



**MARKETING COMMITTEE MEETING  
March 18, 2019  
Minutes**

The Marketing Committee Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority (LVCVA) was held on March 18, 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**
- Mr. Gregory Lee, Vice Chair**.....absent
- Councilwoman Michele Fiore
- Mayor Pro Tem Pamela Goynes-Brown
- Tom Jenkin.....absent
- Commissioner Lawrence Weekly

LVCVA Executive Staff in Attendance

- Steve Hill, CEO/President
- Luke Puschnig, Esq., CEM, Legal Counsel
- Ed Finger, Chief Financial Officer
- Cathy Tull, Chief Marketing Officer
- Barbara Bolender, Chief People Officer
- Brian Yost, Chief Operating Officer

**OPENING CEREMONIES**

Chair John Marz called the meeting to order at 8:07 a.m.

**FLAG SALUTE** The Pledge of Allegiance was performed.

**COMMENTS FROM THE FLOOR BY THE PUBLIC**

Daniel Braisted mentioned a new marketing concept suggestion that was made at the October 3, 2018, Marketing Committee meeting and encouraged each Committee Member to discuss a new marketing concept at each meeting.

**APPROVAL OF AGENDA AND MINUTES**

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**Member Lawrence Weekly moved and it was carried by unanimous vote of the voting members present, to approve the March 18, 2019, Marketing Committee Meeting agenda and the October 3, 2018, Marketing Committee Meeting minutes.**

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## **OFFICER NOMINATIONS**

In accordance with Board Policy 1.04, the following Committee officer elections will be made.

- Chair
- Vice Chair

Member Lawrence Weekly asked Steve Hill, CEO/President, if he had discussed with Vice Chair Gregory Lee the Committee officer elections, to which Mr. Hill said he had not discussed the election with Vice Chair Lee.

Chair John Marz also stated he had not discussed with Vice Chair Lee the Committee officer elections.

**Member Lawrence Weekly moved, seconded by Member Michele Fiore, and it was carried by unanimous vote of the voting members present to elect Member John Marz as Chair of the Marketing Committee and elect Member Pamela Goynes-Brown as Vice Chair of the Marketing Committee.**

Chair Marz welcomed Vice Chair Goynes-Brown to the Marketing Committee.

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## **STAFF REPORTS – DISCUSSION AND POSSIBLE ACTION**

ITEM A. **Sports Marketing Overview**

Mr. Hill delivered a PowerPoint presentation providing the Committee with a brief overview of Governor Brian Sandoval's appointed Southern Nevada Sporting Event Committee, discussed the formation of the Local Organizing Committees on an ad hoc basis, outlined the LVCVA's and Las Vegas Event's (LVE) responsibilities, and discussed funding for sporting events and related activities.

Member Lawrence Weekly referenced Mr. Hill's comments on a master event calendar and asked how it is determined which events are placed on the calendar. Mr. Hill answered that any event would be put on the calendar that has a significant impact on room nights in the destination and clarified that the calendar is not confined to just sporting events. Member Weekly asked Mr. Hill if the Ultimate Sports Weekend would be placed on the calendar and inquired about the LVCVA's co-sponsorship in the sporting events involved in the Ultimate Sports Weekend, to which Mr. Hill answered the Ultimate Sports Weekend would certainly be placed on the calendar and discussed the visitor impact of the weekend. Member Weekly asked Mr. Hill to explain an example of a media event, to which Mr. Hill provided the example that the Presidential Debate is considered a media event, and discussed the media aspects of welcoming the Country Music Awards.

Member Weekly recommended staff provide more information to the Committee members about youth events throughout the destination and expressed his concerns about facility usage for the youth sporting community.

Chair John Marz asked Mr. Hill if the Local Organizing Committees will mainly be facilitating the larger sporting events in the destination. Mr. Hill answered that the Local Organizing Committees would be formed following the acquisition of the event, and outlined the LVCVA's involvement in working in those types of events. Chair Marz asked Mr. Hill to explain the Local Organizing Committee's function, to which Mr. Hill answered that the Local Organizing Committees would largely serve as a host committee and discussed their involvement in securing sponsorships, advertising, and gathering of volunteers.

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

ITEM B. **Air Service Development Overview**

Cathy Tull, Chief Marketing Officer, delivered a PowerPoint presentation on an update on air service development performance and initiatives.

Member Michele Fiore discussed her involvement in traveling with staff in bringing new air service to the destination, referenced an article in the *Las Vegas Review Journal* about potential air service from Tokyo, Japan, and expressed her concerns that Board Members be recognized in their efforts in marketing the destination.

Chair John Marz asked Ms. Tull based on the analysis conducted, how elastic the air service market is domestically and if staff should be focusing their efforts in the domestic marketplace or international marketplace, and asked if there had been an analysis conducted to determine where the efforts should be focused. Ms. Tull outlined the analysis of both domestic and international opportunities, stating that the domestic opportunities are primarily from second tier cities and that the international opportunities are vast and broad, discussed staff's efforts in getting more nonstop flights to the destination, and the relation between international air service and domestic air service in nonstop flights.

Chair Marz requested at the next Marketing Committee meeting staff explain which second tier and international cities staff is working on with the carrier partners, to which Ms. Tull agreed.

Member Lawrence Weekly requested staff present a recap update on the Frontier and Hainan Airlines services successes and setbacks since their launches.

Chair Marz requested staff present what load factors the air service providers are experiencing out of the second-tier cities to understand how the load factors can be used to gauge the impact the destination has had, to which Ms. Tull agreed.

Member Weekly inquired about the impact of recent issues the Boeing 737 MAX airplane, to which Ms. Tull explained that there has been a slight impact but primarily airlines are changing their fleets and that those types of planes are not currently flying.

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

ITEM C. **Mid-Fiscal Year 2019 Marketing Overview**

Ms. Tull introduced Rob Dondero, Executive Vice President of R&R Partners (R&R).

Mr. Dondero outlined the mid-fiscal year 2019 Marketing Overview, delivered a video presentation highlighting the marketing initiatives and efforts of the first half of fiscal year (FY) 2019, and introduced Yanick Dalhouse, Group Account Director of R&R.

Ms. Dalhouse delivered a PowerPoint presentation highlighting the significant initiatives and performance of HyperVegas 2.0, and introduced Todd Gillins, Vice President of Research for R&R.

Mr. Gillins discussed and explained the Domestic Ad Monitor study used to measure destination advertising performance.

Member Michele Fiore requested a copy of the study for the Board of Directors, to which Mr. Gillins said one can be provided. Mr. Gillins continued to explain the Domestic Ad Monitor study measurements and ongoing campaign efforts.

Ms. Dalhouse addressed the Always On initiatives outlining how they bring brand awareness to the destination and discussed near market campaign efforts.

Mr. Gillins explained the leisure visitor volume growth during the months the near market campaign ran, highlighting a four percent increase in leisure visitor volume over 2018, and explained how highway traffic accounts do not explain changes or shifts in visitor volume, but are useful in providing another indicator of messaging efforts to drive additional visitation from the drive market primarily in Southern California.

Mr. Gillins introduced Meghan Speranzo of R&R, to further discuss other national successes.

Ms. Speranzo discussed the successes of domestic consumer public relation efforts for the first half of FY 2019, stating that there have been 26 solo hosted media trips to date from media publications, the destination has secured over 1,700 editorial placements of the Vegas brand from print, online broadcast, and added social media value, and highlighted the success of the public relations efforts in working with the resort partners for Black Friday and Cyber Monday with 39 million impressions for those efforts alone. Ms. Speranzo discussed a new measurement tool, Trend Kite, used to provide a direct correlation between an editorial placement and consumer intent to travel.

Ms. Speranzo introduced Lindsey Patterson, Corporate Media Director of R&R.

Ms. Patterson discussed efforts of the Life Events campaign during the first half of FY 2019 and its measurement process. Ms. Patterson also explained the Brand Lift Study that was conducted in partnership with Facebook and Nielsen, a media research company in advertising, highlighting a four percent lift in potential visitors considering a trip to Las Vegas in the next twelve months.

Ms. Dalhouse explained the primary objective of the first-time initiative being to build brand awareness among Gen Z and Millennials, discussed the launch of a robust influencer program to assist in building in brand awareness, and delivered a video presentation on a media collaboration that was partnered with *Refinery29*. Ms. Dalhouse stated there will be more reports on the media collaboration and influencer programs by the end of FY 2019.

Ms. Patterson outlined the Editorial Content Calendar program's primary initiative in highlighting Las Vegas as an opportunity to speak in culturally relative moments such as destination events or pop culture moments, and explained how they are used in social media.

Member Fiore asked which social media outlet receives the most interaction through this initiative. Ms. Patterson explained that from a paid perspective there are strong engagements across Facebook and Instagram, discussed that there are "a lot of nuisances" in gauging which social media outlet has the strongest engagement, and explained from a non-paid perspective Instagram has a greater reach and strong engagements.

Member Fiore asked which social media outlet the domestic influencers use the most, to which Ms. Patterson answered the influencers are most likely on Instagram, and YouTube is also large for influencers as well.

Ms. Speranzo discussed the international public relations efforts highlighting Canada's Sportsnet broadcast, Mexico's MJ One Media Tour, and the United Kingdom's Tomorrowland experience.

Ms. Tull announced the efforts for an upcoming summer campaign to run during quarters 2 and 3 in the drive markets including Los Angeles, CA, San Diego, CA, Phoenix, AZ, and San Francisco, CA, and discussed that those efforts are focused on increasing engagement and drive referrals to the hotel properties, and entertainment and activities that occur during the summer season.

Vice Chair Pamela Goynes-Brown asked Ms. Tull if climates in other cities or regions are considered in seasonal marketing, that would push them toward visiting Las Vegas, to which Ms. Tull answered that the climates are looked at, discussed previous campaigns that have been done, and explained that the drive markets can be activated by activities and events or deals that the hotel properties are running during the summer.

Member Fiore commended and thanked staff for their marketing efforts.

Member Lawrence Weekly referenced a slide in the presentation referring to the demographic of people who are unlikely to visit the destination, and asked what other factors would constitute the demographic, and if the current campaigns would add to their opinion of the destination. Mr. Gillins answered that that segment represents about 20 to 25 percent of the U.S. travel population and explained that moral, religious, and other factors contribute to the demographic of people that are unlikely to visit Las Vegas. Mr. Gillins also stated that this segment is not actively targeted.

Member Weekly discussed how the marketing initiatives have shifted through his time serving on the Board of Directors, expressed his appreciation for the marketing efforts, expressed his excitement of the direction and culture the marketing initiatives are going, discussed the importance of educating the community on the marketing initiatives throughout the destination, stated he appreciated the diversity in the campaigns, and would like to learn more about Trend Kite.

Member Weekly asked what age group the generation Gen Z is, to which Mr. Gillins explained that Gen Z is the newest generation with the oldest age currently turning 21 and 22.

Chair John Marz discussed the previous discussion on the decrease in visitor volume from Southern California and the current increase of 4.3 percent in highway traffic, and asked what that increase translated to in potential revenue for the destination, to which Kevin Bagger, Vice President of the Research Center, answered that those numbers will be provided to Chair Marz.

Chair Marz referenced the 30 percent of visitors likely to visit the destination and recommended to staff at the next Marketing Committee meeting to have a discussion on how that percentage can be increased, and thanked R&R for their presentation.

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

ITEM D. **Fiscal Year 2020 Advertising Budget Overview**

Ms. Tull delivered a PowerPoint presentation on the FY 2020 Advertising and Marketing Budget Overview.

Member Lawrence Weekly inquired about the partnership with Clark County relating to the wedding industry, and discussed the destination losing its number one designation as a wedding destination, to which Ms. Tull clarified the destination has not lost the number one designation as a wedding destination, and explained that there was a decrease in the number of weddings taking place due to the factor that there are less people getting married in total and the destination is seeing that same national trend locally.

Member Weekly referenced the extended destination slide presented, and asked how the City of Henderson and the City of North Las Vegas can identify their own identity as it relates to special events, sponsorships, and partnerships. Ms. Tull explained that the City of North Las Vegas and the City of Henderson are not divided from Las Vegas and is looked at as one budget, and activities are discussed throughout valley wide. Ms. Tull discussed the events calendar will help identify more of those opportunities, and having an event or activity happen does help with activating the drive market to come and make a visit. Ms. Tull also explained that visitors themselves may not necessarily know whether they are staying in Henderson or North Las

Vegas, explained how the budget is tracked in Mesquite and Laughlin, and discussed the importance of the broadness of the event calendar.

Chair John Marz referenced the 62 percent of the media budget that is allocated domestically, inquired how much of the hotel partners budgets are allocated into the domestic marketplace, and suggested at the next Marketing Committee meeting staff have a discussion on the shifts of the domestic and international marketplaces to have a better understanding of the total marketing value for the destination. Ms. Tull stated that the hotel partners currently do not share what they spend domestically, and staff will try to work on a survey to gather information.

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

#### **SET NEXT MEETING DATE**

Chair John Marz, with the Committee's agreement, recommended the Marketing Committee meet every three or four months, with the next meeting being set in July.

#### **DIRECTORS' RECOGNITION**

Member Michele Fiore announced the Ward 6 Bluegrass Festival on, March 23 and the Ward 6 Easter Celebration on, April 13.

#### **COMMENTS FROM THE FLOOR BY THE PUBLIC**

Daniel Braisted referenced Member Weekly's comments on local events, and discussed his efforts in having a convention stay open late for locals, elected officials, and politicians to attend. Mr. Braisted referenced his suggestions on the attached handout presented to the Committee regarding folding seats and tables that could fold into the walls and floors, the importance of building identity, and preregistration ideas for conventions.

Member Michele Fiore stated she liked the second suggestion on Mr. Braisted's handout regarding advertising space on light poles. Mr. Braisted expressed his concerns of the building halls identities at the Las Vegas Convention Center (LVCC), and suggested that light poles in the parking lots of the LVCC be numbered to make wayfinding more convenient and safe.

#### **ADJOURNMENT**

Chair John Marz adjourned the meeting at 9:45 a.m.

Respectfully submitted,

Date Approved: September 5, 2019

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Christal Harrison  
Assistant to the Board of Directors

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John Marz  
Marketing Committee Chair