

**NOTICE OF PUBLIC MEETING
NEVADA COMMISSION ON TOURISM
MARKETING COMMITTEE
AGENDA**

<u>DATE:</u> Wednesday, January 21, 2009	<u>LOCATION:</u> Grant Sawyer State Office Bldg. 555 E. Washington Avenue Governor's Conf. Rm., 5th Floor Las Vegas, NV 89101
<u>TIME:</u> 11:30 a.m.	Video Conference to: Nevada Commission on Tourism 401 N. Carson Street 2nd Floor Chambers Carson City, NV 89701

Note: Once all items on the agenda are completed, the meeting will adjourn.

1. Call to Order/Roll Call – Lt. Governor Krolicki
2. Review Marketing and Advertising Key Performance Indicators (Discussion)
3. FY09 Marketing Update (Discussion)
4. Review FY09 Marketing Communication Plan (Discussion/Action)
5. Collaborative Marketing Strategy – Las Vegas Convention & Visitors Authority (LVCVA), Reno-Sparks Convention and Visitors Authority (RSCVA) and Nevada Commission on Tourism (NCOT) (Discussion/Action)
6. Advertising Agency (Discussion)
7. Media Monitoring and Measuring (Discussion)
(Subscribing to a media service that obtains print and online travel and tourism stories, measures the value in advertising equivalency and provides the results in an electronic format that can be downloaded or stored.)
8. General Announcements and Public Comment (Discussion)
(No action may be taken on any matter raised under this agenda item until the matter is included as an action item on a future agenda.)
9. Adjournment (Action)

The agenda was posted on or before the third working day before the meeting at: Commission Tourism Offices (Carson City and Las Vegas), www.travelnevada.com, RSCVA, LVCVA, Legislative Counsel Bureau (Carson City and Las Vegas) and NV State Library (Carson City). Persons with disabilities who require special accommodations or assistance (e.g., sign language interpreters or assisted listening devices) at the meeting should notify Claudette Thompson at the Nevada Commission on Tourism at (775) 687-4322 no later than January 20, 2009. FAX (775) 687-6779 Nevada Relay 1-800-326-6868 (TDD) or 1-800-326-6888 (voice).

This is a tentative schedule for the meeting. The Commission reserves the right to take items in a different order to accomplish business in the most efficient manner. Chair may limit public comments to five minutes per person.

The complete agenda packet, containing all background information concerning the above topics, can be reviewed in the Commission on Tourism Office in Carson City between the hours of 8 a.m. to 5 p.m., Monday through Friday.