



NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Meeting of the Marketing Committee
Wednesday, May 27 11:00 A.M. – 12:00 P.M.

MEETING LOCATION:

Via [Microsoft TEAMS](#)

Audio Dial In: 775-321-6111

Access Code: 964 772 149#

COMMITTEE MEMBERS

Fletch Brunelle, Chair

Christina Erny | Edward Estipona | Kyle Horvath | Bobby Stiehler | Scott Voeller

This meeting is in compliance with Nevada Open Meeting Law and has been properly noticed and posted at the following location (At least three or more):

Nevada Commission on Tourism, Carson City, Nevada | Travel Nevada, Reno, Nevada | Travel Nevada, Las Vegas, Nevada
Legislative Counsel Bureau, Carson City and/or Las Vegas, Nevada | Nevada State Museum, Las Vegas, Nevada | Nevada State
Library, Carson City, Nevada | Nevada State Purchasing, Carson City, Nevada | Windmill Library Las Vegas, Nevada |
Laxalt Building, Carson City, Nevada | Reno Sparks Convention and Visitors Authority, Reno, Nevada |
Las Vegas Convention and Visitors Authority, Las Vegas, NV | www.TravelNevada.biz | www.notice.nv.gov

Additional online or physical postings may be offered as a courtesy.

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. Public comment may additionally be submitted via email to: NCOT_PublicComment@travelnevada.com.



- 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.

AGENDA

A. Opening

- a. Call to Order and Confirmation of Proper Posting – Chair Brunelle
- b. Roll Call and Determination of Quorum – Keelie Cox, Chief Marketing Officer, Travel Nevada

B. Public Comment

- a. 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. Public comment may additionally be submitted via email to: NCOT_PublicComment@travelnevada.com.

C. For Possible Action – Approval of Minutes

- a. Approval of the May 9, 2025, Nevada Commission on Tourism Marketing Committee Meeting Minutes.
- b. Approval of the February 25, 2026, Nevada Commission on Tourism Marketing Committee Meeting Minutes.



D. For Discussion Only – Opening Remarks + Marketing Updates

- a. Rafael Villanueva, Chief Executive Officer, Travel Nevada

E. For Discussion Only – FY 27 Q1 Marketing and Media Buy Plan

- a. Integrated Agencies of Record, Fahlgren Mortine and Noble Studios, will provide FY27 Q1 media recommendations.

F. Public Comment

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G. For Possible Action - Adjournment

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Keelie Cox at (775) 350-5194 or by email to kcox@travelnevada.com. Materials are available online at www.travelnevada.biz/public-meetings

Persons with disabilities who require special accommodations or assistance before or during the meeting should notify Keelie Cox at the Nevada Division of Tourism at (775) 350-5194 or kcox@travelnevada.com.