



MARKETING COMMITTEE MEETING
September 5, 2019
Minutes

The Marketing Committee Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority (LVCVA) was held on September 5, 2019, at the Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nevada 89109. This meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

Marketing Committee Members:

Present unless otherwise noted

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

LVCVA Executive Staff in Attendance

Steve Hill, CEO/President
Caroline Bateman, Legal Counsel
Brian Yost, Chief Operating Officer
Lori Nelson-Kraft, Sr. VP of Communications & Government Affairs
Fletch Brunelle, Vice President of Marketing
Kevin Bagger, Vice President of Research Center

OPENING CEREMONIES

Chair John Marz called the meeting to order at 1:30 p.m. and confirmed the Marketing Committee meeting had been properly noticed, and that there was a quorum of members present, to which Caroline Bateman, Legal Counsel, confirmed.

Chair Marz confirmed Member Tom Jenkin's attendance via telephone, to which Member Jenkin confirmed.

FLAG SALUTE The Pledge of Allegiance was performed.

COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no comments from the floor by the public.

APPROVAL OF AGENDA AND MINUTES

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Member Larry Brown moved and it was carried by unanimous vote of the voting members present, including Member Jenkin via telephone, to approve the September 5, 2019, Marketing Committee Meeting agenda and the March 18, 2019, Marketing Committee Meeting minutes.

STAFF REPORTS – DISCUSSION AND POSSIBLE ACTION

ITEM A. **Sports Marketing Update**

Fletch Brunelle, Vice President of Marketing, explained item A would be withdrawn to allow more time for the presentation of item B, and discussed meeting with each Committee Member individually to present material requested at the March 18, 2019, Marketing Committee meeting, regarding item A.

This was an information item and did not require Committee action.

ITEM B. **Fiscal Year 2020 Marketing Plan**

Mr. Brunelle thanked the Marketing Committee for reviewing the fiscal year (FY) 2020 Marketing Plan and provided an overview of the FY 2020 Marketing Plan presentation. Mr. Brunelle recognized the efforts of the LVCVA and R&R Partners (R&R) staff for successfully ensuring brand awareness and visitation to the destination, and introduced Billy Vassiliadis, Chief Executive Officer of R&R.

Chair Marz encouraged the Committee Members to ask questions and provide input throughout the presentation and emphasized the importance of a collaborative effort from the Committee Members to become familiar with the Marketing Plan.

Chair Marz thanked R&R staff and welcomed Mr. Vassiliadis.

Mr. Vassiliadis thanked Chair Marz for providing direction for the presentation of the FY 2020 Marketing Plan, discussed challenges in marketing Las Vegas due to changes in trends and demographics of customer segments, provided an outline of the presentation for item B, including types of marketing tools being developed, audience, and the type of content on each platform. Mr. Vassiliadis discussed the changes in advertising as consumption and sourcing over the last decade, emphasized the importance of advertising in real time, and provided a video presentation introducing the HyperVegas 3.0 Marketing Plan.

Vice Chair Pamela Goynes-Brown asked Mr. Vassiliadis about marketing to families that visit Las Vegas, to which Mr. Vassiliadis explained that the destination is an adult experience, discussed the concern of the supply of airplane seating for families, and mentioned that resort properties have become more accommodating to families.

Mr. Vassiliadis introduced the R&R staff.

Rob Dondero, Executive Vice President of R&R, provided a video presentation on a recap of HyperVegas 2.0.

Yanick Dalhouse, Group Account Director of R&R, explained the Board of Directors will be presented a full year recap of HyperVegas 2.0 at their October 8, 2019, Regular Meeting. Ms. Dalhouse discussed the planning efforts of the HyperVegas plan over the last two years, highlighted the breadth of work R&R focuses on including weddings, marketing communications (MARCOMS), partnerships and promotions, business, leisure, extended destinations, and the LVCVA business goal to achieve record visitation in 2020.

Ms. Dalhouse outlined the leisure marketing plan objectives, strategy, and tactics.

Todd Gillins, Vice President of Research of R&R, detailed the primary generational target audiences being Gen X, Boomer, Millennial, and Gen Z.

Chair Marz inquired what percentage of the LVCVA's marketing budget was allocated for the 55% of the Gen X and Boomer generations and what percentage of the budget was allocated to the 29% of the Millennial and Gen Z generations. Lindsey Patterson of R&R stated that there will be a discussion regarding those allocations during the media section of the presentation.

Lindsey Patterson, Corporate Media Director of R&R, explained that earned media funds can be allocated to a minimal spend to get the messaging across to the different generational audiences.

Member Anton Nikodemus requested clarification regarding the traveler percentages of Gen X and Boomers and the Millennial and Gen Z generations, inquired about the value the travelers bring to the destination, and asked if the budget is established based upon the profit to the destination or based upon the visitors to the destination, to which Mr. Gillins explained the budget is based upon the visitors to the destination and discussed the different spending habits for each generation. Mr. Vassiliadis explained that research is provided on daily spends and spending behaviors to R&R by the LVCVA Research Center and explained that the budget is beginning to develop a strong base among emerging Las Vegas visitors.

Chair Marz suggested staff research how visitors migrate in life stage, to which Mr. Vassiliadis agreed and compared the differences of Millennial life experiences to previous generations. Mr. Gillins agreed, reiterated Mr. Vassiliadis' comments, and explained the differences and commonalities among the different generations.

Mr. Gillins explained the purpose of ongoing studies of customers on a daily, weekly, monthly basis to understand what customers are seeing, the economy, travel intentions, and stressed the importance of focus groups.

Chair Marz suggested Mr. Gillins explain how research influences the creative content, and strategy for the LVCVA, to which Mr. Gillins answered the information will be shared further in the presentation.

Mr. Gillins discussed the advertising approaches to the target markets both domestically and internationally, explaining challenges to tier markets perceptions of the destination.

Chair Marz inquired if advertising was being connected to the tier two markets, to which Mr. Gillins explained that they are connected, but the perceptions of the destination are outdated. Chair Marz expressed his concern with messaging not being connected to the secondary markets, to which Mr. Dondero emphasized the importance of the frequency of advertising and explained the budget restrictions to those markets.

Mr. Vassiliadis agreed with Mr. Dondero's comments and explained how the budget is primarily spent on key feeder markets that provide returning visitors, clarified that messaging is connected to the secondary markets, and expressed his concerns with messaging with a geographic emphasis and a return on investment.

Member Nikodemus discussed the different perceptions of the primary markets and secondary markets.

Mr. Vassiliadis explained the importance of the national broadcast of events and sports in Las Vegas and how they improve awareness to the secondary markets.

Mr. Gillins agreed with Member Nikodemus' comments and explained how the destination's experience is unique.

Mr. Vassiliadis stated the Committee will be provided a full presentation handout, and noted the format of the meeting is to focus on conversation and input from the Committee.

Mr. Gillins discussed the messaging focus on the three primary international markets, Canada, Mexico, and the United Kingdom.

Ms. Dalhouse explained how the marketing funnel and different marketing tools are used to develop content for messaging to build brand awareness throughout generational audiences, and she discussed the strategy of how R&R utilizes the different marketing tools through statistics.

Ms. Patterson, explained the different partnership efforts in digital planning and discussed the research of time spent by each generation on different media types of television, connected television, internet on computer, and internet on smart phone.

Mr. Vassiliadis suggested Ms. Patterson discuss the website and email marketing tool.

Ms. Patterson discussed the cost efficiency of using digital messaging efforts through websites and email, mentioned a new partnership with iPost for efforts in a reengagement campaign, and explained send time optimization research.

Mr. Vassiliadis explained that the website and email marketing tool is one of the primary tools used to direct visitors to property sites and to directly book travel to the destination, and also explained how important research from different digital planning tools are used in creative influences for content, how the budget is spent on media, and brand awareness.

Mr. DiGeorge reiterated Mr. Vassiliadis' comments.

Mr. Vassiliadis asked Chair Marz if his concerns were addressed.

Nathan Reuss of R&R, thanked the Committee for the opportunity to speak, and explained how augmented reality technology is used for companies and brands to connect with their communities and markets. Mr. Reuss discussed R&R's research on how augmented reality is used to drive business results and goals with each generation, and made mention of the efforts of the partnership with Life is Beautiful and Instagram in promoting brand advocacy to the destination.

Vaitari Anderson of R&R commented on the Vayer Experience shown to the Board of Directors in 2018, noted that there will be a reiteration of content of the experience implemented into the current marketing plan, commented on the uniqueness of 360 live action content through virtual reality, and explained the efforts being made to strategize integration of artificial intelligence and voice into the marketing plan.

Mr. Vassiliadis asked R&R staff to present the messaging plan for fiscal year 2020.

Mr. Reuss highlighted the strategy of the different streams of advertising that are currently being used to promote visitation.

Mr. Vassiliadis commented on the decrease of the budget for content video due to the use of social networks.

Mr. Gillins explained the research was implemented into the creation of the "Vegas Changes Everything" campaign through concept testing.

Mr. DiGeorge provided a video presentation of current TV spots, explained the difference between TV and social platform spots, and the purpose of the advertising content on web banners for websites.

Mr. Gillins discussed the responses from the consumers to the “Vegas Changes Everything” campaign and highlighted how the campaign changed the way the consumers felt while visiting the destination, and discussed how those results could allow creation of new content.

Mr. DiGeorge explained the current efforts of amplifying the “Vegas Changes Everything” campaign.

Mr. Vassiliadis asked Chair Marz if there were any questions or input from the Committee.

Chair Marz suggested staff hold a discussion with the resort properties on the percentage of returning visitors, to which Mr. Vassiliadis agreed.

Chair Marz suggested staff examine previous advertising efforts from the past ten years to ensure communication efforts are still effective.

Steve Hill, CEO/President, expressed his concern of different communication efforts detracting from “heads in beds”.

Chair Marz discussed the efforts of the MGM Resorts loyalty program communication with customers, and suggested staff have more of a dialogue with resort properties for effective messaging.

Mr. Vassiliadis agreed and discussed previous collaborative efforts to increase booking occupancy with the resort properties.

Member Nikodemus discussed the importance of brand awareness and expressed his concern of a possible decrease of occupancy, to which Chair Marz agreed.

Mr. Hill stated he misinterpreted Chair Marz’s question, to which Chair Marz clarified his suggestion of working with the resort properties to create better messaging to drive visitation.

Mr. Vassiliadis asked Chair Marz if staff could discuss the partnerships of the marketing plan, to which Chair Marz agreed.

Mr. Dondero discussed how partnerships create awareness, new media opportunities, and visitor volume, and introduced Mr. Anderson to discuss the importance of technology partnerships.

Mr. Anderson discussed the importance of the technology partnerships, and explained the different efforts from the Facebook, Google, Samsung, Pico Technology, Optoma, and Adobe partnerships.

Mr. Reuss discussed how technology partners allow the LVCVA to move with companies as they evolve.

Mr. Vassiliadis emphasized the importance of the destination being depicted as innovative and technology advanced.

Member Brown asked if the partnerships are exclusive, to which Mr. Anderson explained the partnerships are aligned through technology and advertising and may be used by other destinations.

Mr. Dondero clarified that these partnerships collaborate with other destinations.

Mr. Vassiliadis reiterated Mr. Dondero’s comments and highlighted the partnership with Facebook.

Mr. Reuss discussed the value and benefits of the technology partnership opportunities.

Mr. Dondero highlighted the Life is Beautiful, Latin Grammy, National Hockey League (NHL), National Football League (NFL) Draft, Extra, and weddings partnerships.

Mr. Vassiliadis invited the Committee Members and media to a more in-depth presentation of the marketing plan.

Member Nikodemus suggested staff examine competitive landscape from other destinations, to which Mr. Vassiliadis discussed the different experience offers from other destinations.

Mr. Dondero discussed the importance of outreach to local vendors in minority and women owned businesses.

Mr. Vassiliadis highlighted that R&R has double the requirement for minority owned and women owned partnerships as required by Clark County.

Mr. Dondero expressed his excitement for the opening of new properties and attractions in the destination.

Mr. Vassiliadis thanked Chair Marz.

Chair Marz thanked R&R staff for their presentation.

Mr. Hill thanked R&R and the LVCVA marketing staff for their efforts, expressed his appreciation to the Marketing Committee for their involvement and dedication, and discussed the efforts of the meetings and business aspects to the destination.

Mr. Brunelle reiterated Mr. Hill's comments.

This was an information item and did not require Committee action.

SET NEXT MEETING DATE

Chair Marz stated he would like to speak with the Committee Members to discuss how often the Committee should meet.

CEO'S REPORT

There was no report from the CEO.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Daniel Braisted discussed his ideas of possible marketing programs and distributed the attached handouts.

ADJOURNMENT

Chair John Marz adjourned the meeting at 3:22 p.m.


Respectfully submitted,

Date Approved: February 6, 2020

Christal Harrison
Assistant to the Board of Directors

John Marz
Marketing Committee Chair

Sept 5, 2019

Frm: Daniel Braisted 

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TO: LVCVA Marketing Committee:

Councilman John Marz, Chair

Councilwoman Pamela Goynes-Brown, Vice Chair

Possible Marketing Programs

Offer a Turnkey Red-Carpet Gala for the larger conventions.

Suggest the Saturday night Before or Saturday night After their convention (or both), With the thought of their Spouses joining them in Las Vegas for a day or two. Another head on a pillow. Orchestra could be local or from their membership augmented by locals. Great for local salons and formal wear businesses ... They might subsidize. Multiple Conventions might participate

Could be private or public event with a Real Red-Carpet Activity

Using "Just In Time Meetings and Events" with smartphones and Uber the location could be announced a week or two before the event

Offer Sponsorship Assistance

Local business would store banners and advertising material, then upon authorization of sponsor banners could be released, (or printed), installed, removed, and restored. An online AdSense type of auction could be used to set the sponsor financial contribution for the event

**Offer Mailing Assistance to Contact Alumni Relations Coordinators ...
Worldwide**

Example: Everyone who attended college for at least a day gets invites for cruises or tours of wine countries... Why not offer a trip to CES or National Hardware show for qualified Alumni? Easier to write off, than a barge trip down the Rhine River

Encourage Members of the Board and Business Centers of Influence to attend a convention for just 4 hours with peers.. “Walk and Talk” for 3 hours and an hour for lunch... Example a City Councilman would invite 3 other City Councilmen (local or statewide or national) to “Hey lets walk and talk at the CES convention in Jan 2020” Mayors would invite Majors, C Levels would invite C Levels

Offer A Portion of Conventions To Be Open After Hours

With the CONSTANT drumming for more STEM training, a family paying \$15-\$25 for that family's after hours admission to a portion of a convention hall(s) would do wonders for the community. Might cut high school dropouts, cut suicides (teens and veteran), cut truancy, encourage college attendance, give folks something to talk about besides TV. Juniors/Seniors in College could meet recruiter, as they learn about that company's product offerings. Plus increase attendance of qualified attendees, who can't get away during the day.

Of course, increasing the hours of responsibility for the convention halls would require a percentage pay increase for C-Level Managers of LVCVA

BTW: The Rio Convention Facility had fashion booths via a third party, not part of MAGIC yet during MAGIC, open till 8pm FREE Breakfast. Lunch, and Dinner was offered to conventioners

Offer Manila Envelopes with Maybe 3 Copies of a What's Happening in Las Vegas type magazine in the airport waiting areas. This might encourage a business traveler to put one or two envelopes in their briefcase ...that they could leave with the customer they went to see or one a relative's coffee table

Locals including Statewide Need To Know what can happens at some conventions. Example: Annual Licensing Convention at Mandalay Bay, June of each year. Yes. Disney and all the biggies are there There are also a number small booths manned by groups of artists and individual artists. Booths cost about \$6,000 each. Some booths represent 100's of artists and sometimes one artist will have their own booth. Spoke to an individual who has been there three years and just reregistered for a booth in 2020. Some folks walk the floor looking for new art

for their lunch boxes and calendars. Clark County Artist Association(s) should investigate having a booth in 2020. Do artists know what happens as ASD? Twice a year

County or State Economic Development Agencies should investigate having a county business area at some Conventions or all. About 7 years ago France had 7 booths at CES .. this last year they had 7 aisles (14 rows of Booths) in the Eureka Park Area of CES. At some of the bigger shows you might see UNLV Research and a local inventor. Nothing like a China or Taiwan or Portugal area. Every large convention I go to locally, has multiple booths selling massage chairs and cellphone accessories via a local company ... I don't like it but the promoter might have a last minute cancellation or a no show \$6000 vs empty space?