



NOTICE OF PUBLIC MEETING

MARKETING COMMITTEE MEETING

FRIDAY, FEBRUARY 9, 2018

9:00 A.M.

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

Marketing Committee:

Mr. Tom Jenkin
Mr. Gregory Lee
Councilman John Marz
Commissioner Lawrence Weekly
Mr. Maurice Wooden

THIS MEETING IS IN COMPLIANCE WITH THE NEVADA OPEN MEETING LAW
AND HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

Las Vegas Convention and Visitors Authority (LVCVA) – Visitor Information Center
3150 Paradise Road, Las Vegas, NV 89109

City Hall, City of Las Vegas
495 South Main Street, Las Vegas, NV 89101

Clark County Government Center
500 South Grand Central Parkway, Las Vegas, NV 89155

Clark County Law Library
309 South 3rd Street, Las Vegas, NV 89101

Grant Sawyer State Office Building
555 E Washington Avenue, Las Vegas, NV 89101

LVCVA Website: www.lvcva.com/agenda
Nevada Public Notice Website: <https://notice.nv.gov/>

*ITEMS ON THE AGENDA ARE FOR POSSIBLE ACTION BY THE COMMITTEE,
UNLESS STATED OTHERWISE.*

ITEMS MAY BE TAKEN OUT OF ORDER.

ITEMS MAY BE COMBINED FOR CONSIDERATION.

ITEMS MAY BE REMOVED FROM THE AGENDA OR DELAYED AT ANY TIME.

AGENDA

OPENING CEREMONIES

Call to Order

COMMENTS FROM THE FLOOR BY THE PUBLIC

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 Board of Directors 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 AND MUST PERTAIN TO AGENDA ITEMS ON THIS AGENDA.

APPROVAL OF AGENDA

Approval of, including in this Agenda, the consideration of tabled and/or reconsideration items.
For possible action.

Approval of this Agenda after adding emergency items/deleting items.
For possible action.

STAFF REPORTS - DISCUSSION AND POSSIBLE ACTION

A. **Marketing Committee Officers and Charter**

Legal Counsel recommends the LVCVA Marketing Committee nominate and elect a Committee Chair and Vice Chair and adopt the Marketing Committee Charter as presented.

For possible action.

B. **Overview of Marketing Division Structure**

LVCVA staff will present the current Marketing Division structure and overview of divisional responsibilities.

This is an information item. Not an action item.

C. **Advertising and Marketing Communications Agreement**

The Marketing Division will present an overview of the current advertising and marketing communications agreement with R&R Partners.

This is an information item. Not an action item.

D. **Overview of International Representative Offices**

LVCVA staff will present an overview of international representative office structure and responsibilities.

This is an information item. Not an action item.

SET NEXT MEETING DATE

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

DIRECTORS' RECOGNITION

COMMENTS FROM THE FLOOR BY THE PUBLIC

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ADJOURNMENT

Persons are invited to submit written remarks for all matters, both on and off the agenda. Written remarks presented for inclusion in the Board of Directors' 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 Board of Directors may permit the filing of noncomplying [sic] written remarks, documents, and related exhibits pursuant to NRS 241.035(1)(e).

Board of Directors' 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 Courtney Lipski in the Board Office at: 702-892-7511.

Members of the Board may participate in this meeting via telephone conference call. The general public may listen to the conference call at the above-referenced meeting location.

For information or questions regarding this agenda please contact:
Courtney Lipski, Executive Assistant to the Board of Directors
3150 Paradise Road, Las Vegas, Nevada 89109
702-892-7511 or clipski@lvcva.com