



CITY OF HENDERSON COMMISSION ON CULTURAL ARTS & TOURISM AGENDA

July 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 April 17, 2014, Regular Meeting (For Possible Action)
2. CA&T Programs Update (For Information Only)
3. Pavilion Update (For Information Only)

4. Convention Center Update (For Information Only)
5. Destination Sales Update (For Information Only)
6. Henderson Tourism Council Update (For Information Only)

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, October 16, 2014

IX. ADJOURNMENT

Posted prior to 9:00 a.m. on Thursday, July 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
www.cityofhenderson.com
<https://notice.nv.gov>

ITEM #1

***APPROVAL OF MINUTES
FROM APRIL 17, 2014,
REGULAR MEETING***

**CITY OF HENDERSON
COMMISSION ON CULTURAL ARTS AND TOURISM
MEETING
April 17, 2014**

I. CALL TO ORDER

Chairman Brooks called the meeting to order at 4:32 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
Dianna Fyke
JoLyn Laney
M.J. Maynard
Scott Muelrath
Creson Oakley
Scott Voeller

EXCUSED: Mark Birtha
Greg Gooding

CITY COUNCIL
REP: N/A

CITY STAFF: Tracy Bower, Sr. Director of Public Affairs, Economic & Cultural
Development
Andrea Primo, Director of Cultural Arts and Tourism
Bud Pico, Manager of CA&T Programs and Operations
Kristina Gilmore, Asst. City Attorney
Joyce Mallari, Business Administration Manager
Tina Sigman, 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

There was no public comment.

V. NEW BUSINESS

1. Approval of Minutes from January 16, 2014, Regular Meeting (For Possible Action)

(MOTION) Ms. Fyke introduced a motion to approve the minutes of the January 16, 2014, Regular Meeting. The vote favoring approval was unanimous. Chairman Brooks declared the motion carried.

2. Special Budget Ad Hoc Committee Presentation (For Information Only)

Ms. Bower gave a presentation on the condition of the City's budget and noted that Mayor & Council commissioned a Special Budget Ad Hoc Committee (SBAHC) to provide recommendations on how to address the City's budget shortfall.

Ms. Bower noted that Henderson has approximately 280,000 residents and covers 105 square miles and provides water, wastewater, emergency medical services and police and fire to its residents. Ms. Bower also noted that the City's financial strength helped get through the difficult times during the recession, which included strong financial management policies, strong relationships with employee unions and financial reserves. The City also created a five-year financial committee early in the recession that looked ahead to how the city could withstand the financial crisis.

Ms. Bower explained that most of the City's revenues come from two major sources: consolidated tax and property tax. She noted that Henderson's property tax rate is the lowest of any major city in the valley and it has remained unchanged since 1991. Seventy percent of the property tax pays for police, fire and parks and recreation. Ms. Bower also noted that assessed valuation fell by approximately 50 percent from 2009 to 2014, which resulted in lower property tax revenues all while population and demand for services increased. Ms. Bower noted that the City made cuts of approximately \$127 million throughout the recession by reducing staffing by 16 percent, postponing capital improvement projects, base budget cuts and implementing a four-day work week. The City also reduced compensation to non-represented employees, eliminated cost of living increases for the last five years, obtained concessions from union groups, implemented hiring freezes, restricted overtime, and increased employee costs for healthcare and retirement. Ms. Bower noted that there is currently a \$2 million dollar operating shortfall, but it could be up to \$5 million dollars and there is approximately \$17 million dollars in infrastructure reinvestment needed annually.

As a result of the SBAHC meetings, the committee recommended rate increases for Parks and Recreation, cuts to various Parks & Recreation programs such as the senior transportation program, and to explore service delivery alternatives (outsourcing). They also recommended combining new police and fire facilities and exploring public/private partnerships (i.e. Convention Center). Ms. Bower noted that these recommendations would bridge the operating deficit of \$2 million; however, the \$17 million capital infrastructure wasn't addressed because there were not enough savings to make up the \$17 million budget shortfall. The SBAHC felt that property

tax is one way to make up the budget shortfall and they recommended addressing the City's infrastructure and capital and maintenance needs through a property tax increase. At a minimum, they recommended that Council use its statutory authority to increase the property tax rate to the extent it can which is up to 3 percent, a higher increase would have to go to the voters for approval. The SBAHC recommended that the City consider a ballot question asking voters in the Spring of 2015 for a property tax increase up to 20 cents, not to exceed 91 cents, which would still keep the Henderson property tax rate less than the major cities in the state.

The City is also looking at legislative proposals that address depreciation of assessed value and creating an inventory of all City owned property and determine if there are properties that could be sold. An independent contractor is currently reviewing this.

After the recommendations were provided to Mayor & Council, staff was asked to present this information to the community and get their feedback. Staff will go back to Mayor & Council to implement some of the Parks & Recreation changes and take additional direction on what they want to do with the property tax increases.

Mr. Brooks noted that the SBAHC recommendations to Mayor & Council were unanimous.

The Commissioners had a brief discussion on how the information has been received such as the property tax discussion and why the City hasn't laid off staff. Ms. Bower noted that employees were offered a Voluntary Employee Separation Program (VESP) and in order to refill positions staff had to go before a critical position review committee and justify why the position was needed.

Mr. Muelrath noted that the City reacted quickly to the recommendations they received.

3. Arts Update (For Information Only)

Ms. Mallari provided an overview of the arts programs and noted that the City operates six art galleries including City Hall. The City Hall art gallery is a free opportunity for local artists to display and sell their work. In the first two months, seven art pieces were sold for the artists. CA&T also operates the gallery at the Henderson Multigenerational Center. Ms. Mallari noted that we also have a partnership with St. Rose Siena campus and they will feature artwork from students at Pinecrest Academy next week.

Ms. Mallari also noted that CA&T is incorporating more arts elements at our signature events. For the Heritage Parade, there will be food artists including food carving and a mosaic artist. For Art Festival, there will be live demonstrations including a pottery thrower and glass blower.

Ms. Mallari also noted that CA&T is working with Poor Richard's Players, which is a local theater group, and they will be going to several Henderson schools to do a Shakespeare On the Go Program where they are bringing the work of Shakespeare to modern day. A similar program was offered at Discovery Children's Museum.

4. Convention Center Update (For Information Only)

Ms. Mallari gave an overview of the survey results from our Convention Center customers for 2013 and 2012. She highlighted key facts including average number of attendees, the percentage of returning attendees and the rating of our rental fees. The facility ratings for the Convention Center are high for the kitchen and the lowest rating was received for parking. In 2012 and 2013, the highest percentage of Convention Center customers were previous clients. Ms. Mallari also noted that our staff ratings were consistent year over year and the two areas where staff scored the highest were the knowledge of our staff and customer service.

5. CA&T Programs Update (For Information Only)

Mr. Pico provided an update on the programs and events that CA&T is currently working on. He noted that the 2nd Annual Stroll 'N Roll was held last week with an estimated attendance of 7,000. The next event will be the 61st Annual Heritage Parade & Festival and includes the International Food and Folklife Association providing the food vendors and entertainment. In May, Art Festival of Henderson will take place Mother's Day weekend, May 10-11, 2014. There will be live art demonstrations, artist vendors, live entertainment, and several food trucks.

Mr. Pico highlighted the events and concerts happening at the Pavilion including the Spirit of 45, which celebrated the end of World War II. Beginning May 3, we will kick off the Flashback series with concerts featuring the Atomic Punks (Van Halen tribute), Boogie Wonder Band (70's disco era music) and Rhymin' n Stealin' (tribute to the Beastie Boys). On June 21, the Gin Blossoms will be performing at the Pavilion.

6. Destination Sales Update (For Information Only)

Mr. Kirby reported that the Henderson Tourism Council is planning their first sales blitz during National Tourism Week (May 3-11). He is also working with our Henderson hotel partners for their friends and family rates, which will be published in Henderson Happenings, listed on visithenderson.com, and sent via email blast.

Mr. Kirby also highlighted some of his recent and upcoming conferences including Meeting Planners International in Los Angeles, an LVCVA networking event in Chicago with over 150 association meeting planners, and Collaborate Marketplace in Portland, OR, which consists of one-on-one appointments with association meeting planners.

7. Henderson Tourism Council Update (For Information Only)

Mr. Kirby reported that the Henderson Tourism Council has reconvened and they discussed collaboration between hotels, referring business, cooperative advertising and planning the sales blitz. They also discussed working together at conferences to promote Henderson. The meetings will be held quarterly and the next meeting is scheduled for June 10.

8. Select Commissioners for Destination Champion Award Sub-Committee

Ms. Primo noted that each year we present the Destination Champion award in conjunction with National Tourism Week. The award recognizes the sales

professional who makes a positive impact on tourism in Henderson. MJ, Creson and Scott M. volunteered to serve on the Committee.

(MOTION) Ms. Fyke introduced a motion to select MJ, Creson, Scott M. to serve on the sub-committee for the Destination Champion award. The vote favoring approval was unanimous. Chairman Brooks declared the motion carried.

VI. PUBLIC COMMENT

There was no public comment.

VII. CHAIRMAN/MEMBER COMMENTS

Mr. Muelrath noted that the Henderson Chamber of Commerce (HCC) has been lobbying the LVCVA about re-initiating a grant program for chamber events, which they have agreed to do. He noted that there are numerous restrictions as to how the grants are administered and what types of projects, but suggested they collaborate on an event aimed at Lake Las Vegas that was also tied into tourism. It could be an event platform that would be tourism based on an existing event or something new that is suitable for the grant. Mr. Muelrath noted that HCC had an idea to merge their business awards and economic development awards into one program at Lake Las Vegas. They would like to hear ideas and suggestions if the City had a certain event that needed additional funding or a new platform.

Mr. Muelrath also noted that HCC also has one big expo every year in October and because there is so much happening on Water Street and the redevelopment area they will be holding the event at the Henderson Convention Center.

VIII. SET NEXT MEETING

The next meeting date was scheduled for July 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