

MINUTES
of the meeting of the
COMMUNITY DEVELOPMENT COMMITTEE
(Standing Committee of the Laughlin Town Advisory Board)
Wednesday 26 February 2014

at the Clark County Regional Government Center, 101 Civic Way, Laughlin, Nevada

1. CALL TO ORDER

- A. **Trish Bleich** called the meeting to order 3:04 P.M. as a quorum was present
- B. The meeting was conducted in conformance with the Nevada Open Meeting Law.
- C. It was announced that agenda items may be taken out of order if deemed necessary.
- D. It was announced that the Community Development Committee may combine two or more agenda items for consideration.
- E. It was announced that the Community Development Committee may remove an item from the agenda, or delay discussion relating to an item, at any time.
- F. *Present:* Lead Co-Chair James Vincent, Citizen Co-Chair Trish Bleich, Secretary Jim Maniaci, Members C.W. Marvin (at 3:07 P.M.), and Sharon Davie. Rick Simmons received an excused absence. There is 1 vacant appointed, voting seat. Julie Fairman, Town Manager Jackie Brady, and Meg McDaniel also signed the attendance roster.

2. ORGANIZATIONAL ITEMS

- A. **James Vincent** moved, **Trish Bleich** seconded, **passed 4-0**, to adopt agenda as is.
- B. **James Vincent** moved, **Trish Bleich** seconded, passed 4-0, to approve the 22 January 2014 minutes.

3. COMMENTS BY THE GENERAL PUBLIC

None about agenda items.

4. COMMITTEE BUSINESS

- A. **Elect Citizen Co-Chair:** **Sharon Davie** moved, **James Vincent** seconded, **passed 5-0**, to re-elect **Trish Bleich** as Citizen Co-Chair.
- B. **Elect Secretary:** **James Vincent** moved, **Sharon Davie** seconded, **passed 5-0** to table appointment of Secretary, as **Jim Maniaci** declined to be considered for the position for another year.

C. Presentation by the Laughlin Visitors Bureau of the Las Vegas Convention-Visitors Authority. Meg McDaniel gave her report. She explained how the LVCVA and LVB are organized as destination marketing quasi-public entities with a 14-member Board of Directors from the city councils, county commission, and the industry. Its money comes from a room tax, plus the Las Vegas Convention Center leases. Guests of hotels in Laughlin pay a 12% tax and almost 1/3 of that goes to the LVCVA. In all of Clark County, the tax raises \$532 million, with the state Tourism Commission receiving \$16.5 million. The Authority's total budget is \$170.5 million. When the Nevada Legislature started the organization in 1962, the Authority received 90%. The City of Mesquite receives a percentage for being part of the Authority's administration. Not being incorporated, Laughlin's share comes through Clark County. She said that because the small Laughlin staff draws on the specialized staffs at headquarters in Las Vegas, the staff is able to do a more thorough job, and that if Laughlin were an independent visitors authority it would not be able to afford such highly-paid specialists. The Authority opened the Laughlin office in 1989. In 2000, Meg McDaniel was promoted from Secretary to Manager and to Senior Manager in 2005, being assisted by a secretary and a sales associate. That staffing level remains. During the Great Recession, the Authority added Primm, Mesquite, and Boulder City to her supervisory duties, since all are considered rural parts of Clark County. She described efforts to draw in those who bring tourists to various destinations, as organized by various sub-sets of the overall industry. She then listed the sales office activities, the main one as being the liaison between the casino-hotel resorts and the Authority. At travel shows she gets to talk with end-users, actual visitors. As an example, she said in Mesa, Arizona, they are young and active retirees while in Florida it is almost exclusively age 65-plus. Jackie Brady said lack of scheduled regular airline service hurts. Meg McDaniel said she does hear that concern, but works around it. Jim Maniaci asked about the decline in visitors from about 5.5 million a year at Laughlin's peak to about 2 million per year now. Meg McDaniel said the emphasis has been shifted, in response to market changes, from strictly a gambling resort to a destination resort with great dining, top-name entertainment, some shopping, and lots of land and water activities. She pointed out one of the changes has been the gigantic growth of Indian casinos between Laughlin and its main customer bases in southern California, southern Nevada, and central Arizona. James Vincent confirmed those changes, adding the Great Recession also hurt; he also commented on scheduled airline service. Jackie Brady said mind-sets are changing. Meg McDaniel explained her involvement as a member of the Mohave County, Ariz., Airport Authority that owns and operates the Laughlin-Bullhead International Airport in northern Bullhead City. She said 1-800-4Laughlin is the toll-free telephone number for visitor information inquiries. She explained the advertising programs and the marketing participation with Las Vegas Events, an integrated but separate corporation with its own Board of Directors, with many of its members also being on the Authority Board.

D. Update on LaughlinLive.com by Rich Simmons. Tabled because of his excused

absence.

E. Discuss final plans for Laughlin Town Fest. **James Vincent** reported that any skirt around the information tables must be protected from the wind. The hours will be 10-4 on Saturday 15 March 2014 in the Laughlin Town Center shopping plaza in Upper Laughlin. He will see to the collection of the literature and send out necessary e-mails. **Sharon Davie** commented that participation will increase if volunteers understand what is going on in the community.

F. Suggestions for future speakers: **James Vincent** wanted NV Energy should be invited to a meeting to plan the utility box art work project being led by **Sharon Davie**. Jackie Brady said the utility is doing the same thing in the Las Vegas area. It also was suggested that Jeff Mercier, NVE maintenance supervisor for the Laughlin region, be contacted. It was stated that it is not known how the projects in Las Vegas are funded. Sharon Davie asked that the Laughlin Junior-Senior High School Interact (Rotary) Club be invited to speak as part of their developing leadership skills.

5. COMMENTS BY THE GENERAL PUBLIC

None about non-agenda matters.

6. NEXT MEETING DATE:

Wednesday 26 March 2014 at 3 p.m. PST in the Regional Government Center, 101 Civic Way, Laughlin, Nevada. Agenda items due to chair by 17 March 2004.

7. ADJOURNMENT:

Trish Bleich moved **Sharon Davie** seconded, approved 5-0, to adjourn at 4:50 P.M.

NOTE: These minutes are a draft and will be formally approved, amended, or tabled at the 26 March 2014 meeting.