

## Allegiant Stadium Community Benefits Oversight Committee

CLARK COUNTY, NEVADA

### Committee Members

Ken Evans - **Chairman**

Peter Guzman

Rose Davis

Monica Ford

Rebecca Fountain

Christopher Sotiropulos

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### VIA TELECONFERENCE ZOOM CALL

**12:30 PM**

The Allegiant Stadium Benefits Oversight Committee met in full, in full conformity with Nevada open meeting laws. The meeting took place via teleconference (ZOOM) on Tuesday, the 3<sup>rd</sup> day of May 2022 at the hour of 12:30 p.m. The meeting was called to order at the hour of 12:30 p.m. by Chairman Evans and on the roll call, the following members were present, constituting a quorum of the members thereof:

#### Chairman and Members:

Ken Evans

Peter Guzman

Rebecca Fountain

Monica Ford

Rose Davis

Christopher Sotiropulos

#### Also Present:

Jessica Brady – Committee Administrator

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#### ITEM NO. 1 Call to Order, Roll Call and Establish Quorum

**DISCUSSION:** At 12:30pm, Chairman Evans called the roll and confirmed quorum was present.

Chairman Evans closed Agenda Item No. 1.

#### ITEM NO. 2 Public Comment

No public comments were made at this time.

Chairman Evans closed Agenda Item No. 2.

**ITEM NO. 3** Approval of Agenda with the Inclusion of Any Emergency Items and Deletions of Any Items (For possible action)

**DISCUSSION:** Per comments from Zahir Rahman, his job title listed as VP, Associate Counsel has been corrected to VP, Associate General Counsel, Las Vegas Raiders.

**FINAL ACTION:** The agenda for the meeting was approved (motion to approve was set forth by Peter Guzman and seconded by Rebecca Fountain).

Chairman Evans closed Agenda Item #3

**ITEM NO. 4** Introduction of New Member (Zahir Rahman, VP Associate General Counsel, Las Vegas Raiders) of the Las Vegas Stadium Community Benefits Plan Oversight Committee (For possible action)

**FINAL ACTION:** Zahir Rahman to fill the vacant position as a committee member of the Las Vegas Stadium Community Benefits Oversight Committee was approved (motion to approve was set forth by Peter Guzman and seconded by Monica Ford).

The motioned carried. Chairman Evans welcomes Zahir Rahman to the committee.

Chairman Evans closed Agenda Item #4

**ITEM NO. 5** Approval of Minutes from November 4, 2021, Meeting of the Las Vegas Community Benefits Plan Oversight Committee (For possible action)

**DISCUSSION:** Christopher Sotiropulos suggested the minutes include the presentations from the previous meeting attached as an Appendix. Committee agreed.

Monica Ford inquired about specific action items outlined in the November 4<sup>th</sup> minutes and how each will be addressed in this meeting. Particular examples include Item #8, which read, “Rose Davis would like to see a more significant emphasis on supplier diversity in future reports,” and “Chairman Evans would like to see an outline of the key steps and deadlines for ongoing communication and the requirements to be a future supplier.”

Chairman Evans recommended that we approve the minutes here with the understanding that when we see the reports presented today in Item #8, committee members can follow up on past actions and reporting content.

**FINAL ACTION:** The approval for the minutes was approved subject to the addition of the presentation information (motion to approve was set forth by Monica Ford and seconded by Rose Davis).

Chairman Evans closed agenda Item #5

**ITEM NO. 6** Chairman's and Committee Member Comments

**DISCUSSION:** Chairman Evans opened this portion by inviting Ford and Davis to address their concerns from the previous meeting.

Committee Member Ford and Committee Member Davis agreed they would like to wait until the reports are presented today before addressing previous action items.

Chairman Evans closed this section with his comment. We are seeing both transition and growth. Congratulations to the Las Vegas Raiders, Levy, and ASM. All public reports suggest that the NFL 2022 Draft was a huge success. It is a great precursor for the Superbowl headed here in 2024. In terms of managing and communicating expectations, he hoped that we continue to work together and ensure that we inclusively engage the community. Chairman Evans wants the entire community, especially the small, diverse business community, to feel like they have the opportunity to participate. By doing that, we can produce results that reflect that impact.

There were no additional comments by any committee members.

Chairman Evans closed Agenda Item #6

**ITEM NO. 7** Discussion Regarding Future Benefits Oversight Committee 2022 Meetings, Scheduling, and Expectations for Reports and Submissions (For possible action)

**DISCUSSION:** Chairman Evans opened this agenda topic by explaining the previous quarterly meeting schedule expectations.

Chairman Evans asked Jessica Brady to begin research, if she hasn't already, on a tentative quarterly meeting schedule for 2022. So, we can then publicize the dates promptly and schedule further into 2023.

Committee Administrator, Jessica Brady, said she would plan and calendar meetings for the rest of 2022 and touch base with committee members when the dates are in place.

Chairman Evans closed Agenda Item #7

**ITEM NO. 8** Receive a Community Benefits Plan Update and Discussion from Representatives from ASM Global (formerly AEG Facilities) and S&B Hospitality (formerly Levy Restaurants Regarding a) Ongoing Outreach Efforts, b) Ongoing Plans to Meet the Requirements of the Community Benefits Plan during Operations Phase for Allegiant Stadium (For possible action).

**DISCUSSION:** (Please see appendix A for the joint presentation submitted by the Las Vegas Raiders on behalf of ASM Global and S&B Hospitality)

Adam Feldman introduces himself as the Vice President of Stadium Management, Programing, and Guest Experience. He has been with the team for 18 years, primarily in ticketing, but recently transitioned to stadium management. The team of Chris Sotiropulos, Chloe Janfaza, and Feldman spearhead the stadium leadership team on behalf of the Raiders. Within this role, they have become more involved in helping our stadium partners like ASM Global and S&B Hospitality succeed, including how we can succeed in the community.

The Las Vegas Raiders, ASM Global, and S&H Hospitality created the report presented today. Adam Feldman presented and gave updates on the four pillars of engagement: supplier diversity, community engagement, workforce diversity, and career development. Neumiia Duncan-Reed, Katrina Dorsey, Myisha Boyce (representatives from ASM Global), and Magaly Davalos (representative from S&B Hospitality) were present to field any specific questions throughout the report.

**Workforce Diversity:** In Q4 2021, ASM Global reported that minority and female workers performed 78% of total hours worked, a 10% increase from Q3. In addition, S&B Hospitality reported 70% completed by minority and female workers, attributing to a 2% increase over Q3 2021. The stadium operator and concessionaire are well over the 55% benchmark outlined in the Community Benefits Plan.

Feldman then highlighted key actions by both contractors in their effort to achieve the Q4 workforce diversity percentages. ASM Global attended a career fair at UNLV and met with Nevada Workforce Connections and EmployNV to discuss hiring and training strategies. ASM Global hosted an 8-week-long stadium-wide job fair in which S&B Hospitality participated. S&B Hospitality

maintained a non-profit fundraising program that allowed local non-profits to operate a concession stand on event days.

**Supplier Diversity:** All Allegiant Stadium contractors follow the three pillars of supplier diversity engagement; to engage suppliers, provide opportunity, and promote participation. ASM Global contacted 1,325 businesses by phone as part of their diverse business outreach campaign and aided 60 small businesses in preparation for procurement presentations. They are currently recruiting small and diverse businesses to participate in ASM Global's 2<sup>nd</sup> Annual Gridiron Pitch event. S&B Hospitality reported that 30% of all concession stadium partners are WMBE groups. They also reached out to 225 local and diverse businesses in Q4.

Links are available at the bottom of each slide for small and diverse businesses to contact ASM and S&B Hospitality regarding opportunities available at the stadium.

Feldman opened the floor for any questions regarding supplier diversity.

Davis inquired about notes she had from the previous meeting regarding reporting. She liked the standard quarterly reporting provided by Mortensen McCarthy because the committee saw who received the contracts and the value of those contracts through a transparent, detailed, and consistent report. Davis asked if those present today could work on building a standard report. Thus far, the information presented at each meeting has been different. These reports must be easily digestible and provide transparency to committee members. Davis offered her assistance to ASM and S&B Hospitality as they begin Q1 2022 reports. She would like to see an action item whereby the next meeting, a standardized report, offers transparency and allows everyone to understand what is happening. Today, Davis saw a lot of regurgitated information from the last report. She would like to set up a meeting soon to create a report that can tell the committee how we are truly impacting our community. The committee asked for information listed in the November 4<sup>th</sup> meeting minutes that has not yet been reported on. Time is a precious commodity; we must see reporting that shows the efforts at Allegiant Stadium are moving the needle.

Feldman thanked Davis for her feedback. Feldman explained that they had collected the numbers behind the bullet points numbers behind the bullet points. Depending on the specifications of what can be shared, he would be happy to provide further information to the committee members. To create a new reporting template before the next CBPOC meeting, Feldman said he would follow up with the group after this meeting, establish what information can be shared, and connect with committee members before the next CBPOC meeting.

Davis asked what the timeline would be for follow-up on this issue. She does not want to see the reporting slip through the cracks.

Feldman replied that he would establish a reasonable timeline with ASM and S&B Hospitality following this meeting. He believed the end of May was an appropriate deadline to receive follow-up information.

Chairman Evans opened the discussion to Monica Ford for further questions.

Ford added that she agreed with committee member Davis. She asked an additional question regarding Item #8 of the November 4<sup>th</sup> meeting minutes and S&B Hospitality. The committee wanted to see S&B Hospitality incorporate numbers in the same way ASM has and provide a report of the same quality. Improvement across the board would be great, but it is specifically crucial for S&B Hospitality. In addition to transparency, we need to be able to provide clear direction to individuals in the community. Secondly, in Item #8 of the November 4<sup>th</sup> meeting minutes, Chairman Evans expressed concerns on the key steps and deadlines for ongoing communication and the requirements to be a future supplier. Many individuals in the community are confused, saying they didn't receive responses at all, or answers were limited. When an individual comes to committee members, they need to be clear about the process and the potential outcomes. Ford cannot be a representative of the board if she can not answer their questions or at least direct them to the proper place. She added that Neumiia and Katrina had done a fantastic job communicating and answering her questions. Ford hopes to build a similar relationship with everyone involved in the process because she cannot continue to share misguided information with the community. Ford agreed with Davis that she needs to see follow-through, actionable items, and some plans for future reports so that we can make a true impact in the community and be able to speak to it.

Feldman thanked Ford for the feedback. He welcomed Neumiia, Katrina, Myisha, and Magaly to respond to any concerns put forth by committee members Ford and Davis.

Neumiia Duncan-Reed thanked Feldman for the opportunity to speak directly to the CBP Oversight Committee. Speaking to Ford and Davis, she said her team has always valued their insight and commitment to representing the Las Vegas community and recognizing the importance of the work we are doing. Neumiia has taken note of the things the committee would like to see moving forward so we can integrate this into our practices and protocols. She is open to having discussions and continuing these discussions so they can deliver not just a high-level overview but a complete description of how they create and give opportunities and access to small, local, and WMBE businesses. ASM Global would like to take it a step further and make sure they are providing additional

levels of engagement around mentorship and connection with the supplier. These goals will need to be quantified to see and track progress.

Neumiia Duncan-Reed addressed the committee members and thanked them for always serving as a resource for everyone. Q4, reported on today, reflects ASM's commitment to building programs and increasing procurement and supplier diversity for 2022. She was excited to connect with each committee member about how impact can be measured and communicated in dollars and cents. Per Rose's request ASM Global will connect with the committee in the weeks following this meeting to ensure they meet their expectations.

Duncan-Reed closed her comments by addressing the Raiders and S&B Hospitality. They have been working together on this report, and it required a collective effort from everyone. She thanked each group for their continued supportive partnership and collaboration over the last couple of weeks.

Davis added that she would like to follow up on a few items within the last meeting's minutes applied to supplier diversity. Two things were going to happen. She referred to a section that specifically addressed S&B Hospitality, stating that once the 2022 season was over, they would outline the key steps and deadlines for ongoing communication and requirements to be a future supplier. Rose asked S&B Hospitality if they will be receiving an outline and further details in today's report to address this action item. Davis said she needed that transparency to understand fully. As a committee member, she is regularly accosted about how inclusion and feedback happen in the future supplier process at Allegiant Stadium.

Magaly Davalos responded that she would be happy to share the requested information with Davis after this meeting. S&B Hospitality has made some improvements and has items to share. Magaly would love to meet with Davis in the new couple of days or weeks to sit down and discuss how they can improve.

Davis requested clarification that there will be no explanation on the supplier diversity process in today's meeting.

Davalos said she has some information to share and would love to sit with Davis in the next couple of weeks to review that information.

Davis thanked Magaly for her willingness to provide further insight. However, as an action item in the meeting minutes, the response also needed to be recorded in the minutes. A one-on-one meeting is excellent, but that does not correctly record the information requested by the committee.

Davalos added that S&B Hospitality had created a new form. They reached out to local minority businesses and asked them to submit a new registration form that requests more information than the original form. S&B Hospitality is in the process of distributing the new forms now.

Feldman recommended that we commit to providing the requested information and additional feedback within a specific timeline and proceed with the remaining agenda items.

Davalos indicated that she would be able to send the requested documents by the end of the day (May 3<sup>rd</sup>, 2022).

Davis followed with appreciation and asked about an additional action item from the minutes. Katrina agreed to provide the committee with an example of the reporting document per the November meeting minutes. The reports have percentages, and that is great. However, it is not translating impact consistently and transparently.

Katrina Dorsey provided clarification for Davis. Dorsey had a reporting document that she would be happy to share. Moving forward, ASM Global and S&B Hospitality will be combining processes and sharing information on behalf of the stadium, so we are making some adjustments to ensure everything is tracked accurately across each department. Dorsey said she could share the workforce metrics collected from all contractors regarding supplier diversity. However, it is vital to know that the documents may change, and we move to a more collaborative standpoint.

Chairman Evans intervened constructively stating that all parties' points have been received. Per Feldman's suggestion, all information related to the meeting minute action items will be addressed by the end of the month. If such information is already available, parties will send it by the end of the business day or not too long after. Evans believed this group could work together as a team to consolidate the reporting format and, as committee member Davis pointed out, is consistent, transparent, and impactful. He added that ASM Global has been providing the prerequisite amount of detail. There may be some refinement to be done in partnership with S&B Hospitality. As we prepare for events like the Pro Bowl and 2024 Superbowl, we must establish a manner of tracking information and communicating to the community outreach and procurement processes. He would like everyone to feel like they had an opportunity to participate and produce actual results.

Rebecca Fountain suggested using the reports presented by Mortensen McCarthy during the construction phase as a template. It was an Excel spreadsheet, but it was very detailed and provided consistent and comparable information. Fountain believed this would give many of the questions brought forth today and would like to send Adam and his team past reports.

Chairman Evans thought this was an excellent suggestion. To Fountain's point, the committee grew accustomed to these types of reports. It provided transparency and presented in a way that allows the committee to follow up on items and address public inquiries.

Feldman agreed with Fountain's suggestion and asked Brady and Sotiropulos if we had past reports available.

Sotiropulos answered yes, we have everything. All reports are public documents and have been shared throughout the project. He could make this available to anyone who would like to review them. There are a few differences in construction versus operations and what numbers we are trying to hit. Those adjustments must be considered when using these construction reports to create operations reports.

Feldman added that he would connect with Sotiropulos tonight and collect any past documents that can be used to get back to that level of reporting.

Chairman Evans thanked Sotiropulos and then welcomed Feldman to the committee and its process. Although questions may seem direct and pointed, this committee is willing to make themselves available and committed to finding a solution that works best for all.

Feldman explained that all this discussion showed him was how much everyone on this committee cared about the community and the impact Allegiant Stadium can genuinely have. He added that he is excited to put all the information together and show it to the committee soon.

Chairman Evans asked Feldman to proceed with the remainder of the presentation.

**Community Engagement:** Feldman reported a few high-level community engagement opportunities ASM Global achieved during Q4 2021. ASM's community affairs team has been introduced to more than 125 community organizations with the opportunity to discuss current and future partnerships.

During the PAC 12 championship game in December, ASM Global partnered with the PAC 12 conference and Extra Yard for Teacher's Foundation to donate \$10,000 to the local National Teacher of the Year recipient. They also organized a donation of 100 gifts to military families at Nellis Air Force Base through the Adopt-a-Family program. And on the next slide are pictures of the events ASM Global participated in.

S&B Hospitality donated over 8,000 pounds of food to Three Square and performed over 150 hours of community service. During S&B Hospitality's Day of Service, they produced 1,270 units for the Backpacks for Kids Program. NPO groups earned over \$45,000 in Q4. Additionally, S&B Hospitality participated in the Epicurean Charitable Foundation Mentorship Matters Program. The following slide provides pictures of the events S&B Hospitality participated in.

**Career Development:** ASM Global provided ongoing collaboration with Allegiant stadium partners and launched a new workshop series, internship matching, and formal mentorship programming. The quarterly Community Advisory Board meetings have made significant progress in youth-based training curricula.

S&B Hospitality met with Valley View Hospitality High School to discuss a Tour and Career Symposium. The SEEDS-Las Vegas Ltd, an in-house partner, continued to oversee the Battle Born Burgers concession stand and provided job training development.

**Looking Ahead:** Q1 2022 will be reported in the next meeting. This section contains plans for Q2 2022. Allegiant Stadium has a lot going on this summer, including career fairs, supplier engagement series, advisory board, health wellness fairs, and the start of internship programs. S&B Hospitality is also planning to add an updated job posting to targeted job boards. They will hold a non-profit organization open house in June 2022. Additionally, they will begin their own mentorship program as part of the Dress for Success Power Hour.

Chairman Evans thanked Feldman for the presentation and added two additional comments. He spoke about the general organization and structure of the presentation. Evans appreciated the use of the four pillars and the insight of actual language from the Community Benefits Plan. Second, he noted that Sadie's Kitchen Catering, one of the businesses he works with now, is participating in the Gride Iron Pitch event coming up in late May. It is great to hear from my membership that they are participating in some of the events at Allegiant Stadium.

Chairman Evans asked if any of his colleagues had further questions or comments.

Rose Davis added that she is interested in the Tasting and Pitch event coming up in June. Since that event will be happening before our next meeting, Davis would like to please ensure committee members get the marketing information and event details in advance so that we can push it out to our members and diverse suppliers.

Feldman replied that he would make sure that happens.

Sotiropulos added that he looks forward to working with Feldman, ASM, S&B Hospitality, and all the other partners to ensure we deliver transparency. As an organization, that's what we stand for. Sotiropulos said that when the stadium was built, we delivered a promise on not only the duties listed in the Community Benefits Plan, but also to provide hospitality at its highest level. We recently got metrics back from the NFL regarding a survey they do amongst all 32 NFL teams looking at the entire guest experience, and we ranked number one overall. This shows that we are providing great opportunities but also have quality individuals at Allegiant Stadium interacting with fans at every major event. It's a beautiful thing to see this community deliver on a promise to get our stadium to the top of the NFL. It sets the standard high for what we're going to do year after year.

Chairman Evans thanked committee member Sotiropulos and echoed the achievement Sotiropulos mentioned. He thanked Jeremy Aguero for attending the State of the Chamber a few months ago and presenting these metrics regarding the guest experience.

Chairman Evans closed agenda Item #8

**ITEM NO. 9** Discussion Regarding the Format, Content and Timing of Quarterly Community Benefit Plan Reports to be Provided by LV Stadium Events Company, LLC Pursuant to Section 2.6 of the Community Benefits Plan during Operations Phase for Allegiant Stadium. Items Discussed at the January 21, 2021, Las Vegas Stadium Authority Board Meeting. (For possible action)

**DISCUSSION:** Chairman Evans mentioned that this item might be changed to reflect the Las Vegas Raiders' report on behalf of all related parties. This will require a conversation with all parties concerned. However, Chairman Evans anticipates that Las Vegas Raiders, ASM Global, and S&B Hospitality will meet

with a few of our committee members, specifically Davis and Ford. While we expect all committee members will remain informed and involved, we must be sure to always abide by the Nevada Open Meeting Laws.

There were no other committee member comments.

Chairman Evans closed Agenda Item #9

**ITEM NO. 10** Update by Community Benefits Plan Oversight Committee Members and Discuss Response to Public Inquiries and Requests for Information Related to Allegiant Stadium Regarding Participation by Interested Parties during Operations Phase for Allegiant Stadium. (For possible action).

**DISCUSSION:** Jessica Brady informed the committee that no public inquiries needed the attention of this committee.

Chairman Evans closed Agenda Item #10

**ITEM NO. 11** Public Comment

No public comments were made at this time.

Chairman Evans closed Agenda Item No. 11.

**ITEM NO. 13** Adjournment (For possible action)

**DISCUSSION:** Chairman Evans thanked each committee member for their discussion in today's meeting and welcomed committee member Rahman as he looks forward to working with him. Finally, he appreciated Sotiropulos and Brady for the smooth transition within the committee administrator position. He hoped that all related parties participating in this meeting would work together to bring a positive impact to our community and present reports that reflect this effort.

**FINAL ACTION:** The adjournment of the meeting was approved (motion to approve was set forth by Rebecca Fountain and seconded by Rose Davis).

The meeting ended at 1:22 pm.