NOTICE OF PUBLIC MEETING
NEVADA COMMISSION ON TOURISM
Marketing Committee

AGENDA

DATE: Wednesday, January 20, 2010
10:00 a.m.

LOCATION: Nevada Commission on Tourism
401 N. Carson Street
2nd Floor Chambers
Carson City, NV 89701

MEETING ACCESS INFORMATION:
Toll Free Dial in Number: 1-888-363-4735
Access Code: 6477713

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

1. Call to Order/Roll Call – Lt. Governor Krolicki

2. Review and Approval of Minutes of September 21, 2009 (Discussion/Action)

3. Fiscal Year 2010 Winter Marketing/Advertising Campaign Update (Discussion)

4. Warren Miller Entertainment Update (Discussion)
   (A multi-faceted production group involved with world renowned ski and winter sports films.)

5. Fiscal Year 2010 Spring/Summer Marketing/Advertising Campaign (Discussion/Action)
   a. Campaign Overview
   b. Creative Review

6. Governor's Conference on Tourism Update (Discussion)

7. 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.)

8. 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.biz, 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 at the meeting should notify Claudette Thompson, Nevada Commission on Tourism at (775) 687-4322 no later than January 18, 2010.

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 at the Commission on Tourism Office in Carson City between the hours of 8 a.m. to 5 p.m., Monday through Friday.