

**NEVADA COMMISSION ON TOURISM
MARKETING COMMITTEE**

Minutes
February 10, 2021

BRUNELLE: Sounds good. Let's call the meeting of the marketing subcommittee of the Nevada Commission on Tourism to order. It's February 10th, 2021 at 1:02 p.m. Can you please confirm the meeting was properly noticed and posted?

GRUNDY: Yes, it was.

BRUNELLE: Excellent. Thank you. ME., can you please call roll?

KAWCHACK: Yes. Fletch Brunelle?

BRUNELLE: Here.

KAWCHACK: Christina Erny?

ERNY: Here.

KAWCHACK: Carl Ribaudó?

GRUNDY: I just admitted him from the waiting room, so he should be here in just a second.

KAWCHACK: Okay, great. Hi Carl. Deny Dotson?

DOTSON: Here.

KAWCHACK: Cynthia Mun?

MUN: Here.

KAWCHACK: Great, we have a quorum.

BRUNELLE: Very good. Thank you, M.E. We can move on to opening comments. M.E.?

KAWCHACK: Thank you everybody for all of the time that we've spent over the last quarter or two going through these metrics reports. I know we've been working towards them for a while. Today's goal is to get final approval on the format, so that we can provide this reporting to the Commission on a quarterly basis. Then I'll go through and review the Discover Your Nevada campaign thus far and then we will talk about timing for the next meetings, which will be a little bit different than we've done before so we can start pulling everyone's availability because I know schedules get pretty packed. At this point I can hand it back over to you, chairman, for the next agenda item.

BRUNELLE: All right. Thank you. Let's move on to item B Public Comment. Is anyone on the call for public comment? If so, each speaker may be limited to three minutes and early public comments should be addressing agenda items only. Any public comments?

GRUNDY: There's none on the Zoom. I did not receive any via email.

BRUNELLE: Okay, thank you Jessica. Next on the agenda is item C, is approval of minutes. This is from the October 26th, 2020 meeting. Are there any proposals by way of a motion, for any matter relating to the minutes? If not, I would entertain a motion to approve.

DOTSON: This is Deny. I'll make a motion to approve the meeting minutes for October 26th.

BRUNELLE: Okay. Can we hear a second?

MUN: I second. This is Cynthia Mun.

BRUNELLE: All those in favor, say aye.

COMMITTEE: Aye.

BRUNELLE: Any opposed? Please note it passed unanimously. All right. Item D, we can move onto review of quarterly metrics. M.E., would you like to review the current quarterly report?

KAWCHACK: Yes. Just want to confirm that everybody can see my screen.

COMMITTEE: Yes.

BRUNELLE: Yes, ma'am.

KAWCHACK: Everyone has, in their materials, the actual metrics report that will go to the Commission, but I'll just go through everything that's in there in a little bit more detail. I wanted to start off by just -- we have a couple of new members, so I wanted to set up what the Marketing Subcommittee does and have that out there on the public record. The prescription is here. We serve in an advisory capacity and we set up those communication paths between the Marketing Subcommittee and the Commission. We're separate from the Recovery Subcommittee. Our last few meetings have really been focused on reporting and that's a huge part of what we do, but as we move forward, we're going to get back to those working group meetings where we can really start discussing some overall strategic initiatives and idea generation as we look to the next six to 18 months of the Division of Tourism and what we're going to be doing for Travel Nevada. We have the full Commission report and we've put it all into one sheet, but it's down to four, so each section has one sheet. We wanted to present metrics that we determined as a group where the most relevant high-level information. We're starting with the state of the industry. This is where we look at the current appetite for travel consideration, and the surveys are performed weekly, measuring concerns around new travel intent during the virus. We focus on consumer concerns over contracting the virus and we look for that to go down and trip planning metrics to increase. Then we have our travel confidence and travel activities. This is the best way that we thought the Commission could look at the industry as a whole and look at trends. Along with the overall sentiment, we're looking for people to feel confident about exploring not only their own community, but outside of there and we also looked at travel activities. There's a ton of metrics that we get in this weekly report, but these were the ones that provided the best snapshot. We looked at going to a casino, outdoor activities and taking a road trip because for the Commission, this kind of gives a good picture as to what people are looking to do right now, at least quarter by quarter. There was also some feedback from our group about the competitive set, which is a little bit difficult to provide a lot of the information that we received is proprietary. We watch other consumers desired destinations and we can do that through this report. We will be sharing this on a quarterly basis and you will note that it has cities and states in there together, kind of mixed in which is a little odd, but it does show how people are reacting and you'll see that Las Vegas is at the top of that list. Then we're going to move to the state of the state. This is what have always been our key numbers that we look at and of course in the last year, they've been crucial to our daily lives. Of course, we look at room tax collections because normally we look at that as how our efforts can impact those room tax collections. It's also the entirety of our budget. We're watching that three to one percent very carefully and closely. Visitor volume is also tethered to our economic impact and room nights occupied, give us how our inventory is being utilized and to what percentage level. You'll note that towards the end of last calendar year we did start seeing those numbers trend down again to June levels, but the state of the state also has some help to it, which are the hospitalizations. As we start seeing hospitalizations trend down, we expect to see those visitor metrics come up. We've been looking at hospitalizations because those usually are

tethered to the statewide restrictions and also the desire for consumers to want to travel and feel that they're safe, but as we know, we're moving forward into vaccinations, so this is the next crucial step. We anticipate a much stronger level of travel confidence as these roll out. We've already seen a change in these metrics since the presentation was put together. These are numbers as of February 1st, so this information is moving very quickly. This is updated daily on the CDC website, but for right now, this is the best way to show this, that we're watching this, and this is happening. Quarterly, I hope that we kind of see this move very swiftly. We're looking at Nevada here for purposes of this report, but internally we're also looking at every other state which will be part of our conversation when we look at going back into some of our key markets. As a group we identified metrics that were the best measures of what we do internally and even though we're always looking at these metrics very frequently and we're constantly optimizing toward better performance, we'll be showing these on a quarterly basis with smaller budgets. We expect some of these numbers to trend lower. When we're focused on earned and organic, we see some engagement go up, which you'll see on the upcoming slides. This will be shown on a quarterly basis. Because our timing is off on this meeting, you'll see that January is included on a couple of these and that's kind of just a sneak preview since we're going to be talking about Discover Your Nevada, but quarterly will be reporting these. Am I going too fast? Okay, so as I mentioned, we expect for our engagement to go up when we have less paid efforts going on. You can see here when we designed our new website there was a very heavy effort for content and optimization, so we saw engagement go up quite a bit. It was almost double time on site. This occurred with little to no media spend. You will see then it goes down again when we do pay, just because we do anticipate that lower engagement, but you will see that our organic traffic still stayed up pretty high and I do think that that's due to our new design which continues to be optimized. That's a great testament to that redesign. Thank you, Noble Studios, for your efforts and the team here. Email engagement, we're always going to aim high. Those are people who have signed up to hear from us, but it doesn't mean that we can sleep on it. We're always looking for ways to better engage these audiences. Recently we had a significant list cleanse and then we moved into our new design. We're able to continually improve on this metric. It's well above benchmark, as you can see, so we're going to keep striving, kind of against our own benchmark against ourselves as we move forward. Okay, so then social engagement, as you all know, social behavior is precarious, particularly in the last year. We weren't only dealing with a global pandemic, but the environment on social isn't always friendly, so we had to proceed with caution and really work on our tone and make sure that we were being responsible and respectful when we were putting messages out. There's a high brand alignment there. Our numbers were quite down this year. You can see though, when we did start our paid efforts, again, it went up even over last year's starting point. We will continue to look at that. Social is a great way to engage people and hopefully there's a better appetite for that in the next year. All right, our final snapshot is our awareness levels. This is a metric that we can effect based on how we're perceived as a destination through our content, our creative, our overall strategy and how we target audiences and our placements. Even with little to no spending in Q1, those who are aware of any efforts, that includes paid, owned and earned they're still more likely to consider Nevada as a travel destination and you can see here that it's even greater among Nevada residents than out-of-state residents. That's giving good credence to all of our Discover Your Nevada efforts. That is the whole report kind of in detail, of course, the snapshot that you all received will go to the Commissioners. I will plan on reviewing it in depth with the Commissioners, so that they understand and can ask questions next week if they wanted any inclusions and that will also include some takeaways just to kind of put some context to each segment. I'll open it up for any questions at this point.

BRUNELLE: Let me comment and then a question. The comment is, I think the graphics are extremely helpful when you take a look at trends that should help the Commission understand what has been happening. Love how you put the media pause, media resume, it really helps illustrate what's happening in the space. On a social side of things, knowing that there were so many great outdoor things that can occur with people in the state just suggests looking at getting user generated content, whatever we can in terms of taking a look and publishing, posting, boosting those types of things and it's great content that we get just by people visiting those sites throughout the state, so well done.

KAWCHACK: Thank you very much.

RIBAUDO: M.E., this is Carl, for the record. I have a suggestion. There are really three types of data in this report. There's sort of what I call, broad industry data, there's state of Nevada data, and then there's Travel Nevada data. Travel Nevada data is what you can control, your performance, and so I think one of the broad conclusions you'd want to make to the Commission is your performance is tracking in the same direction as the broad indicators. They see that you're moving in alignment with the industry, you're doing your job. I think that's the most important piece of this is. If I'm a board member, I want to know how the heck is our organization doing, and so I would just encourage you to draw that out because I think you've stratified the data, but what

conclusions can I come up with that are meaningful to Travel Nevada, that hey, we're tracking in the right direction with broad trends. As a Commission, you need to know we are on track, you know, and I think that's a point of reassurance to the Commission.

KAWCHACK: Okay. Thank you for that comment. I can add that into the packet when we send it out. I failed to mention that we have the reference sheet added in there as well for the people who like to look at the actual numbers, but that's a great point and I can add that to our takeaways and maybe have a cover sheet each quarter.

RIBAUDO: We want to build a confidence that our strategies are on track, that we're doing the right thing, and there's no red flag here going, oh my God, we're completely going in a non-virtuous direction while the state and the national sentiment is going somewhere else. That's a key piece I think they might want to know. I mean, the data compilation is great and I'm sure we'll refine our thinking on this as time goes by, but it's a nice compilation of information, I think.

KAWCHACK: Thank you. Okay, well, thank you everybody for your work on this. I know that we've gone back and forth a few dozen times. I feel good about where we are, to be able to provide something pretty consistent to the Commission so that they get used to what we're going to report on and anticipate that every quarter as well, even while everything is changing around us.

MUN: I really thought you guys did a great job and when I looked through the information, I felt like, yeah, these are things that I'd like to know and keep track of, and that it would be consistent and looking across and to add to what Fletch said, I agree that having the graphics with all the little things that you've labeled really does make a big difference.

KAWCHACK: Thank you.

MUN: I know it was a lot of work, but you guys did a great job.

KAWCHACK: Kyle and Susan, I'm going to give them kudos because they put together the information and made it look really good.

ERNY: Very clean and easy to read and I think at a snapshot, at a glance, and just seeing those trend lines, I think that's important, but to Carl's point, tying them together, I think is going to be key too, just quick and easy to look at.

KAWCHACK: Thank you very much.

BRUNELLE: If you've got one point to make, M.E., that's the point. Okay, drive that point right between their eyes. That's the point.

KAWCHACK: All right. Will do. At this point I'd like to ask the committee to propose a motion to approve this report, so we make include it in the Commission packet which is coming out this week. They have a meeting next week and I will be doing a presentation then.

RIBAUDO: I'll make that motion to approve.

KAWCHACK: Thanks Carl.

BRUNELLE: And do we have a second?

MUN: Cynthia Mun, second.

BRUNELLE: All those in favor say aye.

COMMITTEE: Aye.

BRUNELLE: Any opposed? The motion passes unanimously. Now we can move on to agenda item E, Discover Your Nevada campaign update, M.E.?

KAWCHACK: Thank you. M.E. Kawchack for the record. I'm going to run through a short recap of Discover Your Nevada and the campaign that ran the last quarter. I know many of you have seen this out in the wild already, so some of it might be familiar. I just wanted to remind everybody about our budget. We did start with a \$300,000 budget initially. We did get some Cares Act Relief Funding so once we secured that we were able to spend up to \$1.5 million. The intention of this was to reach as many Nevadans as possible and I have heard feedback that we were seen many times over and this broadcast spot was everywhere. I'm going to skip it because even though I love it, I think we've all seen it and we're going to be repurposing the footage because it's lovely with just a different message as we move out to the drive markets, but you also know our digital ads. We had our first wave which was in the fall, the early fall. Then we, as you know, we had our print and we moved into the winter months, so we updated the creative just a little bit for seasonality, but when the statewide pause was announced in November, we knew that we had to shift our messaging a little bit. We went to giving the gift of Nevada message, which focused on shopping locally, but also considering future travel as a gift for people during the holidays. We loved with this partnership; it was great to work on. We were able to work with some partners through our OTA, getting that bottom funnel user content. We also were able to expand into programmatic as well and of course our digital audio, which I will also skip over, but I did provide this to everybody so that you can listen to it and it's very loud, so I'm going try and skip it really quick. Then of course we were able to get our video out there digitally as well on top of broad. Our paid social efforts, as you saw, had a great impact to our overall engagement. We have the overall awareness, the video part of the campaign, which was optimized to video views and then we also had a segment that was targeted to get people to the site, and then the third, which was to get a newsletter sign up. That lead generation was also very successful, as you will see in the upcoming slides. I wanted to call out a few of our more visual aspects that we did for this campaign. We did a homepage takeover with the Las Vegas Sun, which was complimented by a print ad spread on the ultimate Nevada gift guide which again, we loved working with local partners on this. The timing was really great. We also were able to do this in the North with a full wrap spadea that came out in the RGJ. This was sent out in the Thanksgiving edition of the RGJ for all of the at home shoppers this year. We did this all inhouse and we're really pleased with the reaction that we got from both consumers and partners. As far as press coverage goes, we continue to secure DYN and DTCA stories in the local news media and we continue to see some of our pieces come up nationally and internationally from some of our longer term efforts, so I did want to make sure that you all had links to those exciting things. How did we do so far and what have we learned? Our overarching goal was to increase our overall awareness of offerings within our state to generate economic activity. We did this through building the content, focused on education to Nevadans, responsible recreation and bringing in local business features during the statewide pause. To date, our in-state traffic share has doubled and some of our out of state traffic has gone down in that market share, but California remains stable, I'll just mention that. Also, we established pretty aggressive goals based on assumed behavior. Our hyper-focus in-state was a new endeavor, but we got pretty close on a lot of these. We're currently 84% to goal for our in-state views and just on our Discover Nevada Your Nevada page users, we've exceeded our goal, so we reset that to 200,000. We're currently kind of gray in our paid efforts. We're not completely dark, but we're gray. We anticipate seeing slowed growth, but as we went back up again, we hope to make our second goal. We also sought to increase our in-state audience. Social, as I mentioned, was very challenging this year. I think that might be a continued trend, but I'm hopeful that the next year will be better. We're looking to develop a more robust social, specific content strategy to help on an engagement side. We might be slowing down as far as obtaining new followers and I think that we're just going to see that trend. We did exceed our goal for in-state newsletter subscribers thanks in part to our lead generation campaign, but also to some of our contests, particularly in the South. Some of these audiences are hearing about the rest of the state for the first time, so they signed up for this and told us that they wanted to visit places that they might not have considered otherwise, unless they were open, if they heard about it, so that was really exciting and we hope to have those messages sent out to those people more aggressively in the next quarter. Once we tripled our budget for this campaign, we sought to cast the widest net to increase awareness. Even so, we kept our engagement goals in place hoping to gauge the in-state behavior of our new audience. We did find that our in-state audience did move further down the funnel, even though the intention of our buy that brought our buy was awareness. We did not hit our very lofty goal on site time, but I will point out that that is a very high time on site. I still think that we might be able to hit it. This is based on some of our stories content, which originally was going to be the intent of that page and the content on that page, but we did shift, like I said, away from some of that more bite-sized content as far as shopping local, but we're going to keep it there and see if we can make it. The itineraries are going to be coming back on site now that people can move more freely through the state. That would be our goal for the spring is really getting those itineraries in front of people who are heading into spring break, warmer weather. It's new to them content, so even though we released it initially, this was going to be a whole new group of people

we can reach. We got very close on our engagement metrics as well. I'll point out that we did set our goals very much over benchmark because these are people who we know are signing up to hear from us and they typically have been very engaged. We exceeded our newsletter open goal and we are so close on that click through rate. We're going to keep that goal in mind as we head into the last quarter of this year. Hashtag use, we will also aim for that thousand. I think we will exceed that especially when we start putting out that itinerary content again. I kind of summarized all of our highlights and our takeaways from this campaign, so that when we're moving into this next phase, we can make different decisions and just kind of fine tune everything. I can read through all of these, but I think what I would like to highlight is that we saw a lot of engagement from audiences that weren't necessarily targeted to behave that way, particularly in the South. Las Vegas Review Journal did a park packed weekend story, and people spent 528 hours with that, which is comparatively very high for them. We also saw a lot of our digital video efforts become very successful and people were viewing those and consuming that. We've really built this foundation where we have kind of built and cultivated this new audience, and now we just have to really keep them and continue to expand, but really, really focus our efforts on getting them to now move, especially because now they can. Some of our takeaways are here. Another thing that I really wanted to bring up was we had some really great success with our contest in the South. We had two contests and we got an increase in our newsletters and also just interest in general. That was a great takeaway and it's something that we have shied away from in the past, but I don't want to overdo it, but it's a good way to kind of reach people that we haven't in the past. We also had some great partnerships for this campaign, so I want to continue that with our partners. Is there any information that you would like me to highlight, or?

RIBAUDO: Is this presentation going to be made to the Commission?

KAWCHACK: Not this one, no.

RIBAUDO: This is just an internal?

KAWCHACK: This is internal. This is for our Marketing Committee. I think I'll do the reporting for the Commission on Discover Your Nevada just to let everybody know what we have done, how we performed, but I think that it should -- and maybe Cynthia, you can speak to this, but I think that this is very marketing specific. I don't think this is really good for that audience.

MUN: No, I don't think so. I think it's good for us overall and if they had questions, you'll be there. Especially since you're going to be presenting the new information, it might be too much information for one sitting.

RIBAUDO: I just have one other observation and one comment. As we shift even more effort and focus on outdoor, one of the things that-- you know, I belong to a think tank in Colorado -- and one of the things that we see is more and more abuse of outdoor lands and maybe you already have a message like this in there, but if you're going to be hanging out outdoors, you got to do it responsibly and that sort of thing. I couldn't read the content, but if not, you know, consider that, but that's one thought I had.

KAWCHACK: M.E. Kawchack for the record. You're absolutely right, Carl, and one of our biggest messages front and center on a lot of our pages is to recreate responsibly and we have, I know we've got Sierra Safely. NDOW is saying responsible recreation. We're all saying the same thing in kind of different ways, different hashtags and we're pushing out those messages because that's the last thing that we ever want to have happen and we see that a lot in some of our over visited areas, which is why we always get the question, you know, why don't you talk about Valley of Fire or Lake Tahoe more? And it's because those places are over visited, so we want to give our audiences some things that they don't know, but when they're out there, they need to be responsible and safe because if they have not been to, you know, back country areas, they could get into a pretty precarious situation.

RIBAUDO: As long as you got something, that's fine. I just couldn't see it. The only other question I had is, if you were to give this presentation to somebody be on the Marketing Committee, if there's a fundamental question that I think you always have to answer when you're presenting this big of data and information. Why is this important? You know, why is all of this important? What are we doing and how does that fit our strategy and whatnot? It's a lot of information and data sitting out there and I think it's important for you to create that connection from here's all this data, here's this program we did, now why is it important to Travel Nevada and so forth? So, just something to keep in the back of your head as you present this to other folks, if you do.

KAWCHACK: Okay. Thank you.

DOTSON: This is Deny. Carl, to kind of piggyback on that a little bit and maybe more of a question for M.E. I know we had to adjust some things strategically last year, and you talk about the messaging and how you're going to get this information and how we the Discover Your Nevada campaign message out last year, we're kind of switching gears and looking forward a little bit. How does messaging, in regard to public relations, play into this? I didn't see it mentioned, or I didn't really see it included in the pie chart. Where does that piece fall in?

KAWCHACK: Public relations, for Discover Your Nevada, we did have a toolkit that went out for partners to use. A lot of our public relations efforts came on the front end, which was at the very end of the last quarter, so I reported on that last time, which was a lot of our local news up here in Reno. Tracie did secure some interviews down in Las Vegas as well. We were able to secure, on top of those, more earned efforts. We ended up doing some paid with Exploring Your Backyard and a few of those other ones. There was one in Las Vegas as well. As far as getting media here, what we have we partnered with some influencers that were able to travel in state. We are still exploring relationships with in-state influencers. The audiences tend to be a little bit smaller than some of the other influencers we've worked with. We had a couple do the ET Highway. As you know, I would love to hear what you might've seen in Virginia City with, as far as like journalists or media traveling because that has been a little bit of a pickle because a couple of our trips got canceled due to COVID, even in state. Either people got COVID or the places that they were going were closed due to COVID. That has been a challenge and that's something that as restrictions are lifted, I see that becoming less of a problem.

DOTSON: No, I agree, M.E. It's been a balancing act and I think I just look at it more as going forward. It's always been a good tool for us a little less expensive one to get a little better return on investment. It is a balancing act and I understand the position you're in. I just have that question as to where it was included going forward mostly.

KAWCHACK: You'd see it on the influencer side. We had to kind of divide the budget into a more visual pie chart for everybody to kind of see it, so it's kind of things that wouldn't normally be grouped together were grouped together. And I want to say I thought that we had a reporter come up to Virginia City specifically for Christmas on the Comstock. And I know that we did something with the Carson Valley, but those were all local Reno. Sometimes it's a little bit harder to get those Las Vegas placements, but Tracie has really worked on getting those relationships built, particularly with Discover Your Nevada because there are people who are very interested in hearing about things to do and I think that that's one great thing that we're really well set up to do is people are looking to explore their state and we certainly felt that happen the last few months.

DOTSON: I think it's also just important to say if you're preaching the place is safe and it's -- you want people to come back ,but you don't have the media willing to do that, it kind of says something.

KAWCHACK: I know.

DOTSON: It's, again, a balancing act and I'll get off my soap box, but it's something we've done pretty well with it. We have had a couple of media, but there's been several that have canceled, just not comfortable yet, so let's hope things open up here soon.

BRUNELLE: All good points, Deny, because we're starting to get people knocking on the door on the media side. That's starting to fire back up again, now that vaccines are in arms and the health stats were getting better. Point well taken.

MUN: M.E.?

KAWCHACK: Yes.

MUN: My question is kind of a general question for the goal setting. You said, basically, you guys were trying to get, I guess your goal was 80,000 participants for the DYN program and you got 150,000 or over a hundred thousand, right?

KAWCHACK: It was 102,000.

MUN: Oh, okay. And now you want to get to 200,000. I just wanted to know, in terms of all the other programs, what kind of guide are you using in terms of setting your goal?

KAWCHACK: These were based on assumptions from a couple of different sets of information. One, based on known behavior of Nevadans on our website already, and then assumptions that we're making based on the current travel conditions and just like where we were targeting, what audiences we were targeting, knowing that we were only spending money in Nevada, where we usually are spending less money in Nevada and more everywhere else. There was some guesswork to this and that's -- it's almost like setting our own benchmarks. Like we hit a goal based on just a certain set of assumptions, and then we're going to reset. We're going to be competing with ourselves as we move forward, because I think that the Nevada audience should remain. I think that the Discover Your Nevada campaign should always exist to some extent. And we'll talk about that at the next Marketing Committee meeting, knowing that budgets are limited and kind of identifying where the money should be spent. Where we did well, I think that we can do better and we can just always try and keep going and then where we fell short, I think we're going to still strive for those goals, but know that this is our benchmark for this year.

MUN: Okay. So basically, you've just said, we're here, we're just going to move the marker here.

KAWCHACK: Yes.

MUN: There's some guesswork, but there isn't anything else that says because we're doing XYZ, we should be able to move the marker this much.

KAWCHACK: A little bit.

MUN: Okay.

KAWCHACK: We started off with our goals when we had a much smaller budget, so we were really looking at engagement, knowing that that was really where we were going to be the most successful because organic search and direct traffic people tend to engage more. We put less focus on the actual numbers, but more on the engagement metrics. We did not adjust for that as we had more budget to spend. That's why we're going to see just more users in general, but like I said, we were pretty surprised seeing that, even the awareness, people that were targeted for our awareness, did tend to move a little bit further down the funnel than that kind of audience would normally do.

MUN: Maybe this is just like an off-call topic that we can speak a little bit more about later.

KAWCHACK: Okay. Absolutely. Thank you.

BRUNELLE: All right. All great discussions. M.E., if there's nothing else, do you want to move item F, which is upcoming Market Committee meetings?

KAWCHACK: Upcoming meetings. Thank you, Fletch. M.E. Kawchack, for the record. I wanted to put this out to the group just for our next meetings, we traditionally meet ahead of a Commission meeting so that we can report to the Commission. There have been scheduling challenges with that because by the time the information gets to the Commission, we've had, you know, three weeks usually between one and the other. In this case, this is a quick turn between meetings where we have a meeting in a week. It also has been a little bit off, so that we can't always time it exactly when we're doing our media planning, so I would like to recommend that we meet towards the end of March, even though we're meeting now in February, to hit before the February Commission meeting, and then in May, so our meeting in March would really be to talk about next steps. It would be the last quarter spending and then the next year planning, so that it will give us time to discuss with Fahlgren what our media buy looks like for the next year and we're not in a position where we're presenting that to the Commission and we're supposed to be in market like a week later. At the next meeting, and between now and then I want to have conversations with each of you to talk about markets because we are going to, I think this is a good time to talk about the markets budgets. Budgets are restricted, but I think that we

should reevaluate the world that's changed around us and we've seen some interested markets come up in the last year. And just since we've got a lot of our DMO's on this committee and we've got RASC. Let's talk about what air looks like. Let's talk about what markets you guys are getting into and then really talk about what our next steps are going to be. We'll come up with a rubric to kind of weigh -- I don't think that we're going to be able to get into more than one new market, but that's what I'd like the conversation to really be about and certainly open to one offs as they relate to us outside of the Marketing Committee, like Christina and I can talk, Carl and I can talk to get all of that information, so that we're making an informed decision on next steps. I'd like to meet around March 22nd. If there are any weeks around that time or dates that don't look good, please let me know and we will send out a doodle poll and then the next one would be around May 10th. I thought that would be good timing ahead of when our fiscal year ends, so that we can be in place and ready for July 1st.

BRUNELLE: Sounds like a pretty good plan in March. By the way, so once we hear more on the governor's comments this week that will help us in terms of when we get to March seeing where more stats go, more shots in arms, et cetera, so March sounds great and so does May, so I I don't have any problem with it. The rest of the committee?

MUN: Yes. I was just going to add that I've actually heard some seniors who've been vaccinated saying they're going to Vegas. It's like this whole new group of people now I didn't really think about, but, I thought, wow, that's really good news.

KAWCHACK: Everybody get vaccinated and go to Vegas. I would like to.

MUN: Same here.

KAWCHACK: Okay then. The next meetings I'm looking at are August 23rd and November 15th for timing, but I think that we can revisit that closer to the next fiscal year. Hopefully, you know, this year won't be anything like last year, but I don't think anybody knew what they were doing the next day, but that's just -- I know these aren't from three months apart, but I want to try and get in a cadence that makes sense for us in our planning purposes.

BRUNELLE: Good.

KAWCHACK: Okay. Great, I will send that out. Thank you so much.

BRUNELLE: Thank you. So, as we head to wrap up today's meeting, are there any other comments from the committee members?

RIBAUDO: Fletch, I'd like to propose at the end of each meeting, we ask the Travel Nevada of vendors to give us two or three observations that they're seeing in the market. Ad agency, digital, everyone. Give us two or three, you know, trends they're seeing in the marketplace.

COMMITTEE/GUESTS: Great idea.

RIBAUDO: So, we can do that for future meetings. I just want to put that out there for everybody's consideration. I want to start tapping them. We're not harnessing their full horsepower, but I think they'd like us to.

LOPICCOLO: Always. Well, Carl, I can take over for just a second. You know, it is interesting, Cynthia, you mentioned the vaccine piece. We're actually watching that heavily because we think that we're going to see a big influx of travel happening mostly with family and friends at first one's vaccines, you know, are widely used. It's not that economy traveler, which is what we were seeing pre pandemic, was that deal in sort of that economy travel and what we're seeing is it's not going to be that it's going to be more of the affluent families that have money because they've held back and stuff and so what I'm hearing and seeing in the industry is the next few months, you know, make your purchases, book your trips because that's -- the deals are happening right now, for the summertime, but afterwards, they're expected to go up quite a bit as all the data's starting to show in terms of the cost and -- and that it'll actually be higher than pre pandemic to travel because of that pent up demand and such. That's one thing on that side, the three things that we're seeing across the industry, I just wrote them down really quickly, I think are security, you know,

there's been so much federal money that has been handed out over the last year that, the security and fraud is at an all-time high. You're seeing all that with the ransomware stuff, double authentication, right, so these are the backend systems, but on the front ends, you know, the portals and such that we're seeing those we're just going to have to continue to focus a lot of effort and time around security. Then also that, coupled with privacy. So, privacy is starting to grow quite phenomenally. In fact, we're going to be moving away from third-party cookies and moving into first party cookies, which could, you know, if you think about the experience you have with Amazon, you're behind a logged in state and so everything becomes customized and it's secure and things like that. So not saying that every public facing website is going to have a login, but they're going to really rely on those first party cookies and then that leads to a more personalized experience. So, personalization is going to be probably the largest trend that we're going to see over the next three to five years where, you know, you're giving data knowingly and your experience is more of a one-to-one experience as opposed to, you know, we have four audience types and they're age 24 to 36 and male, and, you know, household average income we're actually going to get -- we're going to start to see these many, many, many micro audiences and with websites being able to tailor, themselves, you know, to that sort of personalization those brands that invest that way are the ones that are going to win. So hopefully that's -- what we're seeing. So again, privacy, security, personalization are the three biggest trends. Then that's all being coupled by some of the movements that we're seeing with Google going to first party cookies, things like that. That's all I have.

MCDONALD: M.E., would you like for me to chime in?

KAWCHACK: That would be great. Thanks Marty.

MCDONALD: Yeah. Hi, Carl made me come out of my shell. I'm, uh, I opened my camera and everything. I'm Marty McDonald, for the record, with Fahlgren Mortine and I know Meredith, I think, is on the phone as well, but we would love to offer that kind of, update moving forward. We'll be, you know, we'll go with the deep dive next time, but off the cuff, there are a few things that we're seeing. I think what we're really leaning into right now from a -- from a media and from an earn perspective is really resisting the temptation to do what you've -- to lean into what you think is happening. We all know there's pent up demand, but if we only lean into pent up demand and do what we've always done, we're going to be right up alongside every other destination, trying to reach the mass market. So we've got to really go deeper into insights and also understanding mindsets. It feels like everyone's ready to travel, but some people in some subsets are ready to travel, so we've got a cross -- cross tab, our data to really target well and I think Jarrod's right, that some of that digital targeting and micro audiences is going to be really important. We're also on the earn side, there's a lot of traction and coverage around because of pent up demand. When people get back into the market and travel there -- they've spent a lot of time dreaming and they're going to go big, so we're trying to shape and craft some different kinds of experiences. That doesn't mean it'll be counterintuitive to our rural experiences, but it does mean that they might stay longer and it might mean they do -- they want to do more exclusive things or things that might be a little more radical in nature, which fits our brand perfectly. So we're trying to figure out how to bring that all into focus and there is certainly a hunger with our travel writers to get back out there, so we're trying to meet them desk side or virtual experiences. How can we convey this feeling and this immersion without welcoming them, you know, to the state right now. We'd love to provide an ongoing update to all of you, but good discussion today. Thank you. Meredith, are -- I don't know if you're with us, anything you want to add?

KAWCHACK: I think she's driving. I don't want to -- I don't want --

RIBAUDO: I appreciate you guys being ready on the gun. I was just suggesting it for a future meeting, but our future meetings, but I certainly appreciate your, your readiness and willingness and I think it's all good because there's a lot of group think in the tourism industry and it's become a huge echo chamber and I'm really trying to resist that, you know, and look outside, look other places because one study is beginning to look like the other, looks like the other, looks like the other, and when you get to that point, the value of it all sort of diminishes and so I think it's good for everybody to get outside that echo chamber.

MCDONALD: I agree. Thank you.

LIPOCCOLO: We agree.

RIBAUDO: Thanks, Mr. Chairman. Sorry about that.

BRUNELLE: No, thank you, Carl, great stuff. Any other comments from the committee?

KAWCHACK: I'll mention just one thing and I'll be really quick about it. Today is tourism day, so it looks a little bit different this year because it was all virtual, but I wanted to recognize that tourism as an industry is being celebrated today, which is very exciting and we have statements and videos that are going to all of our legislators today from everybody across the travel industry. We also have a video from Adam Sachs which I will share. Cynthia, it will be playing at the Commission meeting, but I'll send it out to this group just to make sure that you see that there -- there's a lot of great takeaways from him. I think he's a wonderful speaker and very insightful, so I will make sure that you all get a link to that video.

BRUNELLE: All right, thank you M.E. With that, we can move on to the public comments. Public comment is welcomed by the Commission. Again, at this moment, if you would like to make any comments, please let us know and limit your comments to three minutes and we are ready to hear your commentary. Jennifer, do we have anybody in the queue, Jessica, sorry?

GRUNDY: Nope, no one's in queue and no emails.

BRUNELLE: Okay. Very good. Thank you. All right. With that, I'd like to take a motion to adjourn the subcommittee meeting at 1:51 p.m. Can I get a second?

RIBAUDO: Second.

DOTSON: So, moved Mr. Chairman.

BRUNELLE: Very good. All those in favor?

COMMITTEE: Aye.

BRUNELLE: All right. Looks like we're adjourned. Thank you all. Have a great rest of your day and be safe.