



CITY OF HENDERSON COMMISSION ON CULTURAL ARTS & TOURISM AGENDA

January 16, 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. Introduction of New Commissioner (For Information Only)
 - a. JoLyn Laney
2. Approval of Minutes from October 17, 2013, Regular Meeting (For Possible Action)

3. Cultural Arts & Tourism Staff Updates (For Information Only)
 - a. CA&T Team Assignments
 - b. Hotel Feasibility Study
 - c. Henderson Pavilion
 - d. Pavilion Spring Season
4. General Event Discussion (For Possible Action)
5. GM Roundtable Update (For Possible Action)
6. Henderson Tourism Council (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, April 17, 2014

IX. ADJOURNMENT

Posted prior to 9:00 a.m. on Thursday, January 9, 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 #2

***APPROVAL OF MINUTES
FROM OCTOBER 17, 2013,
REGULAR MEETING***

**CITY OF HENDERSON
COMMISSION ON CULTURAL ARTS AND TOURISM
MEETING
October 17, 2013
DRAFT MINUTES**

I. CALL TO ORDER

Chairman Brooks called the meeting to order at 4:36 p.m., at the City of Henderson, Henderson Convention Center, 200 S. Water Street, Henderson, Nevada 89015.

II. CONFIRMATION OF POSTING AND ROLL CALL

Lisa Keim-Carr, 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 (arrived at 5:23 p.m.)
Mark Birtha
Dianna Fyke
M.J. Maynard
Scott Voeller

EXCUSED: Greg Gooding
JoLyn Laney
Scott Muelrath

**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
Lisa Keim-Carr, Executive Administrative Assistant
Tedie Jackson, Minutes Clerk

GUESTS: Howard Harris, Hilton Lake Las Vegas

III. ACCEPTANCE OF AGENDA (For Possible Action)

The Commissioners reviewed the Agenda as presented.

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

IV. PUBLIC COMMENT

There was no public comment.

V. NEW BUSINESS

1. Introduction of New Commissioners (For Information Only)

- a. JoLyn Laney – Ms. Laney was not present at the meeting.
- b. Scott Voeller – Sr. VP of Brand Strategy & Advertising for MGM Resorts International

The Commissioners and guests introduced themselves.

2. Approval of Minutes from June 13, 2013, Regular Meeting (For Possible Action)

(MOTION) Mr. Birtha introduced a motion to approve the minutes of the June 13, 2013, Regular Meeting. The vote favoring approval was unanimous. Chairman Brooks declared the motion carried.

3. Summary of Findings from Events Center Feasibility Study (For Information Only)

Ms. Primo gave a brief presentation on the summary of findings from the Events Center Feasibility Study, which was presented to Mayor & Council by Convention, Sports & Leisure (CSL) on July 17, 2013. The purpose of the study was essentially to look at the options for the Henderson Convention Center and the role it would have as it relates to downtown, the marketplace, as well as regionally. CSL also studied how the Convention Center could be combined with the Henderson Space & Science Center. The study consisted of two phases and phase one was the market validation portion of the study. This phase included interviews with local clientele, market conditions and industry trends. Phase two included a review of several building models, site analysis, events and use, financing, funding and final recommendations.

Ms. Primo noted that the Convention Center opened in 1982 and an expansion took place in the mid-90's and the Events Plaza opened in 2006. The existing business levels for the Convention Center range from 500-800 functions annually and the client profile consists of 62 percent meetings, 20 percent social functions, and 18 percent special events and consumer markets.

One of the key components of the study was a review of our strategy on positioning special events in the Water Street District area. The key market conclusions validated the special events and CSL concluded that the funds spent on special events are a good use of the City's and CA&T department funds.

CSL looked at four different building scenarios, which included a redeveloped Convention Center, a new Convention Center with hotel, a multi-purpose events center and a combined-use facility with the Henderson Space & Science Center. At the July 17, 2013, meeting with Mayor & Council, the multi-purpose events center was removed from consideration because it did not accommodate the existing business currently held at the Convention Center. Ms. Primo reviewed each building scenario including square footage, construction costs and economic impact.

Ms. Primo noted that of the four different building scenarios, two of them looked at the existing site of the Convention Center, which was deemed appealing due to the existing infrastructure and the parking adjacent to the site.

CSL concluded that the market would support scenario one, a redeveloped Convention Center and scenario four, a combined-use facility with the Henderson Space & Science Center. They noted that scenario four would be successful in this marketplace and would benefit the community. CSL also validated a similar market study which was completed in 2008. Ms. Primo also noted that there was heightened interest for a new Convention Center and hotel, but it would need to be studied further.

The Commission briefly discussed the study results that were presented including the economic impact from CA&T's special events, the option of a combined-use facility with HSSC and the support for a new Convention Center with a hotel.

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

a. Hotel Feasibility Study

Ms. Primo noted that the City has commissioned HVS Convention, Sports, & Entertainment Facilities Consulting to conduct a Hotel Feasibility Study for the Water Street District. They anticipate the study will kick-off in November and take approximately 13 weeks.

b. Henderson Pavilion

Mr. Pico noted that the remaining show for the fall season at the Pavilion is the LaserSpectacular show. He noted that Bret Michaels and Babyface performed earlier in the fall. Mr. Pico also reported that they are in the process of confirming performances for the spring season. CA&T is also looking into a weekly series or decade series to create regular entertainment on the weekends.

Mr. Pico noted that CA&T is hosting a Pavilion Open House for the neighborhood to provide their input and get feedback on their experience at the Pavilion, programming and best methods of communication.

c. Special Events Update

Mr. Pico provided an update on the special events for the remainder of the year, which included:

- Shakespeare in the Park, Oct. 19 at Lake Las Vegas
- Target ArtBeat-Events Plaza Amphitheatre
 - Ruth Moody Band, Oct. 18
 - Sam Riddle, Nov. 1
- Stroll 'n Roll, Nov. 9, Paseo Verde Pkwy.
- Best in the Desert Race, Dec.5-8, Water Street and Jean, NV
- WaterDay, Dec. 7, Water Street

Mr. Pico also reported on a new addition to WinterFest this year. The TV show "Tanked," which is shown on the Animal Planet channel, will be filming

a holiday episode at the Convention Center with Mayor Hafen, Councilwoman Schroder and City Manager Jacob Snow. They will be commissioning a fish tank that represents “An Old Fashioned Christmas,” which will be displayed during WinterFest. The show will be filmed before WinterFest, but will air after WinterFest on Animal Planet. Although we are not purchasing the tank, they have agreed to keep the fish tank at the Convention Center through WinterFest.

5. Henderson Tourism Council (For Discussion Only)

Ms. Primo noted that a date is being scheduled for the GM Roundtable/Henderson Tourism Council. The purpose of the council is to bring the Henderson hotel partners together with CA&T to network and have a strategic discussion.

VI. PUBLIC COMMENT

Councilwoman Schroder noted that the Japanese Art Exhibit will open on October 18 at 7:00 p.m. at UNLV.

VII. CHAIRMAN/MEMBER COMMENTS

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VIII. SET NEXT MEETING

The next meeting date was scheduled for January 16, 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 5:29 p.m.

Respectfully submitted,

D'Ann Sas
Executive Administrative Assistant