

LAS VEGAS CONVENTION AND VISITORS AUTHORITY - MARKETING COMMITTEE CHARTER

I. Preamble

The Las Vegas Convention and Visitors Authority (“LVCVA”) Marketing Committee (“Committee”) is a special committee of the Board of Directors. As set forth below, the Committee shall have the authority to review and approve major marketing initiatives and such other duties as the Board shall delegate.

II. Organization

1. *Charter.* Annually, this Charter shall be reviewed and reassessed by the Committee and any proposed changes shall be submitted to the Board of Directors for approval.
2. *Members.* The Chair of the Board shall appoint the members of the Committee. The Chair of the Committee may be selected by the Chair of the Board or nominated and approved by the Committee. The Board must ratify any such appointment. The Committee shall be comprised of at least four (4) members, two (2) of which are public officials and two (2) that are private industry members. The Board of Directors may change committee members. The Chair of the Board of Directors shall automatically be a member of the Committee.
3. *Meetings.* In order to discharge its responsibilities, the Committee shall annually establish a schedule of meetings as needed, but no less than two times per year. Additional meetings may be scheduled as required by the Committee Chair or upon the recommendation of the CEO.
4. *Agenda, Minutes and Reports.* In consultation with the Committee Chair, Chief Executive Officer and any executive level marketing staff shall be responsible for establishing the agendas for meetings of the Committee. An agenda, together with materials relating to the subject matter of each meeting, shall be sent to members of the Committee prior to each meeting. Minutes for all meetings of the Committee shall be prepared to document the Committee’s discharge of its responsibilities. The Committee shall make reports to the

Board of Directors and seek Board approval for the Committee's recommendations.

III. **Responsibilities**

The following shall be the principal responsibilities of the Committee:

1. *LVCVA Marketing and Research Reporting.* In a public meeting, the Committee may consider, evaluate and approve/reject major marketing strategies and initiatives of the LVCVA. In addition, the Committee shall receive report(s) from staff regarding destination research performed by the LVCVA staff.
2. *Board Approval:* The Committee will recommend to the Board of Directors for approval major marketing strategies and initiatives.
3. *Committee Performance Evaluation.* Annually, the Committee shall evaluate its own performance.
4. *Access to Consultants.* The Committee shall have the resources and authority to discharge its duties and responsibilities as described herein.
5. *Delegation.* Committee may delegate any of its responsibilities to a subcommittee comprised of one or more members of the Committee, the Board or members of management.
6. *Other Duties.* The Committee shall also carry out such other duties as may be delegated to it by the Board of Directors from time to time.

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IV. Adoption

The above and foregoing consisting of three (3) pages, including this page, were duly and regularly adopted as the Las Vegas Convention and Visitors Authority's Marketing Committee Charter this ____ day of _____, 2018.

Chair
Marketing Committee

The above and foregoing consisting of three (3) pages, including this page, were duly and regularly adopted as the Las Vegas Convention and Visitors Authority's Marketing Committee Charter this ____ day of _____, 2018.

Chair
LVCVA Board of Directors