



# MARKETING COMMITTEE MEETING

MONDAY, DECEMBER 9, 2024



## Board of Directors



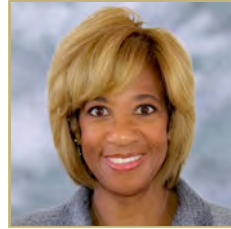
**JIM GIBSON**

*Chair*  
Commissioner  
Clark County  
Commission Office



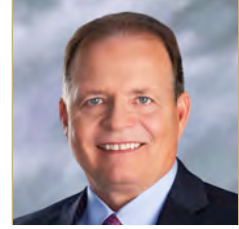
**BRIAN GULLBRANTS**

*Vice Chair*  
COO  
Wynn North America



**PAMELA GOYNES-BROWN**

*Secretary*  
Mayor  
City of North Las Vegas



**STEVE THOMPSON**

*Treasurer*  
Chief Administrative Officer  
Boyd Gaming Corporation



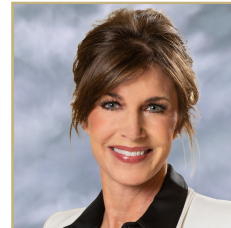
**CEDRIC CREAR**

Councilman  
City of Las Vegas



**CAROLYN G. GOODMAN**

Mayor  
City of Las Vegas



**ANN HOFF**  
President & COO  
Bellagio | Park MGM | Nomad



**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



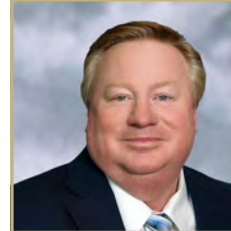
**MARY BETH SEWALD**

President and CEO  
Vegas Chamber



**STEVE WALTON**

Councilman  
City of Boulder City



**BRIAN WURSTEN**

Councilman  
City of Mesquite



## NOTICE OF PUBLIC MEETING AND AGENDA

### MARKETING COMMITTEE MEETING

MONDAY, DECEMBER 9, 2024  
9:00 A.M.

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

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#### Marketing Committee:

Mr. Brian Gullbrants, Vice Chair

Ms. Ann Hoff

Ms. Jan Jones Blackhurst

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) – 2<sup>nd</sup> Floor Administration Offices – South Hall  
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 October 12, 2023, 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 (Charter) and approve any proposed changes to submit to the LVCVA Board of Directors for final approval; and 2) Evaluate its annual performance.

For possible action.

### **B. Fiscal Year 2025 Marketing Updates**

The Marketing Division will provide an update on marketing plans for fiscal year 2025.

This is an informational 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/>

The Committee's 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 or [sperez@lvcva.com](mailto:sperez@lvcva.com)

Members of the Committee may participate in this meeting via telephone conference call.

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, NV 89109 or by contacting Silvia Perez at 702-892-2802 or [sperez@lvcva.com](mailto:sperez@lvcva.com)

**MINUTES**  
Marketing Committee Meeting  
October 12, 2023



**MARKETING COMMITTEE MEETING**  
**October 12, 2023**  
**Minutes**

The Marketing Committee Meeting of the Board of Directors of the Las Vegas Convention and Visitors Authority (LVCVA) was held on October 12, 2023, 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.

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**Marketing Committee Members:**

*Present unless otherwise noted*

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

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LVCVA Executive Staff in Attendance

Steve Hill, CEO/President  
Caroline Bateman, Legal Counsel  
Brian Yost, Chief Operating Officer  
Kate Wik, Chief Marketing Officer  
Nadine Jones, Senior Vice President of People & Culture

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**OPENING CEREMONIES**

Chair Scott DeAngelo called the meeting to order at 3:30 p.m.

Caroline Bateman, General Counsel, acknowledged that all members of the Marketing Committee were present except Members Cedric Crear and Mary Beth Sewald.

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

**COMMENTS FROM THE FLOOR BY THE PUBLIC**

Daniel Braisted referenced Agenda Items A and B, inquired on what the focus of the Marketing Committee was, and provided his thoughts on areas that need attention throughout the Las Vegas Convention Center.

**APPROVAL OF AGENDA AND MINUTES**

**APPROVAL OF  
THE AGENDA  
AND MINUTES**

**Member Jan Jones Blackhurst moved, and it was carried by unanimous vote of the voting members, to approve the October 12, 2023, Marketing Committee Meeting agenda and the April 27, 2023, Marketing Committee Meeting minutes.**

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## **STAFF REPORTS AND REQUESTED ACTIONS**

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

Ms. Bateman stated that the Committee performed a review of its Charter during its January 2022 meeting and made several changes to that Charter. She provided that Staff does not have any recommended changes to the Committee Charter, nor has it received any requested revisions from Committee members.

Ms. Bateman stated that Staff believes that the Committee fulfilled its requirements of conducting an annual review of the Charter and meeting at least twice during the year. She provided that Staff recommends a finding that no changes are necessary to the Committee Charter and a finding that the Committee has fulfilled its annual obligations under its Charter.

**Member Jones Blackhurst moved, and it was carried by unanimous vote of the voting members, to find that no changes are necessary to the Committee Charter and that the Committee has fulfilled its annual obligations under its Charter.**

ITEM B. **Fiscal Year 2024 Marketing Updates**

Kate Wik, Chief Marketing Officer, acknowledged the LVCVA's four agency partner firms represented at the meeting, namely Grey Group, R&R Partners, Heart+Mind Strategies, and Mediacom (in the audience), and introduced the individual participants.

Ms. Wik outlined that the Committee's previous meeting focused primarily on leisure and international travel and noted that today's meeting would focus on business and multicultural marketing.

Ms. Wik commented on the positioning of Las Vegas as the entertainment and meeting capital of the world and shared data regarding Fortune 500 companies that have done business in Las Vegas and increased attendance when shows are held in Las Vegas.

Garrett Jones, Group Creative Director at R&R Partners, discussed research results regarding the preconceived notions of c-suite executives and meeting planners about Las Vegas as well as their interest in booking Las Vegas for opportunities to inspire new perspectives, enhance productivity, and to amplify creativity. Mr. Jones shared quotes from c-suite executives and meeting planners regarding meetings in Las Vegas.

Mr. Jones described the creative strategy utilized by acknowledging the risk and reward factors of forward-thinking business. He provided information on the "Not Invited" advertising campaign that highlights the high standards of Las Vegas and discourages the average. Mr. Jones shared the "Not Invited" and "Off Site" videos from the "Not Invited" advertising campaign and provided information on print media, digital display banners, and social media efforts related to the campaign.

Antonia Genov, LVCVA Senior Manager of Digital Engagement, detailed social media efforts related to the "Not Invited" campaign including the publishing of videos on several social media platforms, updated logos on social media pages, and continuing work with advertising partners to ensure engagement with trade media posts.

Colleen Yoshida, LVCVA Senior Director of Advertising, discussed the re-design of the vegasmeansbusiness.com landing page to complement the new advertising campaign including visual elements and curated article content. She discussed the efforts of the Advertising and Sales departments to integrate the new advertising campaign within the LVCVA's booth at the upcoming IMEX America trade show.

Kristin Weddingfeld, LVCVA Public Relations Manager, provided information on the LVCVA's hosting of a press conference on the opening day of the IMEX America trade show to capitalize on the largest gathering of meeting professionals and meetings and conventions trade media.

Ms. Yoshida provided information on the recent launch of paid media efforts related to the new "*Not Invited*" advertising campaign inclusive of published media, digital video and homepage takeovers, and article collaborations. She discussed paid efforts targeting the c-suite and business decision-making audiences through partnerships with Flipboard and Martini Media to extend media reach across a vast number of business publishers. Ms. Yoshida commented on an audio partnership with SiriusXM and the recent update to the LVCVA's library of image and video assets.

Ms. Wik acknowledged Lisa Messina, LVCVA Chief Sales Officer for her efforts in filtering through assets and expressed excitement for the refreshed ads.

Chair DeAngelo commented on the growing trend of companies extending show days with pre- and post-show days when their show is in Las Vegas, to which Ms. Wik responded that leaning into the Las Vegas element allows shows to blend the transition for those necessary "shoulder" dates.

Ms. Messina commented on the shift from focusing on those who have not chosen to hold their meetings in Las Vegas to celebrating those who continue to have productive events in Las Vegas. She discussed the effects of the post-COVID-19 pandemic on the remote and hybrid workforce and team building and recognition events.

Vice Chair Brian Gullbrants commented on the opportunities for companies to network and find interesting and exciting activities. He applauded the LVCVA for its research and asked if there were any barriers that Las Vegas needs to overcome, to which Todd Gillins, Vice President of Research for R&R Partners, responded that the biggest obstacle of preconceived notions is currently being tackled.

Vice Chair Gullbrants commented on the opportunities to "lean in" to timely material such as the new Sphere to incite interest and excitement around meetings in Las Vegas, to which Ms. Messina agreed. Ms. Messina commented on the new advertising campaign's potential to speak to the conservative medical and northeast financial business segments about providing a new stage for them to rebrand and repurpose themselves to attract to a younger audience by holding events in Las Vegas.

Member Anton Nikodemus asked if the new advertising campaign is targeted to the two business segments that have historically not considered Las Vegas due to preconceived notions about it being a distraction, to which Ms. Messina answered that the new advertising campaign is a first step in reaching out to those not previously interested in Las Vegas and that the second step are sales activities. She discussed the LVCVA's business development plan of conducting sales calls with top companies, associations, non-profits, and unions that have previously decided not to have events in Las Vegas to expand their meeting profiles to Las Vegas.

Member Jones Blackhurst shared a recent experience from a conversation with an entity having challenges explaining to financial institutions why it would come to Las Vegas.

Mr. Gillins commented on the over-recruiting in the medical, financial, and technology segments for research purposes to ensure representation in those industries.



Ms. Messina recalled a recent experience where a resort partner requested her assistance in connecting a potential client with a past client who had similar previously conceived notions about Las Vegas and ultimately made the decision to book in Las Vegas. She emphasized the importance of the LVCVA's relationships with resort property partners and the ability to connect them with customers willing to share their stories about changing their minds about Las Vegas.

Vice Chair Gullbrants asked if there would be value in sharing these testimonials with c-suite executives of Fortune 500 companies to which Ms. Messina confirmed.

Ramon Montez, LVCVA Senior Manager of Digital Marketing, discussed the redesign of the LVCVA's [vegasmembersbusiness.com](http://vegasmembersbusiness.com) website including leveraging natural user behavior for an improved experience and visually enhancing the brand to align with the new advertising campaign. He detailed the integration of user-generated content to share authentic experiences, building trust through aesthetics, and seamlessly connecting potential clients to Sales staff. Mr. Montez described the goals for the website redesign including seamless transition between meeting and leisure planning, modernizing of the user experience and navigation components, a mobile-first approach, the development of solutions to support specific business, an improved venue search tool, and increased engagement.

Vice Chair Gullbrants asked if properties and venues should be communicating upcoming projects to which Mr. Montez responded that part of the project is currently being analyzed to remove conversion barriers and bring forward the most pertinent information such as amenities offered, recently added key features, and up-to-date specifications for each property. He noted the LVCVA would be reaching out to properties for updated information and images.

Ms. Wik provided information from the recent Association of National Advertisers' 25<sup>th</sup> Annual Multicultural Marketing & Diversity Conference including the increasing diversity in the U.S. and the increasing diversity in buying power, and the shift of marketing strategies based on the makeup of changing audiences. She provided that the LVCVA is prepared from the programming, representation, and marketing aspects.

Ms. Wik emphasized the importance of continuing to hold inclusion as a core value of Las Vegas and noted that Las Vegas is perceived as a welcoming and inclusive destination. She referenced a 2015 multicultural study performed by R&R Partners and stated that the study would be included in the LVCVA's Visitor Profile Study going forward.

Ernesto James, Executive Vice President Account Director at Grey Group, expressed excitement for the "*At the Heart of Vegas*" campaign and described the insight platform driven by authenticity that encompasses multiple audiences. He emphasized the importance of ensuring that multicultural marketing remains positive and celebratory without negative political aspects.

Joe Mongogna, Executive Creative Director at Grey Group, described that the focus of the "*At the Heart of Vegas*" campaign is to highlight the background, experiences, and points of view of individual storytellers in an authentic way. He commented on the use of long-form film and short clips dependent on the social channel utilized.

Mr. Mongogna shared a video of Chef Natalie Young and commented on the ability to share diverse stories about people while showcasing the culture and heart of Las Vegas.

Member Jones Blackhurst commented on the possibility of utilizing the videos for economic development purposes to which Chair DeAngelo agreed and commented on the potential multiple uses of the videos presented to demonstrate the diverse economy and depth of Las Vegas.

Ms. Wik noted that the videos help expose the areas of Las Vegas beyond the Las Vegas Strip to the younger generations.

Chair DeAngelo provided that Las Vegas is distinguished by the people that create the energy that Las Vegas is known for.

Mr. James commented on the unscripted nature of the videos to which Ms. Wik reiterated the strength of the authenticity component.

Mr. James provided information on other videos including one about Oscar Gonzalez, a neon bender that has created several neon signs for the Las Vegas Strip, and one about Las Vegas Strip entertainer Shin Lim. He provided that the storytelling nature of the videos allows for human connection with the audience while showcasing Las Vegas Strip offerings.

Mr. James detailed content strategy of splitting videos into different lengths suitable for the platform being utilized.

Ms. Wik described the focus of the videos as three pillars: art, culinary, and entertainment. She noted that the Public Relations team would be reaching out to resort property partners as well as the off-Strip community to identify interesting stories that showcase different cultures and different verticals across Las Vegas.

Mr. Montez noted that a section for arts and culture was created during the relaunch of the visitlasvegas.com website. He discussed the need to remain competitive in the search experience and the recent use of artificial intelligence (AI) and more natural large language models.

Mr. Montez described the benefits of the year-round retention of content on the visitlasvegas.com website which spotlights celebratory content throughout the year rather than only when the celebration occurs.

Mr. James discussed the flexibility of utilizing the three pillars, that represent different audiences, to be crucial during peak cultural moments such as Black History month, and also relevant year-round which also drives authenticity.

Mr. James invited the Committee members to provide suggestions on people within their organization that have a great story to share for the video series.

Ms. Wik noted that she has connected with Shaundell Newsome to highlight some stories from small business entrepreneurs and referenced a recent video spotlighting Trina Jiles of Gritz Café in the Historic West Side.

Ms. Wik expressed excitement for new content and fresh perspectives for the storytelling of Las Vegas.

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

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

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

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

Mr. Braisted commented on the lack of marketing to Nevada residents that live outside of Las Vegas and suggested adding a feature to help educate the population via trade show attendance. He referenced an idea he previously submitted related to the creation of an expo to promote upcoming conventions and educate the population. Mr. Braisted suggested the addition of event information on business cards used at trade show booths and the use of a two-pocket folder to prioritize promotional items received at trade shows.

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**ADJOURNMENT**

Chair DeAngelo adjourned the meeting at 4:33 p.m.

Date Approved: August 22, 2024

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Silvia Perez  
Executive Assistant to the Board

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Scott DeAngelo  
Marketing Committee Chair

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

<b>MEETING DATE:</b>	<b>DECEMBER 9, 2024</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 any 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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DocuSigned by:  
*Steve Hill*  
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**STEVE HILL**  
**CEO/PRESIDENT**

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**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 3.2 of the Charter, annually, the Committee shall evaluate its own performance.

# **LAS VEGAS CONVENTION AND VISITORS AUTHORITY - MARKETING COMMITTEE CHARTER**

## **I. Preamble**

The Las Vegas Convention and Visitors Authority (“LVCVA”) Marketing Committee (“Committee”) is a committee of the Board of Directors (“Board”). As set forth below, the Committee shall have the authority to review and make recommendations to Staff regarding the LVCVA’s major marketing initiatives and it shall perform any other duties as the Board shall delegate.

## **II. Organization**

1. *Charter.* Annually, this Charter shall be reviewed and reassessed by the Committee and any proposed changes shall be submitted to the Board for approval.
2. *Members.* Members shall be appointed to the Committee pursuant to LVCVA Board Policies.
3. *Meetings.* 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.
4. *Agenda, Minutes and Reports.* In consultation with the Committee Chair, the CEO and any executive level marketing staff shall be responsible for establishing the agendas for meetings of the Committee. An agenda, together with materials relating to the subject matter of each meeting, shall be sent to members of the Committee prior to each meeting. Minutes for all meetings of the Committee shall be prepared to document the Committee’s discharge of its responsibilities. The Committee shall make reports to the Board of Directors and seek Board approval for the Committee’s recommendations.

## **III. Responsibilities**

The following shall be the principal responsibilities of the Committee:

1. *LVCVA Marketing and Research Reporting.* In a public meeting, the Committee may consider, evaluate and make recommendations to Staff regarding the major marketing strategies and initiatives of the LVCVA. In addition, the Committee shall receive report(s) from staff regarding destination research.
2. *Committee Performance Evaluation.* Annually, the Committee shall evaluate its own performance.
3. *Access to Consultants.* The Committee shall have the resources and authority to discharge its duties and responsibilities as described herein.
4. *Delegation.* Committee may delegate any of its responsibilities to a subcommittee comprised of one or more members of the Committee, the Board or members of management.
5. *Other Duties.* The Committee shall also carry out such other duties as may be delegated to it by the Board of Directors from time to time.

**IV. Adoption**

The above and foregoing consisting of two (2) pages, including this page, were duly and regularly adopted as the Las Vegas Convention and Visitors Authority’s Marketing Committee Charter this \_\_\_\_ day of \_\_\_\_\_, 2022.

\_\_\_\_\_  
 Chair  
 Marketing Committee

The above and foregoing consisting of three (3) pages, including this page, were duly and regularly adopted as the Las Vegas Convention and Visitors Authority’s Marketing Committee Charter this \_\_\_\_ day of \_\_\_\_\_, 2022.

\_\_\_\_\_  
 Chair  
 LVCVA Board of Directors

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

<b>MEETING DATE:</b>	<b>DECEMBER 9, 2024</b>	<b>ITEM B</b>
<b>TO:</b>	<b>MARKETING COMMITTEE</b>	
<b>FROM:</b>	<b>KATE WIK CHIEF MARKETING OFFICER</b>	DocuSigned by: <i>Kate Wik</i> 6356950B13A7435...
<b>SUBJECT:</b>	<b>FISCAL YEAR 2025 MARKETING UPDATES</b>	

**RECOMMENDATION**

The Marketing Division will provide an update on marketing plans for fiscal year 2025.

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

**FISCAL IMPACT**

None

<b>COMMITTEE ACTION:</b>	
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DocuSigned by:  
*Steve Hill*  
46348F0DE947422...  
**STEVE HILL**  
**CEO/PRESIDENT**

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**PURPOSE AND BACKGROUND**

The LVCVA marketing team and its agency partners will present a comprehensive view of marketing plans for the destination. In addition to marketing plans, Staff will present marketing recaps and forward-looking trends.

# 2024 BOARD OF DIRECTORS REGULAR MEETING SCHEDULE



JANUARY							FEBRUARY							MARCH							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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MAY							JUNE							JULY							AUGUST						
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SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER						
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29	30						27	28	29	30	31			24	25	26	27	28	29	30	29	30	31				

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

## COMMITTEE MEETINGS/OTHER

- Compensation Committee Meeting – January 8
- Audit Committee Meeting – March 7
- Public Hearing on the Budget – May 29
- Compensation Committee Meeting – June 27
- Policy Committee Meeting – November 20
- Audit Committee Meeting – November 21
- Marketing Committee Meeting – December 9





# COMMITTEES OF THE LVCVA BOARD OF DIRECTORS

## **AUDIT COMMITTEE**

Commissioner Michael Naft, Chair  
Mayor Michelle Romero, Vice Chair  
Mayor Pamela Goynes-Brown  
Ms. Ann Hoff  
Mr. Steve Thompson  
Councilman Steve Walton

## **COMPENSATION COMMITTEE**

Mr. Brian Gullbrants, Chair  
Ms. Mary Beth Sewald, Vice Chair  
Ms. Ann Hoff  
Commissioner Michael Naft  
Mayor Michelle Romero

## **LVCCD COMMITTEE**

Commissioner Jim Gibson, Chair  
Vacant, Vice Chair  
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

## **MARKETING COMMITTEE**

Vacant, Chair  
Mr. Brian Gullbrants, Vice Chair  
Ms. Ann Hoff  
Ms. Jan Jones Blackhurst  
Ms. Mary Beth Sewald

## **POLICY COMMITTEE**

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

