



NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Meeting of the Marketing Committee
Thursday, June 1, 2023 - 9:00 A.M.

MEETING LOCATION:

<https://us02web.zoom.us/j/89750729159?pwd=aElORzBMVy96WEdWRmUwcnM3aHI3UT09>

Meeting ID: 897 5072 9159
Passcode: 491724

COMMITTEE MEMBERS

Fletch Brunelle, Chair
Edward Estipona | Christina Erny | Kyle Horvath

This meeting is in compliance with Nevada Open Meeting Law and has been properly noticed and posted at a minimum of three of the following locations:

Nevada Commission on Tourism, Carson City, Nevada | Legislative Counsel Bureau, Carson City and/or Las Vegas, Nevada | Nevada State Museum, Las Vegas, Nevada | Nevada State Library, Carson City, Nevada | Windmill Library, Las Vegas, 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

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.

- 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

- A1. Call to Order and Confirmation of Proper Posting – Fletch Brunelle, Chair
- A2. Roll Call and Determination of Quorum – M.E. Kawchack, Deputy Director
- A3. Opening Comments – M.E. Kawchack, Deputy Director

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 November 30, 2022 NCOT Marketing Committee Meeting Minutes.

D. For Discussion and Possible Action – Creative Campaign Presentation - Creative

As part of the Integrated Agencies of Record, Noble Studios will give an update on the creative campaign.

E. For Discussion and Possible Action – Media Recommendation Presentation

As part of the Integrated Agencies of Record, Fahlgren Mortine will provide FY24 media recommendations.

F. 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 3 minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

G. For Possible Action – Adjournment

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Kelly Benoit (775) 687-0621 or by email to kbenoit@travelnevada.com. Materials are available online at travelnevada.biz.

Persons with disabilities who require special accommodations or assistance at the meeting should notify Kelly Benoit at the Nevada Division of Tourism at (775) 687-0621 or kbenoit@travelnevada.com.