



NOTICE OF PUBLIC MEETING AND AGENDA

MARKETING COMMITTEE MEETING

**MONDAY, JANUARY 27, 2020
10:00 A.M.**

**Las Vegas Convention Center – Board Room
3100 Paradise Road
Las Vegas, NV 89109**

Cancelled

Marketing Committee
Councilman John Marz, Chair
Councilwoman Pamela Goynes-Brown, Vice Chair
Commissioner Larry Brown
Mayor Pro Tem Michele Fiore
Mr. Tom Jenkin
Mr. Anton Nikodemus
Commissioner Lawrence Weekly

THIS PUBLIC MEETING IS PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

Las Vegas Convention and Visitors Authority (LVCVA) – 1st Floor Administration Offices
3150 Paradise Road, Las Vegas, NV 89109

City Hall, City of Las Vegas
495 South Main Street, Las Vegas, NV 89101

City Hall, City of North Las Vegas
2250 N Las Vegas Blvd., North Las Vegas, NV 89030

City Hall, City of Henderson
240 S Water St., Henderson, NV 89015

Clark County Government Center
500 South Grand Central Parkway, Las Vegas, NV 89155

Clark County Law Library
309 South 3rd Street, Las Vegas, NV 89101

Grant Sawyer State Office Building
555 E Washington Avenue, Las Vegas, NV 89101

LVCVA Website: www.lvcva.com/agenda
Nevada Public Notice Website: <https://notice.nv.gov/>

THE MARKETING COMMITTEE (COMMITTEE) MAY CONSIDER AGENDA ITEMS OUT OF ORDER;
COMBINE TWO OR MORE AGENDA ITEMS FOR CONSIDERATION; AND
REMOVE OR DELAY DISCUSSION ON ANY AGENDA ITEM AT ANY TIME.

AGENDA

OPENING CEREMONIES

Call to Order

Pledge of Allegiance

COMMENTS FROM THE FLOOR BY THE PUBLIC

The first public comment period is limited to comments on items on the agenda. Items raised under this portion of the agenda cannot be deliberated or acted upon until the notice provisions of the Nevada Open Meeting Law have been met. If you wish to speak to the Committee at this time, please step up to the podium and clearly state your name and spell your first and last name for the record. COMMENTS ARE LIMITED TO THREE (3) MINUTES IN LENGTH.

APPROVAL OF AGENDA AND MINUTES

Approval of the Agenda.
For possible action.

Approval of the Minutes from the September 5, 2019 Marketing Committee Meeting.
For possible action.

LVCVA STAFF REPORTS AND REQUESTED ACTIONS

A. Marketing Committee Charter Review and Committee Performance Evaluation

That the Committee: 1) Review its Committee Charter and approve proposed changes, if any, to submit to the LVCVA Board of Directors for final approval; and 2) Evaluate its annual performance.

For possible action.

B. Las Vegas Brand Advertising Campaign Update

The Marketing Division will provide an update on the new Las Vegas global brand advertising campaign.

This is an information item and does not require Committee action.

C. Laughlin Advertising Campaign Update

The Marketing Division will provide an update on the new Laughlin advertising campaign.

This is an information item and does not require Committee action.

SET NEXT MEETING DATE

The next Marketing Committee meeting will be at the call of the Chair.

COMMENTS FROM THE FLOOR BY THE PUBLIC

This public comment period is for any matter that is within the jurisdiction of the Committee. Items raised under this portion of the Agenda cannot be deliberated or acted upon until the notice provisions of the Nevada Open Meeting Law have been met. If you wish to speak to the Committee at this time, please step up to the podium and clearly state your name and spell your first and last name for the record. COMMENTS ARE LIMITED TO THREE (3) MINUTES IN LENGTH.

ADJOURNMENT

Persons are invited to submit written remarks for all matters, both on and off the agenda. Written remarks presented for inclusion in the Committee minutes must be flat, unfolded, on paper of standard quality, and 8½ by 11 inches in size. Written remarks shall not exceed five (5) pages in length. The LVCVA will not accept for filing any submission that does not comply with this rule. On a case-by-case basis, the Committee may permit the filing of noncomplying [sic] written remarks, documents, and related exhibits pursuant to NRS 241.035(1)(e).

To submit ideas to the LVCVA, please visit <https://www.lvcva.com/who-we-are/meetings-and-minutes/>

Committee meeting rooms are accessible to persons with disabilities. If special arrangements are required, please contact the Customer Safety Department at: 702-892-7400, which is a 24-hour Dispatch Control Center, or contact Silvia Perez in the Board Office at: 702-892-2802.

Members of the Committee may participate in this meeting via telephone conference call. The general public may listen to the conference call at the above-referenced meeting location.

For information or questions regarding this agenda please contact:
Silvia Perez, Executive Assistant to the Board of Directors
3150 Paradise Road, Las Vegas, Nevada 89109
702-892-2802 or sperez@lvcva.com

Supporting materials for this meeting are available at: 3150 Paradise Road, Las Vegas, Nevada 89109 or by contacting Silvia Perez at 702-892-2802 or sperez@lvcva.com