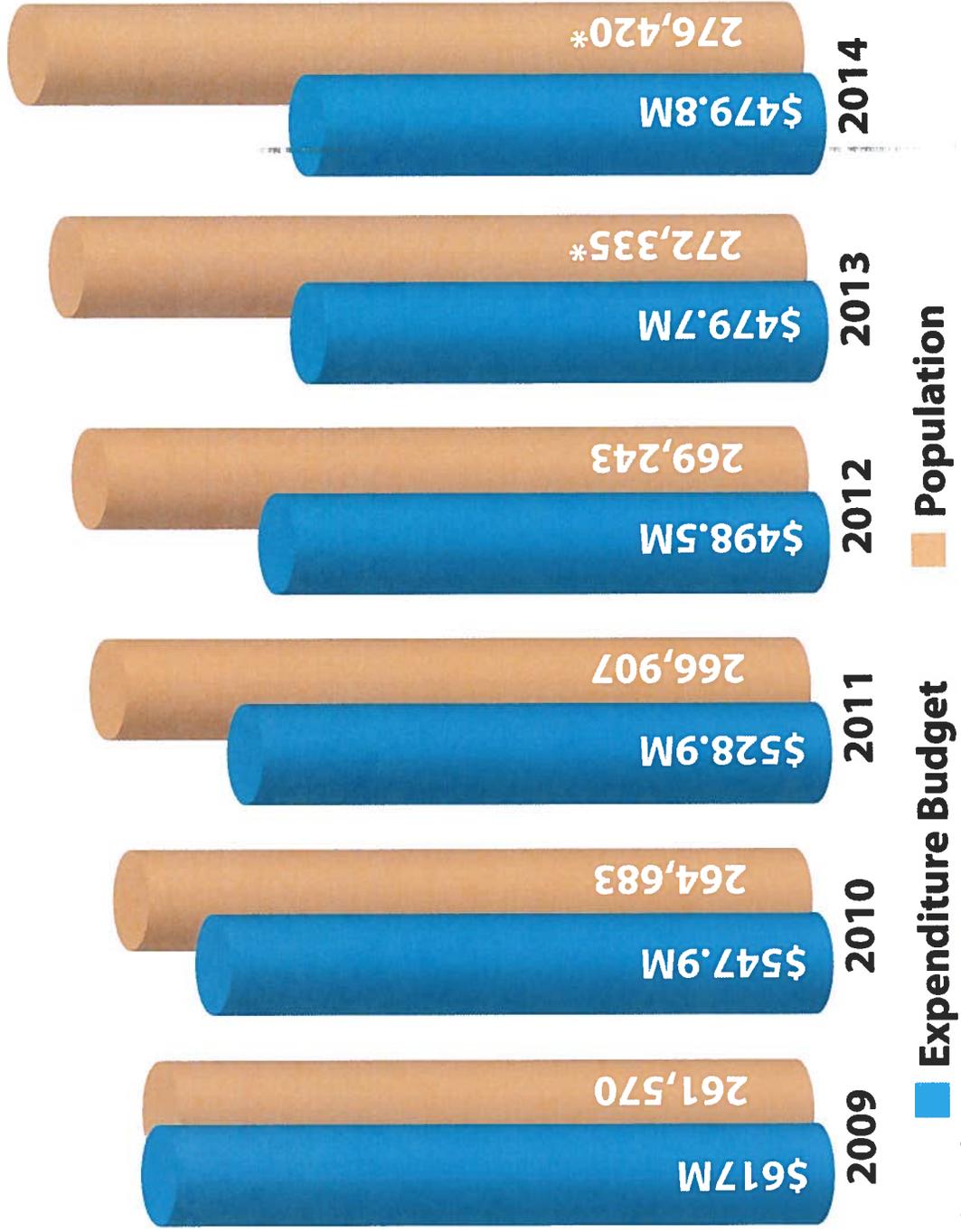
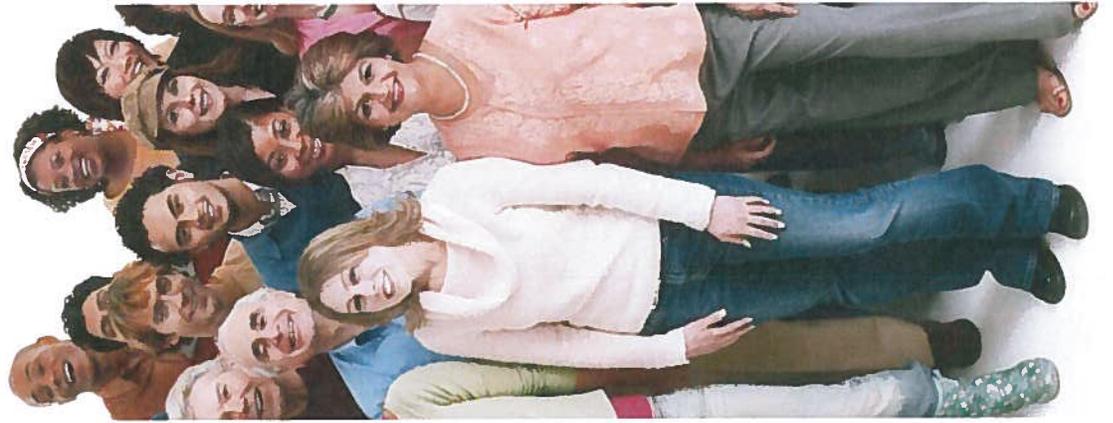
to Live in America.
MONEY Magazine



IMPACTS OF DOWNTURN

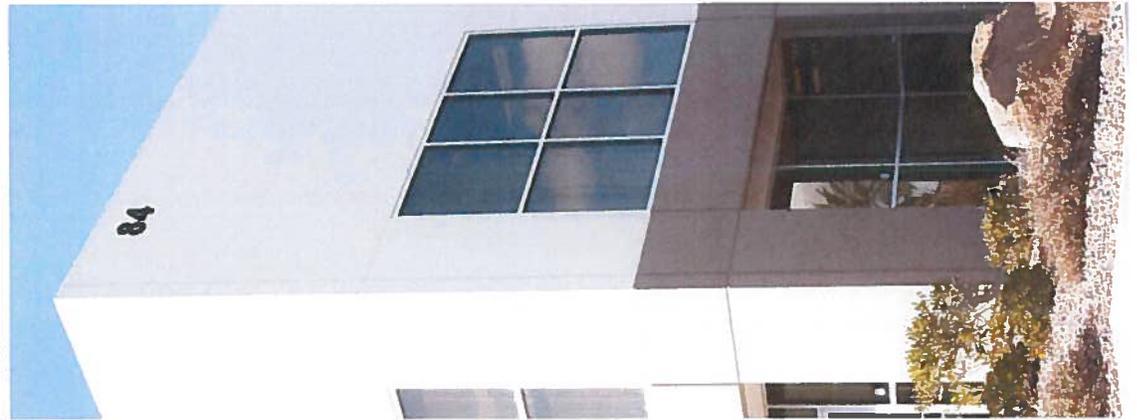


CITYWIDE EXPENDITURE BUDGET AND POPULATION



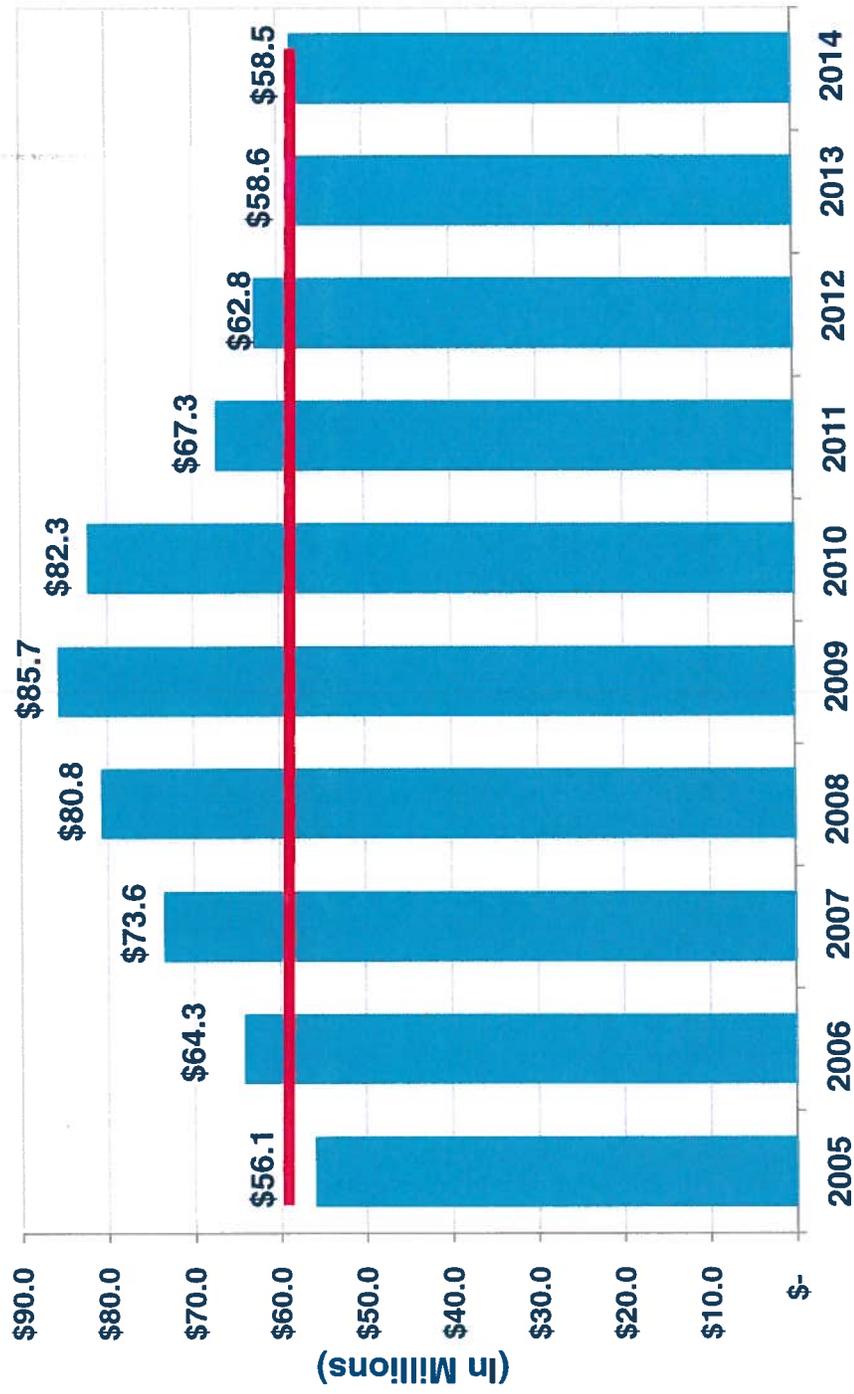
*Estimated

ASSESSED VALUATION (IN BILLIONS)



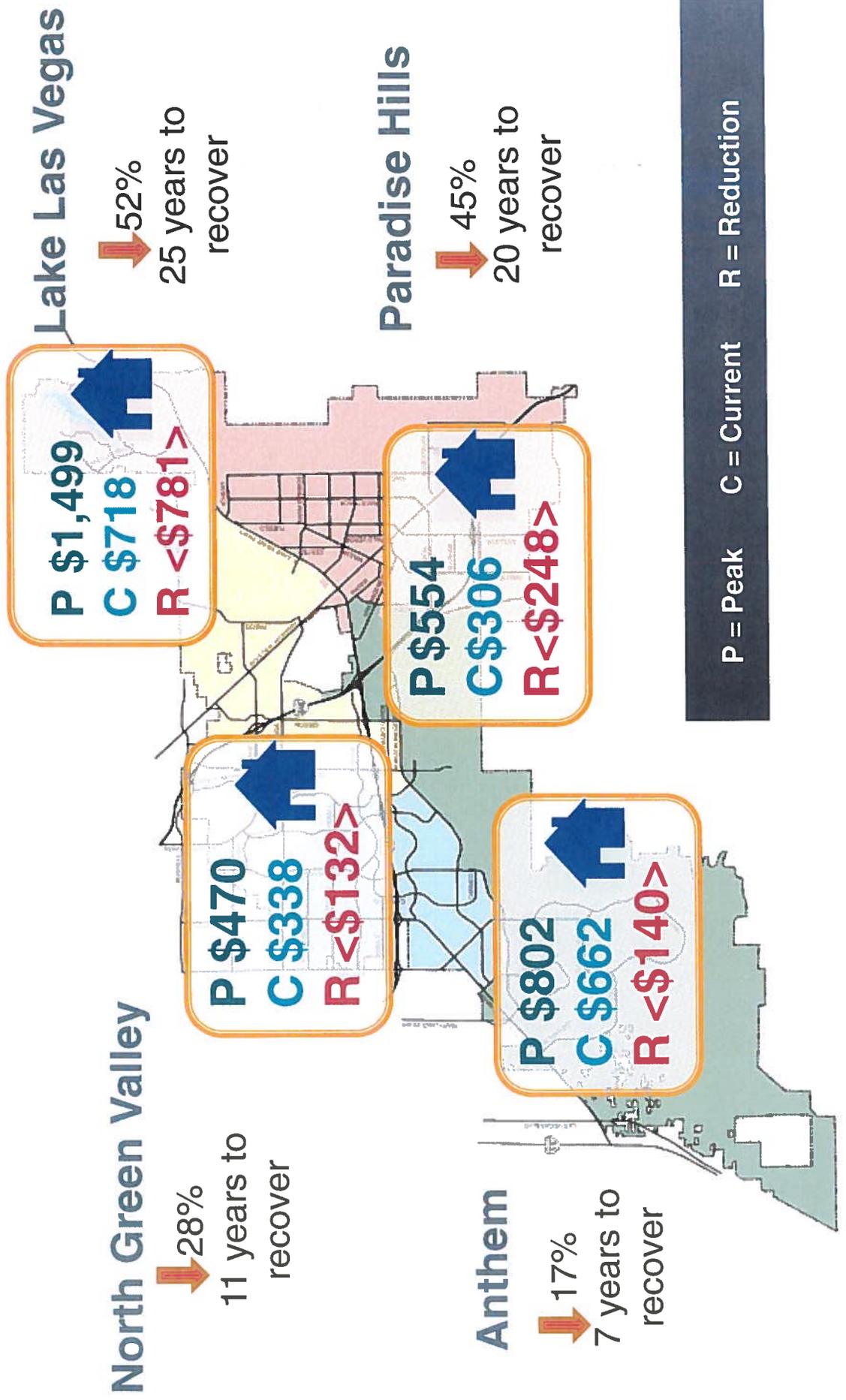
FY 2014 is 48% below the peak of FY 2009 and still below the levels of FY 2006

PROPERTY TAX REVENUE ALL FUNDS



FY 2014 is 32% below the peak of FY 2009 and below the levels of FY 2006

HENDERSON PROPERTY TAX REVENUE

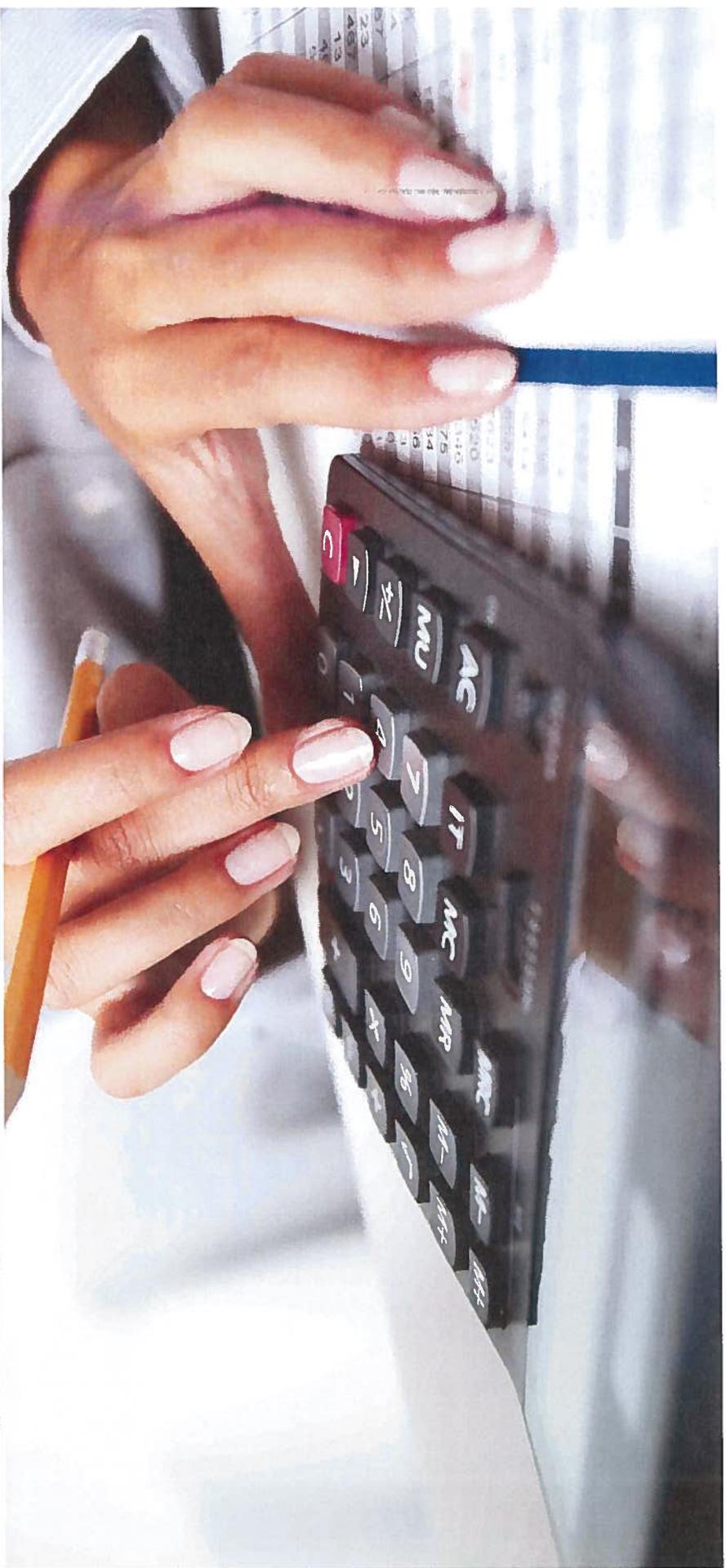


CONSOLIDATED TAX (IN MILLIONS)



FY 2014 is 16% below the peak of FY 2006

WHAT WE HAVE DONE



PERSONNEL RELATED COSTS

- More than \$127 million in cuts citywide
- Staff reductions of 16% in Non-Public Safety
- Compensation reduction of 6%-11%
- Elimination of COLAs for all employees for last 5 years
- Concessions from all employees equal to 2% of pay for last two years
- Postponed Capital Improvement Projects
- Extended life of city vehicles



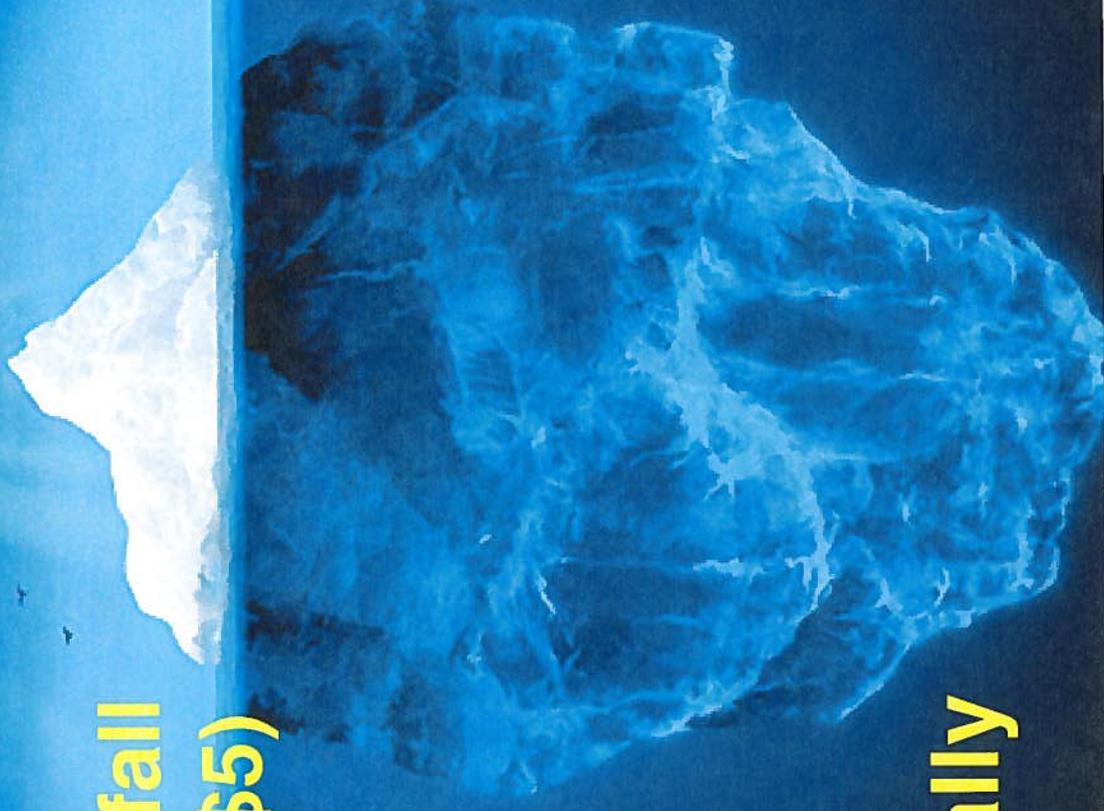


**CHALLENGES
AHEAD**

THE ICEBERG

**\$2 Million
Operating Shortfall
(could be up to \$5)**

**\$17 Million
Infrastructure
Reinvestment
Needed Annually**



COH'S INFRASTRUCTURE IS BEGINNING TO FAIL



SUMMARY OF ANNUAL COH INFRASTRUCTURE DEFICITS

Asset class	Annual deficit
Roadways	\$3.4 million
Traffic Control	\$0.7 million
Stormwater	\$1.3 million
Fleet	\$5.9 million
Facilities*	\$2.1 million
Parks and Trails	\$0.7 million
Information Technology	\$3.0 million
Total Annual deficit	\$17.1 million

*Includes select new capital proposals in addition to annual maintenance shortfalls.

Shortfalls vary from year to year, depending on asset conditions, replacement schedules and changing community needs.

RECOMMENDATIONS



RATE INCREASES

- Increase parks and recreation department pricing and rentals
- Implement a Parks and Recreation Department comprehensive pricing study



SERVICE CUTS



Various Parks and Recreation services and programs including:

- Swim & Trim passes
- Bread pickup program
- Changes to the senior transportation program

EXPLORE SERVICE DELIVERY ALTERNATIVES



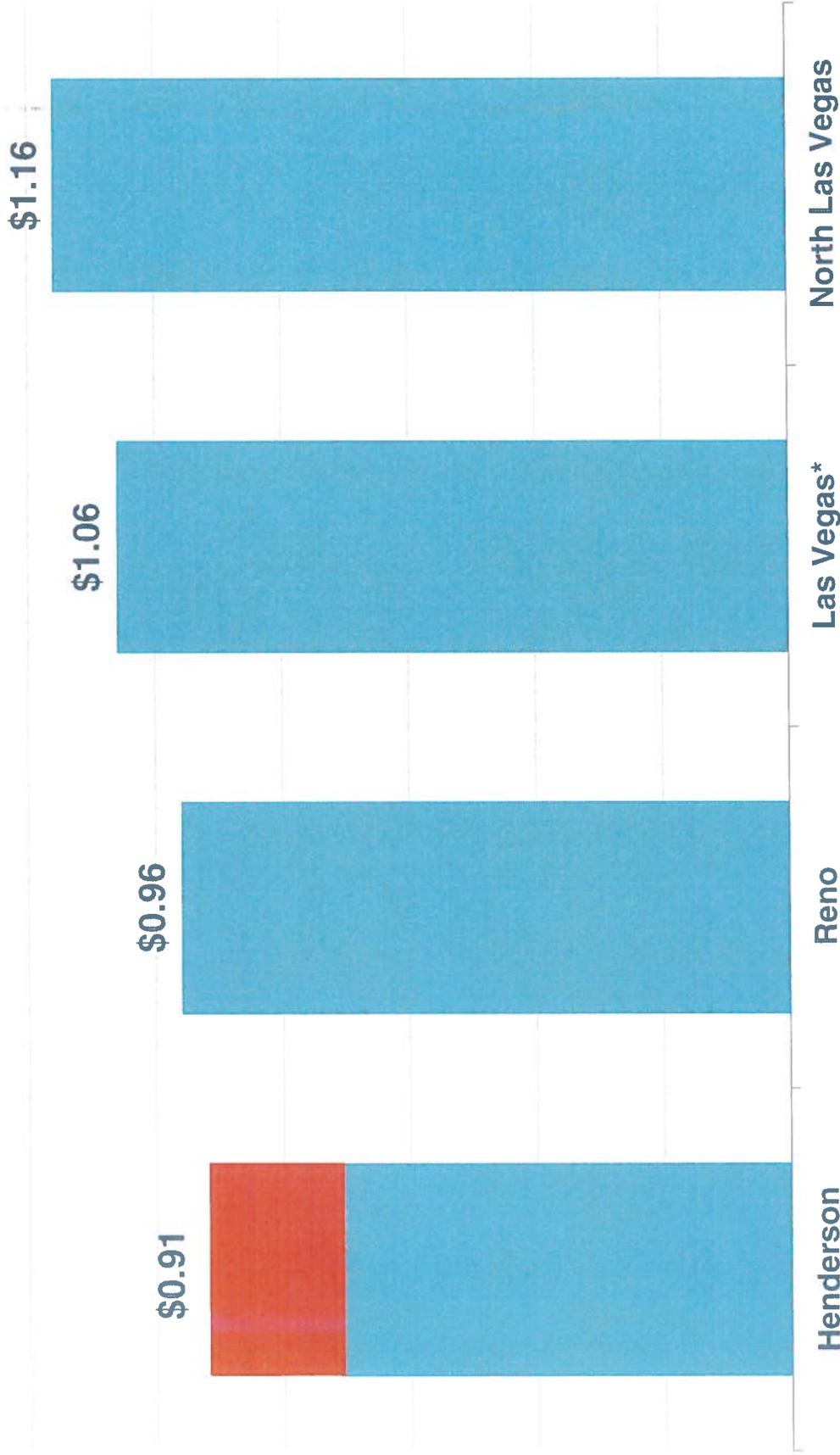
- Combine new police and fire facilities
- Regionalize emergency services where appropriate
- Explore public/private partnerships
- When looking at non-core city services, use a cost-neutral budgeting philosophy
- Close or limit recreation center hours on low-use days
- Look at areas to blend in-house staff and outside contractors

PROPERTY TAX



- Fully address the city's infrastructure and capital deficit and deferred maintenance needs that increases the property tax rate in the short-term and long-term
- Encourage the City Council to use its statutory authority to immediately increase the property tax rate to the allowable limit per the state Department of Taxation
- Include the use of a ballot question as early as the 2015 municipal election up to a maximum of 20 cents but not to exceed a total city rate of 91 cents

**EVEN WITH A .20 CENT BALLOT INITIATIVE,
HENDERSON PROPERTY TAX RATES WOULD STILL BE
THE **LOWEST** OF ANY MAJOR CITY IN NV**



*Includes Las Vegas portion of Metro

TAX INCREASE COMPARISON ON SAME HOME

2009: \$746

2014: \$435

**With a 20 Cent Increase
\$558**



Even with the SBAHC recommended ballot initiative, the property tax would still be lower than what it was in 2009, and is still the lowest in the valley.

ADDITIONAL RECOMMENDATIONS

- Explore legislative proposals that address depreciation of assessed value, property tax structure, and Residential Construction Tax
- Create an inventory of all property owned by the city and its use for the purpose of determining if there are excess properties that could be sold



VIDEO

TO SEE THE FINAL REPORT VISIT CITYOFHENDERSON.COM

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City Manager's Office
Special Budget Ad Hoc Committee Documents

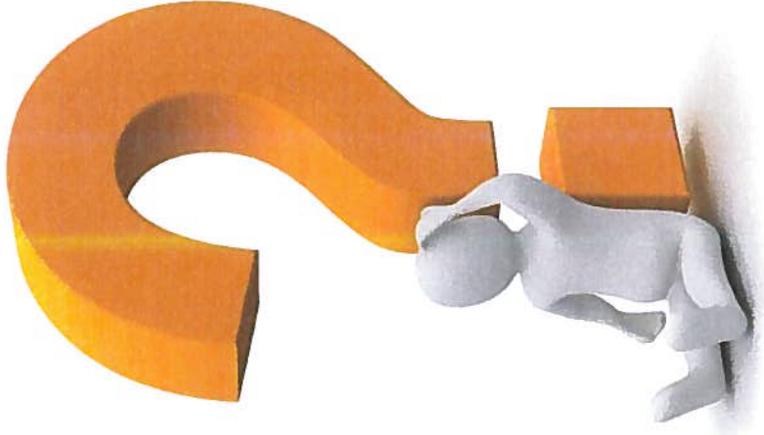
CHALLENGES AHEAD

On June 11, 2013, the City Council commissioned the Special Budget Ad Hoc Committee (SBAHC), a community-based group, to review the City's budget and operations. The SBAHC was charged with providing both short- and long-term recommendations to address the annual structural deficit of \$17 million in infrastructure needs, as well as a \$2 million (now \$5 million) operating shortfall.

Community Meetings Schedule

CONTACT HENDERSON
 SONNEVADA ONTHEALERT.COM
 Adobe® Reader® is required to view PDF

QUESTIONS?



ITEM #5

CA&T PROGRAMS UPDATE



Henderson

Heritage Parade Festival

Let's Go to the Market!

SATURDAY, APRIL 26
Henderson Events Plaza, 200 Water St.

**Mayor and Council
Breakfast**
at 9am

Parade
at 10am

**International
Food & Folklife Festival**
11am - 7pm

Car Show
Noon-6pm

Complimentary Admission



Complimentary Bike Valet



{ Just add Water Street }



HendersonLive.com | (702) 267-2171

Schedule subject to change without notice. Management reserves all rights.

cityofhenderson
#Heritage14

A Mother's Day Tradition



Art Festival

OF HENDERSON | 2014

May 10-11, 2014

May 10 • 9am - 5pm

May 11 • 9am - 4pm

COMPLIMENTARY ADMISSION

**Fine Arts & Crafts | Live Entertainment
Interactive Imagination Station
Chalk Art Competition**

**Henderson Events Plaza
200 Water Street**

Complimentary Bike Valet



cityofhenderson



{ Just add Water Street }

HendersonLive.com | (702) 267-2171

#Flashback #Flashback

\$10

SEE ALL 3
FOR \$25

Henderson Pavilion



The Tribute to
Early Van Halen

May 3 | 8pm

It's the ultimate tribute to early Van Halen when The Atomic Punks rule the stage. Note for note, it's an electrifying old school experience by the band David Lee Roth calls "the best tribute to Van Halen ever." Get set for an explosive rock and roll experience that will leave you unchained.



'70s Disco & Funk
Tribute Band

May 17 | 8pm

Get on your feet and dance to the beat of North America's grooviest disco funk party band. The 10-piece combo has performed with the biggest stars of disco and funk, including Kool & the Gang, Village People, and Rick James. Now they're bringing their retro '70s party to Henderson.



The Original Beastie Boys
Tribute Band

May 31 | 8pm

The original Beastie Boys tribute band is licensed to chill as they power through the legendary rappers' biggest punk-inspired hits, eclectic grooves and live scratch sets. They bring a New York hip-hop vibe to town with plenty of attitude and swagger to spare.



HendersonLive.com | (702) 267-4TIX

3 for \$25 tickets must be purchased within the same transaction. Schedule is subject to change or cancellation without prior notice. Management reserves all rights.



Gin Blossoms

Saturday, June 21 | 8:30pm

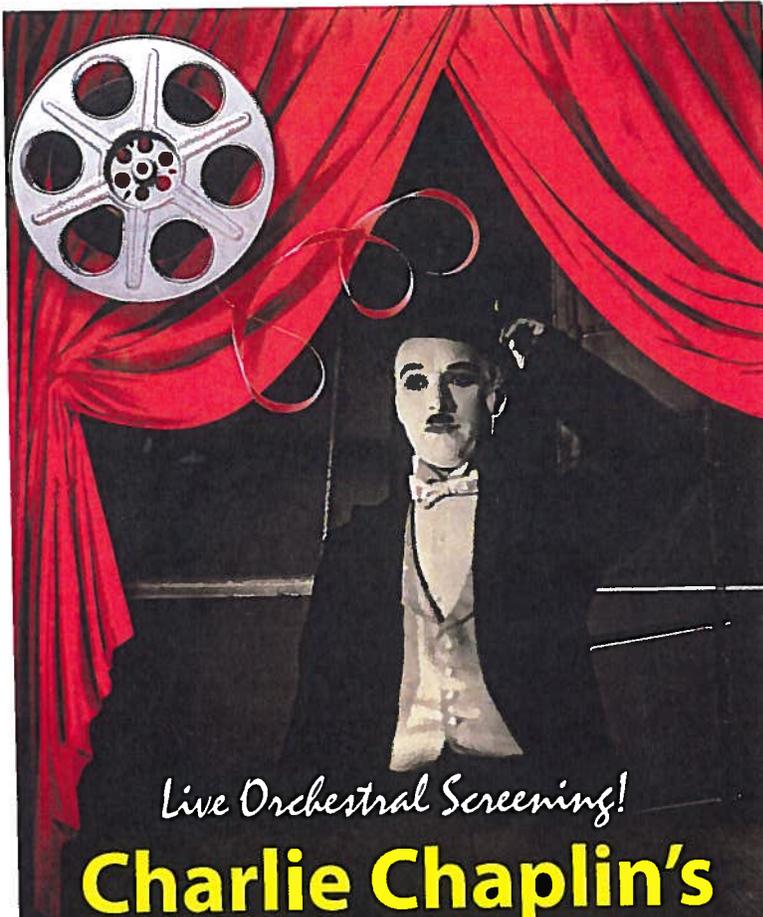
Henderson Pavilion

Tickets \$10



HendersonLive.com | (702) 267-4TIX

Schedule is subject to change or cancellation without prior notice. Management reserves all rights.



Live Orchestral Screening!

Charlie Chaplin's The Circus

Chaplin's masterful 1928 silent comedy comes to life with a live orchestral screening by the Henderson Symphony Orchestra. Watch as the comedic genius unwittingly becomes the star of the circus.

**Henderson Pavilion
Saturday, June 7 • 8:30pm**

Tickets \$10



HendersonLive.com | (702) 267-4TIX

The Circus ©Roy Foxport S.A.S. Schedule is subject to change or cancellation without prior notice. Management reserves all rights.