



NEVADA  
COMMISSION  
ON TOURISM

**Teleconference Number:  
888-363-4735; Access Code: 4878739**

**NOTICE OF PUBLIC MEETING**  
**Department of Tourism and Cultural Affairs**  
**Nevada Commission on Tourism**  
**Marketing Committee**

**MEETING LOCATIONS:**  
Nevada Commission on Tourism  
401 N. Carson St., 2<sup>nd</sup> Floor  
Carson City, NV 89701  
Video Conference Location:  
Las Vegas Convention & Visitors Authority  
3150 Paradise Road  
Las Vegas, NV 89109

**Friday, February 13, 2015 – 10:00 AM**

**Marketing Committee Members:**

<b>Lt. Governor Mark A. Hutchison, Chair</b>	Christopher Baum	Don Newman
	Lorraine Hunt-Bono	John Wagnon
	Rossi Ralenkotter	

---

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

Nevada Commission on Tourism, Carson City and Las Vegas, Nevada  
Legislative Counsel Bureau, Carson City and Las Vegas, Nevada  
Nevada State Library, Carson City, Nevada  
Websites: [www.TravelNevada.biz](http://www.TravelNevada.biz) and [www.notice.nv.gov](http://www.notice.nv.gov)

- 
- Action may be taken on those items denoted “For Possible Action”.
  - Items on this agenda may be taken in a different order than listed.
  - Two or more agenda items may be combined for consideration.
  - An item may be removed from this agenda or discussion relating to an item on this agenda may be delayed at any time.
  - Public comment will be allowed after discussion of each action item on the agenda and before voting on the item. Because of time considerations, the period for public comment may be limited to 3 minutes at the discretion of the chair, and speakers are urged to avoid repetition of comments made by previous speakers.
  - Note: No vote may be taken upon a matter raised under public comment until the matter itself has been specifically included on an agenda as an item upon which action may be taken. (NRS 241.020)
  - Meetings are audio-recorded as part of the public record. Speakers are asked to identify themselves before speaking.
  - Note: Please provide NCOT with electronic or written copies of testimony and visual presentations if you wish to have complete versions included as exhibits with the minutes.

---

**AGENDA**

**1. Opening**

- a) Call to Order and Confirmation of Proper Posting – Lt. Governor Hutchison
- b) Roll Call and Determination of Quorum– Lt. Governor Hutchison

## 2. Public Comment

The Commission on Tourism’s Marketing Committee welcomes public comment. A period of public comment will be allowed after discussion of each action item on the agenda, but before voting on the item. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

## 3. Approval of Minutes – For Possible Action

- a) Approval of the September 26, 2014 Marketing Committee Meeting Minutes

## 4. Introduction of New Integrated Marketing Agency

- a) Agency overview, tourism industry and integrated marketing experience
- b) PR-driven marketing campaign – definition and approach
- c) 90 day agency start-up plan

## 5. Campaign Evolution Strategy/Spring Summer Campaign – For Possible Action

- a) Evolving “Don’t Fence Me In” campaign positioning – the campaign has been launched and has resonated with audiences. As new creative is developed, we need to ensure the campaign is evolving to continue to connect with current and appeal to new audiences. We’ll discuss how to take the campaign and associated slogan from “launch” to “fanatic engagement.”
- b) Development of the Spring/Summer plan – timeline, committee member involvement

## 6. Overview of the 2014-15 Fall/Winter Marketing Campaign to Date

- a) General campaign overview - review of the strategy, channels, markets
- b) Samples of Nativo/Matador pieces
- c) Travelocity / Expedia updates
- d) Paid/Organic search results
- e) Ultimate Après Giveaway promotion update

## 7. Public Relations Update

- a) Consumer outreach via traditional and social media – media coverage generated, key conversations on owned and influenced channels
- b) Strategy for how to best promote new Reno flights – media events, press tours, sales outreach, etc.
- c) Sprint/Summer Campaign: Adventure focus – inviting adventure travel journalists to experience Nevada’s goods

## 8. Websites Update

- a) TravelNevada.com – Updates on Search, before and after
- b) NVCulture.org – Site development overview

## 9. Public Comment

The Commission on Tourism’s Marketing Committee welcomes public comment. A period of public comment will be allowed after discussion of each action item on the agenda, but before voting on the item. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

## 10. Adjournment – For Possible Action

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting **Dee Chekowitz-Dykes**, Executive Assistant, Nevada Commission on Tourism, (775) 687-0621 or via email to [ddykes@travelnevada.com](mailto:ddykes@travelnevada.com). Materials are available from the Nevada Commission on Tourism office, Laxalt Building, 401 N. Carson Street, Carson City, Nevada.

Persons with disabilities who require special accommodations or assistance at the meeting should notify Dee Chekowitz-Dykes at the Nevada Commission on Tourism at (775) 687-0621.