



Citizens Advisory Committee to the Las Vegas Redevelopment Agency Minutes

1. Call to Order and Roll Call

Minutes:

CHAIR HILL called the meeting to order at 4:06 p.m.

PRESENT: CHAIR HILL and MEMBERS JONES, PALACIOS (via teleconference), CAMACHO (via teleconference), and STILWELL

EXCUSED: MEMBERS WILCOX LAVIN and WEST

ALSO PRESENT: JEFF McGEACHY, Sr. Economic Development Specialist, JOHN RIDILLA, Deputy City Attorney, and ASHLEY FOSTER, Deputy City Clerk

2. Announcement Regarding: Compliance with Open Meeting Law

Minutes:

ANNOUNCEMENT MADE: This meeting has been properly noticed and posted at the following locations in accordance with the State of Nevada Executive Department Declaration of Emergency Directive 006: The City of Las Vegas website – www.lasvegasnevada.gov and The Nevada Public Notice Website – notice.nv.gov.

3. Public Comment: Comment during this portion of the agenda must be limited to matters on the agenda for action. If you wish to be heard, come forward and give your name for the record. The amount of discussion, as well as the amount of time any single speaker is allowed, may be limited.

Minutes:

None.

4. For possible action to approve the Final Minutes by reference of the Regular Meeting of October 26, 2020

Motion made by Asha L Jones to Approve

Passed For: 5; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 2

For-Daniel Hill, Asha L Jones, Craig Palacios, Robin Camacho, Desiree Stillwell; Excused-Jana Wilcox Lavin, Kelcey West;

5. Presentation by the Department of Economic and Urban Development staff regarding the Remote Worker Initiative

Minutes:

Through a PowerPoint presentation, a copy of which was submitted and attached as backup, ZACH BLANKFELD, Management Analyst II, presented on the Remote Worker Initiative. The Business Development Team of the Department of Economic and Urban Development works to grow the current business community and attract new businesses to Las Vegas. At the moment, the team is focused on economic diversification and is looking for industries that are more economically resilient. The technological (tech) sector has been economically resilient for many years now and continues to grow year after year. One of the goals of the Remote Worker Initiative is to reach out to the larger tech companies as well as smaller startup companies, many of which are based out of Silicon Valley.

MR. BLANKFELD pointed out the economic advantages of doing business in Nevada, which include a great tax

climate and a competitive cost of doing business. He mentioned that many companies believe Nevada does not have the talent or resources needed; however, MR. BLANKFELD believed some of these problems are being addressed organically through programs developed by the Clark County School District (CCSD) as well as the higher education system. Additionally, there is a focus on the work from home revolution as companies decide to transition from traditional office space to telecommuting. MR. BLANKFELD indicated a multi-channel marketing campaign was conducted to attract these remote workers to Las Vegas and included a traditional marketing campaign through advertisements as well as a grassroots marketing campaign through reaching out to the community directly. He believed attracting tech talent to Las Vegas will help to bolster the current workforce, bring the larger tech companies and smaller startup companies to Las Vegas, and infuse money into the city.

MR. BLANKFELD reviewed some of the data associated with the Remote Worker Initiative, which includes sending over 11,000 LinkedIn connection requests, making over 3,200 connections, over 3,900 messages having been sent, and speaking directly to 180 tech individuals. The next steps in the Remote Worker Initiative include targeted outreach and connections, engaging in data collection and insight extraction from the conversations held with different individuals to determine ways in which to attract talent, conducting a tour with prospective talent to showcase Las Vegas, and in the future, staff will begin a strategic company outreach.

None of the Commissioners had any questions.

NOTE: Due to technical difficulties, the meeting was stopped briefly to re-establish a quorum.

6. Discussion for possible action regarding the election of Chair and Vice Chair for 2021

Minutes:

JEFF McGEACHY, Sr. Economic Development Specialist, explained that the Chair and Vice Chair are elected at the first meeting of each year, and the motion would be to select those new individuals. CHAIR HILL inquired with the other Members as to who would like to serve in these positions; however, it was agreed upon unanimously to continue with the existing Chair and Vice Chair until the next calendar year.

Motion made by Daniel Hill to continue with the existing officers in the Chair and Vice Chair positions and possibly revisit this topic at the beginning of the next Fiscal Year

Passed For: 5; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 2

For-Daniel Hill, Asha L Jones, Craig Palacios, Robin Camacho, Desiree Stillwell; Excused-Jana Wilcox Lavin, Kelcey West;

7. **Discussion regarding topics for future agenda items.** Comments made during this portion of the agenda by individual members shall refer solely to proposals for future agenda items and any discussion shall be limited to whether or not such proposed items are within the purview of the Committee and/or whether such proposed items shall be placed on a future agenda. No discussion regarding the substance of any such proposed topic shall occur and no action shall be taken.

Minutes:

CHAIR HILL referenced the handout distributed by JEFF McGEACHY, Sr. Economic Development Specialist, a copy of which was submitted and attached as backup, and wondered if there has been discussion regarding parking in the Arts District. MR. McGEACHY confirmed a presentation was given by BRANDY STANLEY, Parking Services Manager, at the January 28, 2020 meeting regarding a general scope of Parking Division services.

The Chair suggested continuing to move down through the list of possible meeting topics. MR. McGEACHY added that Members could reach out to him with additional topics for the Committee's consideration.

8. **Citizens Participation:** Public comment during this portion of the agenda must be limited to matters within the jurisdiction of the Committee. No subject may be acted upon by the Committee unless that subject is on the agenda and is scheduled for action. If you wish to be heard, come forward and give your name for the record. The amount of discussion on any single subject, as well as the amount of time any single speaker is allowed, may be limited.

Minutes:

None.

9. Adjournment

Minutes:

The meeting was adjourned at 4:46 p.m.

Respectfully submitted:

Ashley Foster, Deputy City Clerk

Daniel Hill, Chair

THIS MEETING WAS PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS
IN ACCORDANCE WITH THE STATE OF NEVADA EXECUTIVE DEPARTMENT
DECLARATION OF EMERGENCY DIRECTIVE 006
The City of Las Vegas website – www.lasvegasnevada.gov
and
The Nevada Public Notice Website – notice.nv.gov