



NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Meeting of the Marketing Committee
Wednesday, June 09, 2021 - 1:00 P.M.

MEETING LOCATION:

<https://us02web.zoom.us/j/87560487392?pwd=R2x0ckFIV3djVFdMY2dCK3VrbWZyQT09>

Meeting ID: 875 6048 7392

Passcode: 833024

COMMITTEE MEMBERS

Fletch Brunelle, Chair

Christina Erny | Carl Ribaldo | Deny Dotson | Cynthia Mun

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 February 10, 2021 NCOT Marketing Committee Meeting Minutes.

D. For Possible Action – Review of FY22 Media Plan Scenarios

BVK will present the creative strategy for FY22 and Fahlgren Mortine will present the proposed media plan scenarios for FY22. Because the agency is anticipating more revenue than indicated in the approved FY22 budget, we are looking for approval to move forward based on multiple funding levels. The Committee will vote to move the media plan to the Commission for final approval.

E. For Discussion Only – Quarterly review and upcoming projects

Q3 reporting will be available for comments and questions. M.E. Kawchack will provide an update on FY21 Q4 and FY22 Q1 activities outside of the media plan.

F. Committee Comments

G. 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.

H. For Possible Action – Adjournment

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Jessica Grundy (775) 687-0631 or by email to jgrundy@travelnevada.com. Materials are available online at travelnevada.biz.

Persons with disabilities who require special accommodations or assistance at the meeting should notify Jessica Grundy at the Nevada Commission on Tourism at (775) 687-0631 or jgrundy@travelnevada.com.