



# MARKETING COMMITTEE MEETING

THURSDAY, APRIL 27, 2023





## Board of Directors

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**JIM GIBSON**

*Chair*

Commissioner  
Clark County  
Commission Office



**ANTON NIKODEMUS**

*Vice Chair*

President and COO CityCenter  
Aria Resort & Casino/  
Vdara Hotel & Spa



**PAMELA GOYNES-BROWN**

*Secretary*

Mayor  
City of North Las Vegas



**SCOTT DEANGELO**

*Treasurer*

EVP &  
Chief Marketing Officer  
Allegiant Travel Company



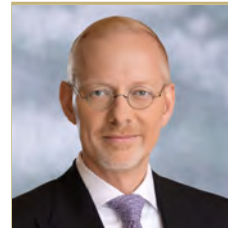
**CEDRIC CREAR**

Councilman  
City of Las Vegas



**CAROLYN G. GOODMAN**

Mayor  
City of Las Vegas



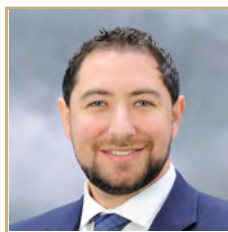
**BRIAN GULLBRANTS**

COO  
Wynn North America



**JAN JONES BLACKHURST**

Caesars Entertainment  
Board of Directors  
Chief Executive in Residence,  
UNLV International  
Gaming Institute



**MICHAEL NAFT**

Commissioner  
Clark County  
Commission Office



**MICHELLE ROMERO**

Mayor  
City of Henderson



**MARY BETH SEWALD**

President and CEO  
Vegas Chamber



**STEVE THOMPSON**

Executive Vice President  
Operations  
Boyd Gaming Corporation



**STEVE WALTON**

Councilman  
City of Boulder City



**BRIAN WURSTEN**

Councilman  
City of Mesquite



## NOTICE OF PUBLIC MEETING AND AGENDA

### MARKETING COMMITTEE MEETING

THURSDAY, APRIL 27, 2023

1:00 P.M.

Las Vegas Convention Center – Board Room

3150 Paradise Road

Las Vegas, Nevada 89109

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#### Marketing Committee:

**Mr. Scott DeAngelo, Chair**  
**Mr. Brian Gullbrants, Vice Chair**  
Councilman Cedric Crear  
Ms. Jan Jones Blackhurst  
Mr. Anton Nikodemus  
Ms. Mary Beth Sewald

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

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

LVCVA Website: [www.lvcva.com/agenda](http://www.lvcva.com/agenda)

Nevada Public Notice Website: <https://notice.nv.gov/>

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*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.*

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## AGENDA

### OPENING CEREMONIES

Call to Order

Roll Call

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 January 24, 2022 Marketing Committee Meeting.  
For possible action.

## **LVCVA STAFF REPORTS AND REQUESTED ACTIONS**

### **A. 2023 Marketing Outlook**

The Marketing Division will provide an overview of marketing plans for calendar year (CY) 2023.

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**

**MINUTES**  
**Marketing Committee Meeting**  
**January 24, 2022**



## MARKETING COMMITTEE MEETING

January 24, 2022

### Minutes

The Marketing Committee Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority (LVCVA) was held on January 24, 2022, at the Las Vegas Convention Center, 3150 Paradise Road, Las Vegas, Nevada 89109. This meeting was properly noticed and posted in conformance with the State of Nevada Executive Department Declaration of Emergency Directives 006 and 044, dated March 22, 2020 and April 19, 2021, respectively.

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### Marketing Committee Members:

*Present unless otherwise noted*

**Councilman John Marz, Chair**  
**Mr. Anton Nikodemus, Vice Chair**  
Mr. Scott DeAngelo  
Councilwoman Pamela Goynes-Brown  
Ms. Jan Jones Blackhurst....*absent*  
Ms. Mary Beth Sewald

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LVCVA Executive Staff in Attendance

Steve Hill, CEO/President  
Ed Finger, Chief Financial Officer  
Caroline Bateman, General Counsel  
Brian Yost, Chief Operating Officer  
Lori Nelson-Kraft, Sr. VP of Communications & Government Affairs  
Kate Wik, Chief Marketing Officer

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### **OPENING CEREMONIES**

Vice Chair Anton Nikodemus called the meeting to order at 2:06 p.m.

Caroline Bateman, General Counsel, acknowledged that all members of the Marketing Committee were present, except for Chair John Marz and Member Jan Jones Blackhurst.

Chair John Marz entered the meeting at 2:43 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 AND MINUTES**

#### **APPROVAL OF THE AGENDA AND MINUTES**

**Member Mary Beth Sewald moved, and it was carried by unanimous vote of the voting members, to approve the January 24, 2022 Marketing Committee Meeting agenda and the May 17, 2021, Marketing Committee Meeting minutes.**

## **STAFF REPORTS AND REQUESTED ACTIONS**

ITEM A. **Marketing Committee Charter Review and Committee Performance Evaluation**

Ms. Bateman provided that the Committee satisfied its duties as prescribed in its Charter.

Ms. Bateman also explained the proposed revisions to the Charter. She detailed a minor edit to the Preamble which now states that “the Committee shall have the authority to make recommendations to Staff regarding the LVCVA’s major marketing initiatives and it shall perform any other duties as the Board shall delegate.”

Ms. Bateman clarified that the proposed revisions to the Committee’s appointment and membership provisions in section II (2) which, when incorporated, now reads that “Members shall be appointed to the Committee pursuant to LVCVA Board Policies.”

Ms. Bateman stated that the proposed revision to section II (3) would now read: “In order to discharge its responsibilities, the Committee shall meet at least two times per year upon the call of the Committee Chair or upon the recommendation of the Chief Executive Officer.

Ms. Bateman indicated that the remaining proposed revisions were minor housekeeping edits.

**Member Scott DeAngelo moved, seconded by Member Sewald, and it was carried by unanimous vote of the voting members, to approve the proposed revisions to the Marketing Committee Charter and to approve the Committee’s evaluation of its performance.**

ITEM B. **2021 Marketing Recap and 2022 Marketing Outlook**

Ms. Wik stated that Item B is an informational item, and provided a “macro view” summary of 2021 marketing efforts during calendar year (CY) 2021 and the worldwide COVID-19 pandemic, and the LVCVA’s go-forward approach for CY 2022 destination marketing and sales plans based on the current outlook.

Ms. Wik introduced the leadership staff of Grey Group, R&R Partners, and Heart + Mind Strategies and shared a video representing the volume of work by the LVCVA and its partners in marketing Las Vegas.

Ms. Wik provided preliminary year end statistical information related to visitation, hotel occupancy, average daily rates, and gaming revenue, as they relate to the recovery of Las Vegas from the COVID-19 pandemic.

Ms. Wik discussed new products and experiences being offered in Las Vegas, the return of live entertainment to Las Vegas, and sports and special events, and their effects in helping drive the recovery of Las Vegas.

Mike Dabadie, CEO and Managing Partner of Heart + Mind Strategies, discussed the state of the Las Vegas Brand, including brand health, ad awareness, and travel intent.

Todd Gillins, Vice President of Research at R&R Partners, discussed “bleisure” trip extension opportunities.

Mr. Dabadie provided information on the Visitor Profile Study and the state of the consumer, including the visitor experience, first time visitors, the drive market, and gaming spend.

Mr. Gillins provided information on 2022 trends and outlook.

Ms. Wik commented on the fiscal year 2022 leisure overview.

Margaret Mariani of R&R Partners discussed the objectives and highlights of brand research, and techniques used to comprehend the consumer mindset.

Ms. Wik outlined the addition of the sports component to Las Vegas visitation.

Mr. Gillins discussed the leveraging of the new sports audience and new events.

Yanick Dalhouse, Vice President of Brand Management, shared a clip from “The Greatest Arena on Earth” campaign and discussed the repositioning of the destination.

Lindsey Patterson, Vice President of Media at R&R Partners, discussed opportunistic media partnerships, advertising campaigns, and strategies as they relate to sports in Las Vegas.

Fletch Brunelle, LVCVA Vice President of Marketing, outlined upcoming large-scale sporting events.

Ms. Wik commented on the impact of social media on the success of a brand.

Grayson Osgood, Associate Director of Social and Connections at Grey Group, detailed the state of social media, including macro trends, platform trends, and the growing use of TikTok. Mr. Osgood shared Las Vegas’s first post on TikTok and described the strategy to enter that platform.

Andre Gray, Executive Creative Director for Grey Group, shared clips from the “*Meanwhile in Vegas*” campaign and discussed the intent of the messaging in that campaign.

Elvia Ortiz, Senior Vice President & Account Director at Grey Group, commented on content pillars and the 2024 Super Bowl announcement.

Mr. Osgood shared videos depicting real-time sports coverage.

Ramon Montez, LVCVA Senior Manager of Digital Marketing, shared a Weddings campaign overview including creative of the “*Forever Happens Here*” campaign, discussed Clark County-issued wedding license statistics, and commented on influencer-based social marketing.

Ms. Wik commented on the importance of the Business segment and highlighted 2021 year-end milestones including the signing of 14 new leases and the hosting of IPW, the first international tradeshow since the COVID-19 pandemic.

Ms. Wik described the key audiences for marketing to the business segment including c-suites, meeting planners, and trade show organizers.

Ms. Dalhouse shared videos from the “*Moving Business Forward*” campaign and discussed its creative assets and informational toolkits.

Ms. Patterson provided information on endemic print, digital, and programmatic media partners.

Mr. Brunelle discussed the leveraging of partners and events and the re-engagement of the LVCVA’s international offices.

Matt Mason, Chief Strategist at R&R Partners provided details on the *Vegas On* campaign and shared a video from that campaign.

Billy Vassiliadis, Chief Executive Officer at R&R Partners, shared thoughts on the flexibility and focus of marketing efforts during 2021, the future of sports marketing, and the importance of consumer research and opportunistic marketing.

Mr. Vassiliadis shared a closing video highlighting future events in Las Vegas.

Chair Marz thanked LVCVA Staff and its partners for their efforts and presentations.

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

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

Chair Marz proposed scheduling another Marketing Committee Meeting during the summer.

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

Daniel Braisted referenced the attached handout regarding the following: meetup.com; the resale of trade show tickets; hotel furniture; the circus effect; business cards; event sponsors; and trade show attendance.

Member Sewald thanked Staff and its partners for their efforts, expressed appreciation for the focus on the Business segment, and recommended comparisons with other destinations be discussed in the future.

Member Sewald thanked Mr. Hill and Mr. Vassiliadis for their participation in the Vegas Chamber's recent Preview Las Vegas event.

#### **ADJOURNMENT**

Chair Marz adjourned the meeting at 3:49 p.m.

Respectfully submitted,

Date Approved: April 27, 2023

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Silvia Perez  
Executive Assistant to the Board

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Scott DeAngelo  
Marketing Committee Chair

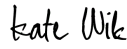
Possible Additional Items To Consider:

- 1) Use of Meetup.com: It is online software that allows anyone to develop a group based on interests, demographics, or facility. There are currently over 54 million members in 185 countries. Locally it could feature residents with an interest in attending trade shows. Some trade shows would be happy to invite anyone to bolster their attendance. NAB does routinely. In past they have posted invites on talk radio shows to attend their shows. There is another way Meetup could help LVCVA ... would takes longer than I have to explain
- 2) Resell of Ticket - Consider the development of software package that could be leased to Trade Show Operators to facilitate the resale of idle passes, when not being used. It would increase the number of fresh eyeballs walking a trade show. While one person takes a break from a trade show and is gambling, someone else could use his ticket to walk the trade show. A company or municipality could buy 10 passes to a trade show Those passes would allow limited attendance to shows, before the individual would turn the pass back in as he went back to work. They might on their own chose to purchase a pass for the weekend
- 3) Furniture, this doesn't pertain to LVCVA directly yet would be good for the local economy. Interested resorts would post a layout of their hotel rooms by resort and room number on line, with an invite to quests to order items depicted..They could be dropped shipped or taken with the visitor. Could be expanded to include any items in the resort example paintings, flower vases, statues, etc
- 4) Circus Effect - Encourage local event planners to organize prior to or after a major trade shows, mini shows in local high schools or resorts featuring scheduled exhibitors, with small displays.
- 5) Suggestion for business cards, not sure where to suggest this. Attendees could be encouraged to bring business cards..That include "We met in Las Vegas at the 2022 Hardware Show" incorporated in the card layout.
- 6) Increase the number of sponsors for events. Once contract is signed for a new trade show details of the demographics for the show would be shared with pre-approved sponsor facilitators. They would have banners for different sponsors stored in their local facilities. Once they got a response as to interest level from the possible sponsors, an offer would be made to the trade show administrator
- 7) Las Vegas should be home of the best manufacture representatives groups. That is what trade show administrators are really looking for.
- 8) Major Trade shows should be encouraged to share their attendance results by Nevada Zip-codes with statewide municipalities

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY

## MARKETING COMMITTEE MEETING

### AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	APRIL 27, 2023	<b>ITEM A</b>
<b>TO:</b>	MARKETING COMMITTEE	
<b>FROM:</b>	KATE WIK CHIEF MARKETING OFFICER	<small>DocuSigned by:</small>  <small>6358950B13A7435...</small>
<b>SUBJECT:</b>	2023 MARKETING OUTLOOK	

#### RECOMMENDATION

The Marketing Division will provide an overview of marketing plans for calendar year (CY) 2023.

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

#### FISCAL IMPACT

None

<b>COMMITTEE ACTION:</b>	
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DocuSigned by:  
  
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**STEVE HILL**  
**CEO/PRESIDENT**

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#### PURPOSE AND BACKGROUND

The marketing committee meetings are an opportunity for the LVCVA marketing team and the agency partners of the LVCVA to present a more comprehensive view of marketing plans than the updates that are presented in the regular monthly board of director meetings. In addition to marketing plans, they often can include marketing recaps and forward looking trends.

# 2023 BOARD OF DIRECTORS REGULAR MEETING SCHEDULE



## JANUARY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
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## FEBRUARY

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## MARCH

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## APRIL

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## MAY

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## JULY

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## AUGUST

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## OCTOBER

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## NOVEMBER

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## DECEMBER

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- Regular meetings of the Las Vegas Convention and Visitors Authority (LVCVA) Board of Directors (Board) are scheduled for the second Tuesday of each month at 9 a.m., or at the call of the chair.
- All Board meetings of the LVCVA are open to the general public.
- Per NRS 354.596(4): The public hearing on the tentative budget must be held by the governing body not sooner than the third Monday in May and not later than the last day in May.
- Agendas and approved minutes of the Board meetings are posted on the LVCVA website at: [www.lvcva.com/agenda](http://www.lvcva.com/agenda).
- Most meetings are held at the Las Vegas Convention Center in the Board Room at 3150 Paradise Road, Las Vegas, Nevada 89109. Locations of meetings are subject to change.

### REGULAR MEETINGS

January	10	May	9	September	12
February	14	June	13	October	10
March	14	July	11	November	14
April	11	August	8	December	12

### COMMITTEE MEETINGS/OTHER

Audit Committee Meeting – March 13  
 Marketing Committee Meeting – April 27  
 Public Hearing on the Budget – May 31  
 Compensation Committee Meeting – June 26



# COMMITTEES OF THE LVCVA BOARD OF DIRECTORS

## **AUDIT COMMITTEE**

Commissioner Michael Naft, Chair  
Mayor Michelle Romero, Vice Chair  
Mayor Pamela Goynes-Brown  
Mr. Steve Thompson  
Councilman Steve Walton  
Councilman Brian Wursten

## **COMPENSATION COMMITTEE**

Mr. Anton Nikodemus, Chair  
Ms. Mary Beth Sewald, Vice Chair  
Mr. Scott DeAngelo  
Mr. Brian Gullbrants  
Commissioner Michael Naft  
Mayor Michelle Romero

## **LVCCD COMMITTEE**

Commissioner Jim Gibson, Chair  
Mr. Anton Nikodemus, Vice Chair  
Mayor Carolyn Goodman  
Mr. Brian Gullbrants  
Ms. Jan Jones Blackhurst  
Commissioner Michael Naft  
Mr. Steve Thompson

## **LVCVA REPRESENTATIVES ON THE LAS VEGAS EVENTS BOARD OF DIRECTORS**

Commissioner Jim Gibson  
Mayor Carolyn Goodman

## **MARKETING COMMITTEE**

Mr. Scott DeAngelo, Chair  
Mr. Brian Gullbrants, Vice Chair  
Councilman Cedric Crear  
Ms. Jan Jones Blackhurst  
Mr. Anton Nikodemus  
Ms. Mary Beth Sewald

## **POLICY COMMITTEE**

Ms. Jan Jones Blackhurst, Chair  
Mayor Pamela Goynes-Brown, Vice Chair  
Councilman Cedric Crear  
Commissioner Jim Gibson  
Councilman Steve Walton  
Councilman Brian Wursten

