



MARKETING COMMITTEE MEETING
February 9, 2018
Minutes

The Marketing Committee Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority (LVCVA) was held on February 9, 2018, 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

Mr. Tom Jenkin.....*via telephone*
Mr. Gregory Lee
Councilman John Marz
Commissioner Lawrence Weekly
Mr. Maurice Wooden

LVCVA Executive Staff in Attendance

Rossi Ralenkotter, CEO
Luke Puschnig, Esq., CEM, Legal Counsel
Ed Finger, Chief Financial Officer
Barbara Bolender, Chief People Officer
Jacqueline Peterson, Chief Communications & Public Affairs Officer
Cathy Tull, Chief Marketing Officer

OPENING CEREMONIES

Member Lawrence Weekly called the meeting to order at 9:00 a.m.

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

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THE AGENDA**

Member Gregory Lee moved and it was carried by unanimous vote of the voting members present to approve the February 9, 2018, Marketing Committee Meeting agenda.

STAFF REPORTS – DISCUSSION AND POSSIBLE ACTION

ITEM A. **Marketing Committee Officers and Charter**

Luke Puschnig, Legal Counsel, recommended the LVCVA Marketing Committee nominate and elect a Committee Chair and Vice Chair and adopt the Marketing Committee Charter as presented.

Member Gregory Lee recognized Member John Marz as being instrumental in the creation of the Marketing Committee and nominated Member Marz for the position of Marketing Committee Chair.

Member Gregory Lee moved, seconded by Member Maurice Wooden, and it was carried by unanimous vote of the voting members present to elect Member John Marz as Chair of the Marketing Committee.

Member Maurice Wooden nominated Member Gregory Lee for the position of Marketing Committee Vice Chair.

Member Maurice Wooden moved, seconded by Member Lawrence Weekly, and it was carried by unanimous vote of the voting members present to elect Member Gregory Lee as Vice Chair of the Marketing Committee.

Chair John Marz continued the meeting as Chair.

Vice Chair Gregory Lee moved and it was carried by unanimous vote of the voting members present to adopt the Marketing Committee Charter as presented.

ITEM B. **Overview of Marketing Division Structure**

Cathy Tull, Chief Marketing Officer, presented the current Marketing Division structure and overview of divisional responsibilities.

Member Tom Jenkin joined the meeting via telephone at 9:20 a.m.

Vice Chair Gregory Lee inquired about strategic marketing initiative discussions and the departmental responsibilities in determining the benefits of specific investments. Ms. Tull discussed the responsibilities of various divisions in the Marketing Department as well as the role of the Committee in future investment discussions and negotiations. Rossi Ralenkotter, Chief Executive Officer, added that the Executive team was involved in investment negotiations including the Cashman Center Memorandum of Understanding with the City of Las Vegas, Fremont Street Experience sponsorships, and other marketing investments.

Chair John Marz inquired about LVCVA coordination with hotel partners on leisure travel, to which Ms. Tull outlined the collaborative initiatives in driving leisure visitation as well as the LVCVA's role in creating platforms for hotel partners.

Chair Marz asked why global digital marketing responsibilities were divided between LVCVA staff and R&R Partners, to which Ms. Tull elaborated on the collaboration efforts between the Digital Engagement Department, R&R Partners (R&R), and LVCVA public relations initiatives to create synergy in international messaging. Mr. Ralenkotter elaborated on the importance of centralizing digital marketing strategies to control international messaging.

This was an information item. Not an action item.

ITEM C. **Advertising and Marketing Communications Agreement**

Ms. Tull presented an overview of the current advertising and marketing communications agreement with R&R.

Member Maurice Wooden inquired about the management of R&R staff working on LVCVA marketing initiatives in relation to project budgets. Ms. Tull outlined the responsibilities of R&R to manage staff according to the demands of each project and recognized R&R's success in utilizing senior-level talent and new talent.

Rob Dondero, Executive Vice President of R&R, discussed the strategies of R&R in completing LVCVA projects based on market trends and project demands.

Vice Chair Gregory Lee asked for clarity on the number of R&R staff members working on LVCVA projects and inquired about how the events of October 1, 2017, impacted those numbers. Ms. Tull explained how hours are adjusted based on project needs and emphasized the flexibility of R&R in adjusting hours based on demand, more specifically the demand resulting from the events of October 1, 2017.

Vice Chair Lee emphasized the importance of responding to crisis and making budget adjustments accordingly. Mr. Dondero exemplified how the budget had been adjusted in the past when annual projected hours had not been met and discussed how R&R did not charge for the hours resulting from the events of October 1, 2017.

Member Lawrence Weekly discussed the impact of partnerships in Las Vegas between the LVCVA, R&R, law enforcement, local government, and the resort industry after the events of October 1, 2017. Member Weekly emphasized the value of the collaboration efforts and agreed with Vice Chair Lee that it is important to have backup support when responding to crisis.

Chair John Marz discussed the importance of trust between the LVCVA and R&R and inquired about the hours tracking process at R&R. Mr. Dondero answered that R&R was responsible for hours tracking and reinforced the partnership between the LVCVA and R&R. Ms. Tull added that R&R produced a monthly spreadsheet of the staff members working on the LVCVA account.

Chair Marz asked when the contract or contract extension would be brought to the Board, to which Ms. Tull answered that the Board had previously approved the contract and extension, but that staff would review the contract details during the budget process in April. Mr. Ralenkotter added that the Executive team had collaborated with R&R and approved the two-year extension.

This was an information item. Not an action item.

ITEM D. **Overview of International Representative Offices**

Ms. Tull presented an overview of international representative office structure and responsibilities.

Chair John Marz inquired about the number of international leisure versus convention visitors to Las Vegas, to which Ms. Tull answered that the international offices focused more specifically on leisure programs. Kevin Bagger, Executive Director of the Research Center, discussed how international visitation was primarily for leisure, however in markets such as China, visitation leaned more towards business ventures. Ms. Tull exemplified how efforts to grow trade shows could impact international visitation, as well.

Chair Marz asked how international visitation projections impact budget planning, to which Mr. Bagger discussed the LVCVA's partnership with Brand USA in research efforts to understand broader international markets. Mr. Bagger also noted the efforts of Chris Meyer, Vice President of Sales, through sales missions in China. Ms. Tull added that airline lift impacted international market projections and explained how airline and hotel partners worked collaboratively to expand specific markets.

Chair Marz asked if hotels had seen an increase in international visitation because of these efforts, to which Member Maurice Wooden stated that he did not know if there had been a significant difference but that his team had been working collaboratively with the LVCVA to accelerate visitation from international markets such as China.

Mr. Ralenkotter discussed the importance of international sales mission efforts with hotels and trade show organizers, discussed reasons for the decrease in international visitation to the United States, noted visitation competition of other countries, and recognized the coalition of travel industry organizations formed by the U.S. Travel Association.

Vice Chair Gregory Lee asked if the international market was sub segmented, to which Mr. Ralenkotter answered that Brand USA provided trending metrics based on their research of activities from different international markets.

This was an information item. Not an action item.

SET NEXT MEETING DATE

Committee members unanimously decided that the Marketing Committee would meet at least quarterly and at the call of the Chair.

DIRECTORS' RECOGNITION

Member Maurice Wooden discussed the value of business relationships, specifically the collaborative partnership of the LVCVA and R&R, and recognized the significance of the crisis management after the events of October 1, 2017.

Vice Chair Gregory Lee agreed with Member Wooden and discussed the intricacies of contract negotiations and the importance of partnerships.

Chair John Marz recognized the value of the LVCVA's partnership with R&R and suggested that value be considered prior to beginning any future bidding process for a new advertising and marketing agreement.

COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no comments from the floor by the public.

ADJOURNMENT

Chair John Marz adjourned the meeting at 10:13 a.m.

Respectfully submitted,

Date Approved: TBD

Courtney Lipski
Executive Assistant to the Board of Directors

John Marz
Marketing Committee Chair