



MARKETING COMMITTEE MEETING

THURSDAY, OCTOBER 12, 2023





Board of Directors



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



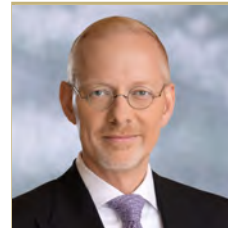
CEDRIC CREAR

Councilman
City of Las Vegas



CAROLYN G. GOODMAN

Mayor
City of Las Vegas



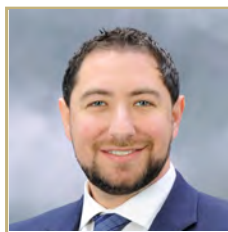
BRIAN GULLBRANTS

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, OCTOBER 12, 2023

3:30 P.M.

Las Vegas Convention Center – Board Room

3150 Paradise Road

Las Vegas, Nevada 89109

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

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

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

LVCVA Website: www.lvcva.com/agenda

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

*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.*

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 April 27, 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 2024 Marketing Updates

The Marketing Division will provide an update on marketing plans for fiscal year 2024.

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
April 27, 2023



MARKETING COMMITTEE MEETING

April 27, 2023

Minutes

The meeting of the Marketing Committee of the Board of Directors of the Las Vegas Convention and Visitors Authority (LVCVA) was held on April 27, 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.

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.....*virtual*

LVCVA Executive Staff in Attendance

Steve Hill, CEO/President

Ed Finger, Chief Financial Officer

Caroline Bateman, General Counsel

Brian Yost, Chief Operating Officer

Kate Wik, Chief Marketing Officer

Lori Nelson-Kraft, Sr. VP of Communications & Government Affairs

Nadine Jones, Senior Vice President of People & Culture

OPENING CEREMONIES

Chair Scott DeAngelo called the meeting to order at 1:00 p.m.

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

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 Jan Jones Blackhurst moved, and it was carried by unanimous vote of the voting members, to approve the April 27, 2023, Marketing Committee Meeting agenda and the minutes from the January 24, 2022, Marketing Committee Meeting.

STAFF REPORTS AND REQUESTED ACTIONS

ITEM A. **2023 Marketing Outlook**

Kate Wik, Chief Marketing Officer, introduced the meeting participants representing the LVCVA, R&R Partners, and Grey Group.

Ms. Wik outlined the topics of discussion including domestic leisure business, key international leisure markets, and digital media trends and insights. Ms. Wik acknowledged awareness of economic headwinds and commented on the influence of “set jetting” and pop culture in the travel decision-making process.

Ms. Wik provided information on trends in all-inclusive travel experiences and flex travel including “lisness travel”, described as the notion of people traveling to a destination and staying longer to incorporate remote workdays during their trips.

Ms. Wik described the competition between destinations to obtain consumers’ attention and the additive consumption of media as it relates to messaging and packaging opportunities and highlighted the importance of the relevance of context placement within each medium.

Todd Gillins, Vice President of Research at R&R Partners, shared results from the research tool “Vegas Vibe”, comparing the fulfilling of needs for core versus non-core travelers to Las Vegas.

Chair DeAngelo asked if there were areas where the positioning of Las Vegas could be improved, to which Mr. Gillins answered that he is happy with Las Vegas’ performance.

Member Nikodemus clarified that the metrics pertained only to the leisure segment, to which Ms. Wik agreed.

Gustavo de Mello, Executive Vice President of Strategy for R&R Partners, discussed the use of artificial intelligence (AI) using applications such as ChatGPT to produce top adjectives for Las Vegas.

Michael O’Brien, LVCVA Vice President of Digital and Content Marketing, described the benefits of using AI in writing articles for the LVCVA’s websites. Chair DeAngelo asked if the LVCVA is leveraging publicly available AI platforms, to which Mr. O’Brien responded that it is currently using a GPT 4 language model platform, but Jasper AI Company is creating a new marketing tool for the LVCVA.

Ms. Wik discussed the positioning of “Only Vegas” in every advertising campaign, not only as a forward-facing tagline, but also as non-consumer visible customized framework in the creation and execution of advertising campaigns.

Ms. Wik detailed the LVCVA’s positioning of the “Only Vegas” brand to the domestic consumer via earned, owned, social, and paid media, by placing Las Vegas on travelers’ consideration set, then allowing property partners to market in the shopping, booking, and visiting stages of travel planning.

Ms. Wik described the LVCVA’s approach to the consumer’s travel shopping phase by utilizing paid media and Online Travel Agent (OTA) partnerships to add Las Vegas to a consumer’s list of considered travel locations.

Mr. de Mello provided background information on the creation of the “Why Would You” advertising campaign.

Gutto Araki, Chief Creative Officer for R&R Partners, shared spots from the “Why Would You” campaign, informed the Board that the campaign earned the LVCVA a Clio Award, and provided information on social media engagements resulting from the campaign.

Mr. de Mello discussed the “Only Vegas” concept as it relates to marketing sporting events in Las Vegas by means of the “Greatest Arena on Earth” advertising campaign and shared the introductory video asset from that campaign.

Ms. Wik described the collaborative efforts that allow the positioning of Las Vegas as the “Greatest Arena on Earth” and detailed the use of the Formula 1 (F1) Las Vegas Grand Prix and the National Football League (NFL) Super Bowl LVIII events in Las Vegas as marketing platforms.

Ms. Wik discussed the audiences for the F1 Las Vegas Grand Prix and NFL Super Bowl and potential viewership and social media engagement. Ms. Wik described the use of milestones within each sporting event as opportunities to market the “road to Vegas” and recalled previous efforts including a dual city press conference at the 2023 NFL Super Bowl event, and media efforts during hand over week including the revealing of the Las Vegas Super Ball.

Chair DeAngelo provided thoughts on a previous NFL Super Bowl Host city’s missed opportunity to “write themselves into the storyline of the Super Bowl” and thanked LVCVA Staff for its proactive efforts in ensuring that the offerings of Las Vegas are highlighted.

Ms. Wik confirmed that the goal is for Las Vegas to be the backdrop for the millions that will watch from home, as well as creating a memorable experience for those attending in person.

Ms. Sewald asked if there was pre-planning involved with broadcast networks, to which Ms. Wik responded that LVCVA Staff recently attended a Las Vegas Super Bowl Host Committee meeting specifically for Public Relations and Media relating to the NFL Super Bowl LVIII including conversations about live-shot locations and prepackaged content to maximize coverage.

Ms. Wik discussed the growth of viewership in the U.S. for F1 races and the sport’s growth in social media and described the leveraging of F1 as a platform to build international awareness of the Las Vegas brand.

Member Nikodemus asked what the significance was of the destinations highlighted in red in the slideshow, to which Ms. Wik explained they are the F1 race destinations where the LVCVA is focusing on paid media, or they are “great feeder markets” for Las Vegas.

Ms. Wik detailed the planned in-person activations for the upcoming Silverstone F1 race including media events and fan base engagements.

Member Nikodemus asked if there was a planned increase in air service from any of the mentioned markets during the F1 Las Vegas Grand Prix, to which Fletch Brunelle, Vice President of Marketing, responded that discussions are currently taking place for certain carriers to extend their seasonal flights to and from Las Vegas.

Vice Chair Gullbrants noted that Super Bowl LVIII is a one-time event, whereas the F1 Las Vegas Grand Prix will be happening annually, bringing global exposure and the need to evolve marketing plans accordingly.

Ms. Wik recalled events held to capture the F1’s fan base attention, including events surrounding the F1 Las Vegas Grand Prix announcement and Fan Fest. Ms. Wik reiterated the use of F1 as an international platform to obtain market share for Las Vegas.

Ms. Wik provided an update on the performance of international visitation to Las Vegas, noting that it is still in recovery mode from the COVID-19 pandemic due to economic headwinds and political uncertainty.

Ms. Wik detailed recovery statistics in international visitation to Las Vegas from regions including Mexico, Canada and China, and commented on international versus domestic visitor spending.

Mr. Brunelle detailed the top three international markets to Las Vegas being Canada, Mexico, and the United Kingdom (U.K.), including flights per week and visitation to Nevada.

Member Jan Jones Blackhurst asked why Arizona was ranked higher than Nevada in visitation from Canada to which Ms. Wik stated it should be a goal to place Nevada at a higher ranking than Arizona in terms of visitation from Canada. Member Nikodemus stated that the Grand Canyon in Arizona is a popular attraction for international tourists. Ms. Wik emphasized the importance of being competitive in the international market.

Lindsey Patterson, Associate Media Strategy Director at R&R Partners, discussed the international approach for marketing to Canada, Mexico, and the U.K., including strategies, tactics, messaging, and timing.

Ms. Patterson detailed the competitive conquering method, which identifies the top competing destinations and actively reaching out to potential international visitors who may not otherwise be considering Las Vegas.

Ms. Patterson discussed the methods of research used to narrow down a country's traveling audience, and to determining key months of travel and booking timeframes to influence decision-making.

Vice Chair Gullbrants asked if a shift has been observed in the booking window for potential international travelers, to which Mr. Brunelle responded that it is about three to six months for potential travelers from the U.K. Ms. Patterson noted that travel behaviors are returning to pre-pandemic levels.

Ms. Patterson discussed digital media and airline partnerships in Canada as they relate to the upcoming F1 Las Vegas Grand Prix.

Mr. Brunelle emphasized the importance of sales missions and familiarization tours to showcase Las Vegas and support air carriers during the year and provided information on upcoming sales missions.

Mr. Brunelle described the recent collaborative efforts between the LVCVA's Air Service Development team and its air service consultant Ailevon Pacific, to connect with each Canadian carrier to help build momentum for Las Vegas.

Mr. Brunelle discussed air service from Mexico including busiest travel months, flights per week, and recovery from the COVID-19 pandemic, and described the media approach for Mexico in terms of representative public relations agencies, sales missions, and familiarization tours.

Vice Chair Gullbrants asked the reason for travel from Mexico peaking in July and December, as illustrated in the PowerPoint slide, to which Mr. Brunelle indicated that the slide pertains to the entire country (U.S.) and not just Las Vegas and noted that holiday travel is the reason for those peak months.

Chair DeAngelo commented on bleisure travel and "VFR" (visiting friends & relatives) as factors that affect air service numbers.

Mr. Brunelle detailed travel data for the United Kingdom as it relates to recovery from the COVID-19 pandemic including weekly flights from Heathrow and Gatwick airports and visitation statistics. Mr. Brunelle stated that the Air Service Development team is working on bringing back air service from Manchester.

Vice Chair Gullbrants asked what was holding up the return of air service from Manchester to which Mr. Brunelle stated that Thomas Cook Airlines who previously served the Manchester market to Las Vegas went bankrupt, and there have been challenges in identifying an airline to serve that market.

Ms. Patterson discussed partnerships in the United Kingdom including Sky Sports, British Airways, British Airways Holidays, Virgin Atlantic, and Virgin Holidays.

Mr. Brunelle provided information on recent sales missions in the United Kingdom, Amsterdam, and Germany.

Ms. Patterson commented on the benefits of the LVCVA's media partnership with Brand USA.

Mr. de Mello discussed the challenges in marketing to international audiences, including the inability to cater specific campaigns to each country. Mr. de Mello stated that common threads are identified within these audiences, and a long sizzle video is created that is then cut depending on the target audience. Mr. de Mello compared the different approaches between domestic and international marketing as storytelling versus descriptive, respectively.

Ms. Wik emphasized the importance of digital advertising as it relates to the leisure marketing strategy.

Joe Mongognia, Executive Creative Director at Grey Group, shared statistics on the following: the number of current posts and posts per day on the Instagram platform using the hashtag #travel; the percentage of people inspired to travel based on social media posts; and the percentage of travelers wishing to evoke envy with their travel posts.

Ernesto James, Executive Vice President Account Director at Grey Group, highlighted that 4.9B people around the world actively use social media platforms, and emphasized the impact that social media has on an individual's decision-making process.

Mr. O'Brien discussed the LVCVA's number of social media posts on the five major platforms, posting cadence, growth of followers, and production of assets for content.

Mr. James explained the need to develop customized and relevant content for the variety of age ranges and uses of the various platforms.

Mr. Mongognia described the formula used to harness a vast amount of data as the combination of authenticity and relevance to produce reach. Mr. Mongognia detailed the method for determining relevance and the different implications of authenticity based on each platform.

Mr. O'Brien exemplified the desire for authenticity by comparing the number of views achieved by two social media posts featuring celebrity chef Gordon Ramsay, with the "authentic" post outperforming the scripted post.

Ms. Wik provided information on a recent travel study that suggests a trend that consumers are traveling for dining options and dining experiences and stated that the LVCVA is currently working on the execution of marketing to that trend on social media.

Mr. O'Brien reiterated the concept of the success of authentic posts using a mobile device rather than camera equipment and scripting.

Mr. Mongognia highlighted the ability to tailor messages to specific audiences via social media.

Mr. O'Brien stated that Mr. Hill's unveiling of the Super Ball was one of the top-performing assets on social media and was captured via mobile device.

Mr. Mongognia confirmed that the previously described formula has been successful, based on the resulting billions of views and impressions.

Vice Chair Gullbrants asked if the resulting views were specifically from the @Vegas channel to which Mr. Mongognia confirmed the results were specifically from the @Vegas channels and does not include amplification of its content through shares.

Member Gullbrants asked how Las Vegas compares to other destinations in terms of these results, to which Ms. Wik responded that it varies by destination but Las Vegas is the number one destination on TikTok by far. Mr. O'Brien added that Las Vegas is at least top three in all platforms internationally.

Mr. O'Brien outlined the evolution of social media platforms including MySpace, Facebook, Instagram and TikTok as they relate to connectivity, followers, relevancy, and interest-based targeting.

Ms. Wik reiterated the importance of relevant content to maximize reach.

Mr. O'Brien discussed the shift in platforms due to the dissipation of organic viewership and the distribution of content to default "for-you" pages.

Mr. Mongognia outlined the roles of community managers and data strategy personnel that monitor social channels to determine content trends.

Mr. O'Brien detailed paid social assets and organic social assets in terms of relevance and reach.

Mr. James commented on the use of social platforms as search engines and acknowledged the opportunity to research and track this usage.

Mr. O'Brien clarified that Google is still widely used as a search engine and that the use of social media as a search engine pertains mostly to Generation Z. Mr. O'Brien discussed the longevity of social media content and commented on the opportunity to draft marketing content that will remain relevant over time.

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

SET NEXT MEETING DATE

Chair DeAngelo stated that the next meeting date will be determined at a future time.

COMMENTS FROM THE FLOOR BY THE PUBLIC

There were no comments from the floor by the public.

ADJOURNMENT

Chair DeAngelo adjourned the meeting at 2:26 p.m.


Respectfully submitted,

Date Approved: October 12, 2023

Silvia Perez
Executive Assistant to the Board

Scott DeAngelo
Marketing Committee Chair

LAS VEGAS CONVENTION AND VISITORS AUTHORITY MARKETING COMMITTEE MEETING AGENDA DOCUMENTATION

MEETING DATE:	OCTOBER 12, 2023	ITEM A
TO:	MARKETING COMMITTEE	
FROM:	KATE WIK CHIEF MARKETING OFFICER	<small>DocuSigned by:</small>  <small>8358950B13A7435...</small>
SUBJECT:	MARKETING COMMITTEE CHARTER REVIEW AND COMMITTEE PERFORMANCE EVALUATION	

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

COMMITTEE ACTION:	
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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 3.2 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 _____, 2023.

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 _____, 2023.

Chair
LVCVA Board of Directors

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

MEETING DATE:	OCTOBER 12, 2023	ITEM B
TO:	MARKETING COMMITTEE	
FROM:	KATE WIK CHIEF MARKETING OFFICER	DocuSigned by: <i>Kate Wik</i> 8358950B13A7435...
SUBJECT: FISCAL YEAR 2024 MARKETING UPDATES		

RECOMMENDATION

The Marketing Division will provide an update on marketing plans for fiscal year 2024.

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

FISCAL IMPACT

None

COMMITTEE ACTION:	
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Steve Hill
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STEVE HILL
CEO/PRESIDENT

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

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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.
- 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
 Marketing Committee Meeting – October 12
 Audit Committee Meeting – November 9
 Policy Committee Meeting – November 29



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

