

MINUTES of the NEVADA COMMISSION ON TOURISM  
MARKETING MEETING  
July 9, 2019

The Nevada Commission on Tourism Marketing Committee held a meeting at 8:30 a.m. on July 9, 2019 at 401 N. Carson St. Carson City, NV 89701 and by phone conference.

**Call to Order**

Brenda Nebesky, Acting Chair, called the meeting to order at 8:30 a.m.

**Members Present:**

Brenda Nebesky, Acting Chair  
Jennifer Cunningham  
Carl Ribaud  
Deny Dotson  
Fletch Brunelle

**Members who are absent/excused:**

Kristin Windbigler

**Staff present:**

Brenda Nebesky, Acting Director  
Mary Ellen Kawchack, Chief Marketing Officer

**Guests:**

**Roll Call and Determination of Quorum**

NEBESKY: Welcome to the Marketing sub-Committee for the Nevada Commission on Tourism. We'll do a roll call and see if we have a quorum. Jennifer Cunningham?

CUNNINGHAM: Here.

NEBESKY: Fletch Brunelle?

BRUNELLE: Here.

NEBESKY: Carl Ribaud? Not yet. Kristin Windbigler, I know she isn't able to make it. Deny Dotson?

DOTSON: Here.

NEBESKY: This is Brenda Nebesky, Acting Director. I will confirm that this meeting was posted according to protocol. We do have a quorum.

**Public Comment**

NEBESKY: We don't have anyone here in Carson. I don't believe there are any non-committee members on the line. We'll move on to Item C.

**Welcome to New Marketing Committee Members**

NEBESKY: I do want to welcome Fletch and Deny to the Marketing Sub-Committee. We are very grateful you are willing to participate and we look forward to working with you both.

**FY 20 Creative for Campaign**

NEBESKY: Item D, FY20 Creative for Campaign for discussion. I just want to put forward the motion based on your review of the creative imagery and sample advertising as presented, the proposed motion that the Nevada Commission on Tourism Marketing Committee approves the creative as presented and seeks to obtain full Commission approval to move forward. Do I have a second?

BRUNELLE: Second.

RIBAUDO: Carl Ribaldo online. (arrival 8:33 a.m.)

NEBESKY: Good Morning Carl. We're trying to make this brief so we are moving quickly through to the motion, Item D. I'm looking for someone to second the approval of the creative as presented.

BRUNELLE: I'll second.

NEBESKY: Motion passed.

**Committee Comments**

NEBESKY: Are there any committee comments?

RIBAUDO: I'll make some. I think the direction is a really good direction and think it captures a certain element and essence of Nevada. I like the boldness of the direction and I feel really good about where you guys are going with it.

NEBESKY: Thank you Carl. We feel it's an appropriate evolution of "Don't Fence Me In" and has the right feel to move us in a new direction. If there are no further comments. I'll move on to Public Comment, item F.

**Public Comment**

NEBESKY: Once again we have no one here in Carson City, so if there is no one on the line?

**Adjournment**

NEBESKY: I'll move on to Item G, Adjournment. Will anyone second adjournment?

CUNNINGHAM: Second.

NEBESKY: Thank you everyone that was short and sweet.

KAWCHACK: Thank you for your time everybody.

The meeting adjourned at 2:46 p.m.

Respectfully submitted,  
Dee Chekowitz-Dykes, Executive Assistant  
Department of Tourism and Cultural Affairs  
Nevada Commission on Tourism