



MARKETING COMMITTEE MEETING
October 3, 2018
Minutes

The Marketing Committee Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority (LVCVA) was held on October 3, 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

Councilman John Marz, Chair

Mr. Gregory Lee, Vice Chair

Tom Jenkin.....absent

Commissioner Lawrence Weekly

Mr. Maurice Wooden.....via telephone

LVCVA Executive Staff in Attendance

Steve Hill, CEO/President

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

Chair John Marz called the meeting to order at 12:59 p.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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Member Gregory Lee moved and it was carried by unanimous vote of the voting members present, including Member Maurice Wooden via telephone, to approve the October 3, 2018, Marketing Committee Meeting agenda.

APPROVAL OF MINUTES

Member Lawrence Weekly moved and it was carried by unanimous vote of the voting members present, including Member Maurice Wooden via telephone, to approve the February 9, 2018, Marketing Committee Meeting minutes.

STAFF REPORTS – DISCUSSION AND POSSIBLE ACTION

ITEM A. **1 October Update**

Jacqueline Peterson, Chief Communications and Public Affairs Officer, presented an update on the LVCVA's efforts acknowledging the events of 1 October.

Chair John Marz commended staff and the community and emphasized the significance of 1 October, and thanked staff for their efforts in the events commemorating 1 October.

Ms. Tull thanked Chair Marz.

Member Lawrence Weekly echoed the comments made by Chair Marz and commended the efforts of the partnership between the LVCVA and R&R Partners (R&R) regarding 1 October. Member Weekly also noted the impact of the 1 October memorial events throughout the community.

This was an information item. Not an action item.

ITEM B. **Near Market Campaign Update**

Ms. Tull delivered a PowerPoint presentation on an update on the Marketing Division's near market initiatives.

Member Gregory Lee asked Ms. Tull how the near market campaign is different or the same from other LVCVA marketing campaigns regarding their website direction, and asked if the near market campaign was only run in the regional drive markets. Ms. Tull answered that visitlasvegas.com is a destination website where all marketing and traffic goes, and explained the incentive of booking travel through the deals page marketed in the near market campaign. Ms. Tull also discussed that the website "deals page" was meant to incentivize people to take immediate action and to drive traffic from the drive markets. Member Lee inquired how the introductory page of visitlasvegas.com is different from the introductory page of the former lasvegas.com, to which Ms. Tull explained the purpose of the lasvegas.com website was to be an actionable website in which visitors could directly book their travel, and the purpose of the visitlasvegas.com website is to educate and inform visitors about the destination as well as provide visitors the opportunity to book travel through the resort partners' pages. Member Lee also asked about the resort partners' pages rates versus other booking websites, to which Ms. Tull explained that the resort partners' that participate in the "deals page" have come up with different packages that have different incentives.

Chair John Marz stated that it would be important for the Committee to be knowledgeable in the intent of production of ad spots the reason why the ads are being run in Southern California and Phoenix, and invited Billy Vassiliadis, Chief Executive Officer and Principal of R&R Partners, and Rob Dondero, Executive Vice President of R&R Partners, to the podium to explain the strategic thoughts behind the near market campaign ad spots in Southern California. Mr. Vassiliadis explained that as the softening of traffic visitors from Southern California following the 1 October tragedy and explained the different factors that continued to drive the softening of visitors such as cost of living, the need of a greater sense of value, and the growth of tribal casinos.

This was an information item. Not an action item.

ITEM C. **Digital Landscape Update**

Ms. Tull gave an update on the Marketing Division's efforts as relating to net neutrality, GDPR, and data privacy.

Ms. Tull introduced Lindsey Patterson, Corporate Media Director of R&R, to present an update on the digital media update.

Ms. Patterson gave a background of the responsibilities of the Media Department at R&R, and delivered a PowerPoint presentation on the digital media update.

Ms. Tull discussed the General Data Protection Regulation (GDPR) and the concerns of how GDPR affects data privacy and the privacy for individuals in Europe, the European economic area and how GDPR also addresses the export of personal data through Europe. Ms. Tull also discussed the efforts that are being made by the LVCVA United Kingdom (UK) Office in conjunction with the R&R Legal team to revise the transparency of the privacy policies regarding how data is collected, used, and which parties' data is shared with, and emphasized the transparency of the privacy policies and how the changes will be used in the IMEX America trade show. Ms. Tull thanked Morgan Baumgartner, General Counsel of R&R, Luke Puschnig, Legal Counsel, and the LVCVA, and our UK Office for their efforts to ensure the LVCVA marketing efforts are in compliance with the GDPR from both a sales and advertising perspective.

Ms. Tull discussed the significance of the California Privacy Act and introduced Matt Mason, Chief Strategist of R&R.

Mr. Mason discussed the significance of the efforts being made with the GDPR and the importance of those efforts from the California Privacy Act perspective, and gave a background of the California Privacy Act. Mr. Mason delivered a PowerPoint presentation on the implications of Privacy Act Laws, discussed the change in push and pull messaging on the visitlasvegas.com website and social channels, and discussed the net neutrality report and the concerns of the repeal of net neutrality in terms of the overall access to content and the ability for internet service providers to begin to tier access and certain content, as well as censorship.

Member Gregory Lee asked Mr. Mason if the change in the privacy laws consisted in previously collected data causes the data to no longer be allowed to be sent as many messages, or if the concern was that the information was not allowed to be bought and sent by other parties, to which Mr. Mason answered the LVCVA can utilize the first party data that is collected, as long as it is not being sold and it is clear in what the data is being collected for and used for on the website as stated in the privacy policy.

Member Lee inquired about the difference in push messaging and pull messaging, to which Mr. Mason outlined the difference.

Member Lawrence Weekly inquired about the California Privacy Act lawsuit and asked why the three other states that are utilizing Privacy Acts have not been sued by the Federal Government. Mr. Mason explained that California's Privacy Act has "reached the furthest and is the most complex". Member Weekly asked if Nevada was utilizing a Privacy Act, to which Mr. Mason discussed the efforts being made by the Nevada Legislature.

Member Weekly asked Mr. Mason about the channels in push and pull messaging and how the LVCVA's channels were prioritized, and how many channels the LVCVA owns. Mr. Mason stated that the channel owned is primarily the visitlasvegas.com website and the blog associated with it.

Chair John Marz inquired about the specific information that is being tracked on the visitlasvegas.com website and asked if it was correct that if a transaction was made on the website, the only information tracked would be the device's ID number, to which Mr. Mason explained other factors that are considered personally identifiable information. Chair Marz asked Mr. Mason if there were partners that tracked data on visitors that came to Las Vegas and asked if that data could be bought to track and deliver messages to those visitors, to which Mr. Mason confirmed. Chair Marz inquired how that data would be effected with the Privacy Act Laws and how visitors will continue to be tracked by their data, to which Mr. Mason explained the impact.

Member Lee inquired about consumer preferences by navigation as we do from the intercepts of Las Vegas, to which Mr. Mason outlined.

This was an information item. Not an action item.

ITEM D. **Fiscal Year 2018 Marketing Recap Overview**

Ms. Tull presented a high-level summary on fiscal year (FY) 2018 efforts presented by R&R Partners as required by contract.

Member Maurice Wooden left the meeting via telephone at 1:51 p.m.

Mr. Vassiliadis gave a background of the FY 2018 Marketing Recap Overview.

Mr. Dondero delivered a PowerPoint presentation on the FY 2018 Marketing Recap Overview and introduced Todd Gillins, Vice President of Research of R&R, to present a research overview.

Mr. Gillins presented an update on the Domestic Ad Tracker.

Mr. Dondero highlighted the community events of 1 October and introduced Vaitari Anderson, Executive Producer of R&R, to present an update on the Vegas Alter Your Reality (VAYR) program.

Mr. Anderson presented an update on VAYR program and introduced Yanick Dalhouse, Group Account Director of R&R.

Ms. Dalhouse discussed the highlights of the Only Vegas Moments Campaign and introduced Ms. Patterson to further detail the highlights of the Only Vegas Moments Campaign.

Ms. Dalhouse recognized the efforts of Colleen Yoshida, Director of Advertising, Ramon Montez, Advertising Manager, Nikki Velez, Senior Director of Digital Engagement, Amy Riley, Senior Director of Business Sales, Chris Meyer, Vice President of Sales, and Kevin Bagger, Executive Director of the Research Center.

Ms. Tull outlined the international responsibilities of the advertising efforts of R&R and the LVCVA.

Mr. Vassiliadis emphasized the importance of the Marketing Committee's efforts in the marketing campaigns, to which Chair John Marz agreed.

Member Lawrence Weekly expressed his appreciation and excitement of the Marketing Recap presentation and his concern of the length of the meetings, and emphasized the importance of the Board of Directors understanding of the partnership and relationship of R&R. Member Weekly recognized Mr. Anderson and expressed his excitement in the VAYR demonstration.

Member Gregory Lee thanked R&R and staff, and expressed his appreciation of the Marketing Recap presentation.

Chair Marz emphasized the importance of understanding on the digital marketing efforts, and time management in future Board and Committee meetings.

Steve Hill, CEO/President, agreed with Chair Marz's comments and emphasized the importance of time management in the Board and Committee meetings.

Mr. Vassiliadis asked the Committee Members to consider the information that should be shared at Board and Committee meetings. Member Weekly agreed with Mr. Vassiliadis and expressed his concern with time management of the Committee meetings. Chair Marz agreed with Member Weekly and Mr. Vassiliadis' comments. Mr. Hill suggested staff coordinate the planning of the agendas of the meetings.

This was an information item. Not an action item.

SET NEXT MEETING DATE

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

DIRECTORS' RECOGNITION

Member Gregory Lee thanked R&R staff for their efforts and talents.

Member Lawrence Weekly thanked R&R staff for the "great presentation", and Chair John Marz for a "great meeting".

Chair Marz thanked staff and R&R for the opportunity to create the Marketing Committee.

COMMENTS FROM THE FLOOR BY THE PUBLIC

Daniel Braisted emphasized the importance of creating value to visitors to Las Vegas in both business and leisure travel, and discussed the use of drone ports at the Las Vegas Convention Center.

Chair John Marz thanked Mr. Braisted for his comments.

ADJOURNMENT

Chair John Marz adjourned the meeting at 2:41 p.m.

Respectfully submitted,

Date Approved: March 18, 2019

Christal Harrison
Assistant to the Board of Directors

John Marz
Marketing Committee Chair