

The background of the entire page is a photograph of the Las Vegas Convention Center at night. The building's glass facade reflects the city lights, and its modern architecture is highlighted. Overlaid on this image are several large, overlapping circles in shades of purple, magenta, and black. The circles are partially transparent, allowing the building's lights to shine through them. In the upper right, a large circle contains the Las Vegas Convention and Visitors Authority logo. In the lower left, a dark grey circle contains the event title.

2022

**LAS**  
*Vegas*<sup>®</sup>  
CONVENTION AND  
VISITORS AUTHORITY

# Marketing Committee Meeting

Monday, January 24, 2022  
Las Vegas Convention Center

[www.lvcva.com](http://www.lvcva.com)



## Board of Directors

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**JOHN MARZ**  
*Chairman*  
Councilman  
City of Henderson



**ANTON NIKODEMUS**  
*Vice Chair*  
President and COO  
CityCenter Aria Resort &  
Casino/  
Vdara Hotel & Spa



**JIM GIBSON**  
*Secretary*  
Commissioner  
Clark County  
Commission Office



**SCOTT DEANGELO**  
EVP &  
Chief Marketing Officer  
Allegiant Travel Company



**MICHELE FIORE**  
Councilwoman  
City of Las Vegas



**CAROLYN G. GOODMAN**  
Mayor  
City of Las Vegas



**PAMELA GOYNES-  
BROWN**  
Councilwoman  
City of North Las Vegas



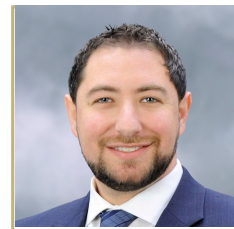
**BRIAN GULLBRANTS**  
President  
Wynn Resorts Las Vegas



**JAN JONES BLACKHURST**  
Caesars Entertainment  
Board of Directors  
Chief Executive in Residence,  
UNLV International  
Gaming Institute



**KIERNAN MCMANUS**  
Mayor  
City of Boulder City



**MICHAEL NAFT**  
Commissioner  
Clark County  
Commission Office



**MARY BETH SEWALD**  
President and CEO  
Vegas Chamber



**STEVE THOMPSON**  
Executive Vice President  
Operations  
Boyd Gaming Corporation



**BRIAN WURSTEN**  
Councilman  
City of Mesquite



## NOTICE OF PUBLIC MEETING AND AGENDA

### MARKETING COMMITTEE MEETING

MONDAY, JANUARY 24, 2022  
2:00 P.M.

Las Vegas Convention Center – Room N111  
3150 Paradise Road  
Las Vegas, Nevada 89109

This meeting is noticed and will be conducted 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:

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

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

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 May 17, 2021 Marketing Committee Meeting.  
For possible action.

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

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

That the Committee: 1) Review its Committee Charter and approve proposed changes to submit to the LVCVA Board of Directors for final approval; and 2) Evaluate its annual performance.

For possible action.

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

The Marketing Division will provide a summary of the strategic approach from calendar year (CY) 2021 marketing efforts during the worldwide COVID-19 pandemic. In addition, there will be a presentation on the LVCVA's go-forward approach for CY 2022 destination marketing and sales plans based on the current outlook.

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**

Persons are invited to submit written remarks for all matters, both on and off the agenda. Written remarks presented for inclusion in the Committee's minutes must be flat, unfolded, on paper of standard quality, and 8½ by 11 inches in size. Written remarks shall not exceed five (5) pages in length. The LVCVA will not accept for filing any submission that does not comply with this rule. On a case-by-case basis, the Committee may permit the filing of noncomplying [sic] written remarks, documents, and related exhibits pursuant to NRS 241.035(1)(e).

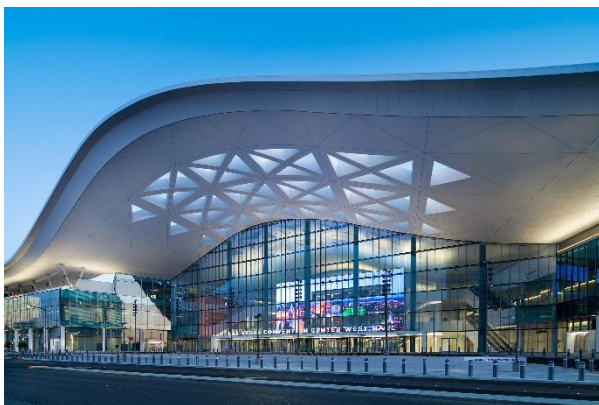
To submit ideas to the LVCVA, please visit <https://www.lvcva.com/who-we-are/meetings-and-minutes/>

Committee meeting rooms are accessible to persons with disabilities. If special arrangements are required, please contact the Customer Safety Department at: 702-892-7400, which is a 24-hour Dispatch Control Center, or contact Silvia Perez in the Board Office at: 702-892-2802.

For information or questions regarding this agenda please contact:  
Silvia Perez, Executive Assistant to the Board  
3150 Paradise Road, Las Vegas, Nevada 89109  
702-892-2802 or [sperez@lvcva.com](mailto:sperez@lvcva.com)

Supporting materials for this meeting are available at 3150 Paradise Road, Las Vegas, Nevada 89109 or by contacting Silvia Perez at 702-892-2802 or [sperez@lvcva.com](mailto:sperez@lvcva.com)

**MINUTES**  
**Marketing Committee Meeting**  
**May 17, 2021**



## MARKETING COMMITTEE MEETING

May 17, 2021

### Minutes

The Marketing Committee Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority (LVCVA) was held on May 17, 2021 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

Ms. Mary Beth Sewald

Ms. Marilyn Spiegel

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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

Fletch Brunelle, Vice President of Marketing

Stana Subaric, Senior Vice President of People & Possibilities

Constance Brooks, Vice President of Public Affairs & Diversity

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### OPENING CEREMONIES

Chair John Marz called the meeting to order at 8:00 a.m.

Caroline Bateman, General Counsel, acknowledged that all members of the Marketing Committee were present.

**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 Marilyn Spiegel moved, and it was carried by unanimous vote of the voting members, to approve the May 17, 2021, Marketing Committee Meeting agenda and the March 1, 2021, Marketing Committee Meeting minutes.**

## **STAFF REPORTS AND REQUESTED ACTIONS**

### **ITEM A. Marketing Partner Review**

Kate Wik, Chief Marketing Officer, described the process through which the Marketing Division would facilitate meetings between the Marketing Committee and each of the finalists for the Las Vegas Convention and Visitors Authority (LVCVA) Advertising and Marketing Communications Agency of Record.

Ms. Wik summarized the Staff agency review process that resulted in the selection of the four finalists: Grey Group; Havas; GSD&M; and R&R Partners. Ms. Wik explained that each agency would have an hour and forty-five minutes to share its approach to marketing to the Las Vegas leisure consumer. Ms. Wik detailed the logistics of the breakout sessions, which involved the Marketing Committee, Staff, and interested parties moving into four separate rooms within the Las Vegas Convention Center's North Hall to meet with the four finalist agencies, and she explained the meeting protocols.

Ms. Wik requested a brief recess to enable the Marketing Committee to reconvene in Room N204 for the first breakout session to begin at 8:30 a.m.

Chair Marz asked if Committee members were permitted to ask questions to the presenting agencies, to which Ms. Wik confirmed they were.

Member Marilyn Spiegel asked if the presenters would actually be the principals on the LVCVA's account, to which Ms. Wik confirmed they would.

Steve Hill, Chief Executive Officer (CEO)/President emphasized the importance of abiding by the Open Meeting Law and asked that Committee members do not discuss the contents of the meeting outside of the publicly posted meeting and highlighted that any Board members not on the Marketing Committee, who were in attendance, should participate only as members of the public.

Ms. Wik informed the Committee that the first presentation would start promptly at 8:30 a.m. Ms. Wik further explained that LVCVA Staff would be present throughout the day in North Hall (N) Room 111, as well as each breakout room, to direct Committee members and the public to the location of the active breakout sessions.

[RECESS for Committee relocation to room N201 for Breakout Session One]

Upon reconvening, Ms. Wik confirmed a quorum of Committee members were present in Room N201 and asked the Chair's permission to begin Session One, which Chair Marz approved.

Ms. Wik welcomed Grey Group and introduced the Marketing Committee members.

Grey Group delivered its presentation.

Mr. Hill thanked Grey Group for its presentation.

[RECESS for Committee relocation to Room N209 for Breakout Session Two]

Upon reconvening, Ms. Wik confirmed a quorum of Committee members were present in N209 and requested the Chair's approval to begin Session Two, which Chair Marz approved.

Ms. Wik welcomed Havas and introduced the members of the Marketing Committee.

Havas delivered its presentation.

Mr. Hill thanked Havas for its presentation.

Ms. Wik announced that Session Two had concluded and recommended a 45-minute lunch recess, with Session Three convening at 1:00 p.m. in Room N219

[RECESS for Lunch Break]

Upon reconvening, Ms. Wik confirmed a quorum of Committee members were present in Room N219 and requested the Chair's permission to begin Session Three, which Chair Marz approved.

Ms. Wik welcomed GSD&M and introduced the members of the Marketing Committee.

GSD&M delivered its presentation.

Mr. Hill thanked GSD&M for its presentation.

[RECESS for Committee relocation to Room N227 for Breakout Session Four]

Upon reconvening, Ms. Wik confirmed a quorum of Committee members were present in Room N227 and requested the Chair's approval to begin Session Four, which Chair Marz approved.

R&R Partners delivered its presentation.

Mr. Hill thanked R&R Partners for its presentation and partnership throughout the years.

Mr. Hill outlined meeting closing protocols and invited Committee members to Room N111 for closing ceremonies.

[RECESS for Committee relocation to Room N111 for Closing Ceremonies]

This was an information item and did 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**

Upon reconvening in Room N111, Chair Marz confirmed a quorum of Committee members were present and opened public comment.

There were no comments from the floor by the public.

#### **ADJOURNMENT**

Chair Marz adjourned the meeting at 4:45 p.m.

Respectfully submitted,

Date Approved: January 24, 2022

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Silvia Perez  
Executive Assistant to the Board

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John Marz  
Marketing Committee Chair

**LAS VEGAS CONVENTION AND VISITORS AUTHORITY  
MARKETING COMMITTEE MEETING  
AGENDA DOCUMENTATION**

<b>MEETING DATE:</b>	<b>JANUARY 24, 2022</b>	<b>ITEM A</b>
<b>TO:</b>	<b>MARKETING COMMITTEE</b>	
<b>FROM:</b>	<b>KATE WIK CHIEF MARKETING OFFICER</b>	DocuSigned by: <i>Kate Wik</i> 8358950B13A7435...
<b>SUBJECT:</b>	<b>MARKETING COMMITTEE CHARTER REVIEW AND COMMITTEE PERFORMANCE EVALUATION</b>	

**RECOMMENDATION**

That the Marketing Committee (Committee): 1) Review its Committee Charter (Charter) and approve proposed changes to submit to the Las Vegas Convention and Visitors Authority (LVCVA) Board of Directors for final approval; and 2) Evaluate its annual performance.

For possible action.

**FISCAL IMPACT**

None

<b>COMMITTEE ACTION:</b>	
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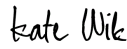
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*Steve Hill*  
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**STEVE HILL**  
**CEO/PRESIDENT**

**PURPOSE AND BACKGROUND**

Pursuant to Section 2.1 of the Charter, the attached Charter shall be reviewed and reassessed by the Committee and any proposed changes shall be submitted to the Board of Directors for approval.

Pursuant to Section 3.3 of the Charter, annually, the Committee shall evaluate its own performance.

# LAS VEGAS CONVENTION AND VISITORS AUTHORITY MARKETING COMMITTEE MEETING AGENDA DOCUMENTATION

<b>MEETING DATE:</b>	JANUARY 24, 2022	<b>ITEM B</b>
<b>TO:</b>	MARKETING COMMITTEE	
<b>FROM:</b>	KATE WIK CHIEF MARKETING OFFICER	<small>DocuSigned by:</small>  <small>6358950B13A7435...</small>
<b>SUBJECT:</b>	2021 MARKETING RECAP AND 2022 MARKETING OUTLOOK	

## RECOMMENDATION

The Marketing Division will provide a summary of the strategic approach from calendar year (CY) 2021 marketing efforts during the worldwide COVID-19 pandemic. In addition, there will be a presentation on the Las Vegas Convention and Visitors Authority's (LVCVA) go-forward approach for CY 2022 destination marketing and sales plans based on the current outlook.

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

## FISCAL IMPACT

None

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

## PURPOSE AND BACKGROUND

Despite the backdrop of a continued global pandemic, the CY2021 marketing and sales activities pressed forward. The marketing and sales team along with agency partners of the LVCVA will present a recap of CY2021 efforts and results along with an overview of anticipated CY2022 marketing and sales plans.

# 2022 BOARD OF DIRECTORS REGULAR MEETING SCHEDULE



## JANUARY

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## FEBRUARY

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## MARCH

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## APRIL

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## MAY

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## JUNE

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## OCTOBER

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## NOVEMBER

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## DECEMBER

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Regular meeting of the Las Vegas Convention and Visitors Authority (LVCVA) Board of Directors (Board) are scheduled for the second Tuesday of each month at 9am, 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. Location of meetings are subject to change.

## REGULAR MEETINGS

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

## COMMITTEE MEETINGS/OTHER

Marketing Committee Meeting - January 24



## Committees of the LVCVA Board of Directors

### AUDIT COMMITTEE

Mayor Kiernan McManus, Chair  
Commissioner Michael Naft, Vice Chair  
Councilwoman Pamela Goynes-Brown  
Ms. Mary Beth Sewald  
Mr. Steve Thompson  
Councilman Brian Wursten

### COMPENSATION COMMITTEE

Ms. Mary Beth Sewald, Vice Chair  
Mr. Scott DeAngelo  
Councilwoman Michele Fiore  
Commissioner Michael Naft

### POLICY COMMITTEE

Ms. Jan Jones Blackhurst, *Chair*  
Councilwoman Pamela Goynes-Brown, Vice Chair  
Mayor Carolyn Goodman  
Mayor Kiernan McManus  
Mr. Anton Nikodemus

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

Commissioner Jim Gibson  
Mayor Carolyn Goodman

### LVCCD COMMITTEE

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

### MARKETING COMMITTEE

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