



NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Meeting of the Marketing Committee
Wednesday, April 17, 2018 – 1:30 P.M.

MEETING LOCATION:

NCOT – Laxalt Building
401 N. Carson St. 2nd Floor
Carson City, NV 89701

VIDEO CONFERENCE CONNECTION:

TBD

TELECONFERENCE NUMBER:

512-489-3100; Access Code: 351875 #

COMMITTEE MEMBERS

Brenda Nebesky, Acting Chair

Jennifer Cunningham | Cathy Tull | Kristin Windbigler | Carl Ribaudó

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

Nevada Commission on Tourism, Carson City, Nevada
Legislative Counsel Bureau, Carson City and Las Vegas, Nevada
LVCVA, Las Vegas, Nevada and RSCVA, Reno, Nevada
Nevada State Library, Carson City, Nevada
Las Vegas-Clark County Library, Windmill Branch, Las Vegas, Nevada
Nevada State Purchasing, Carson City, Nevada
Websites: www.TravelNevada.biz and www.notice.nv.gov

STATEMENT OF THE COMMISSION

- 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 at the beginning and at the end of the meeting. 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.

STATEMENT OF THE COMMISSION - Continued

- No action may be taken on any matter brought up under public comment until that matter 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 requested 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.
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AGENDA

A. Opening

Call to Order and Confirmation of Proper Posting
Roll Call and Determination of Quorum

B. Public Comment

Public comment is welcomed by the Commission. A period of public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to three (3) minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

C. **For Possible Action** – Approval of Minutes

Approval of the August 2, 2018 NCOT Marketing Committee Meeting Minutes.

D. **Discussion Only** – Integrated Agencies Update

M.E. Kawchack will review status of website updates, highlights of FY19 thus far, and FY20 media buying timeline.

E. **Discussion and for Possible Action** – Creative Broadcast Shoot

BVK will present locations, talent and concepts for FY20 broadcast shoot.

F. Discussion and for Possible Action – Addition of New Marketing Committee Members

Discussion and recommendation of new Marketing Committee candidates for approval by Nevada Commission on Tourism at the next regular meeting.

Deny Dotson
Cynthia Mun

G. Commissioner Comments

H. Public Comment

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I. For Possible Action – Adjournment

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 by email to ddykes@travelnevada.com. Materials are available from the Nevada Commission on Tourism office, 401 N. Carson Street, Carson City, Nevada and online at www.travelnevada.biz

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 or ddykes@travelnevada.com.