

MINUTES of the NEVADA COMMISSION ON TOURISM | Marketing Committee  
Monday, August 10, 2020

The Nevada Commission on Tourism held a Marketing Committee meeting at 3:00 p.m. on August 10, 2020 via Zoom.

**Call to Order**

Fletch Brunelle, Chair, called the meeting to order at 3:02 p.m.

**Committee Members Present**

Fletch Brunelle  
Deny Dotson  
Christina Erny

**Committee Member absent/excused**

Carl Ribaudo

**Staff present**

M.E. Kawchack  
Jessica Grundy

**Roll Call and Determination of Quorum**

BRUNELLE: Please first confirm that this meeting was properly noticed and posted.

GRUNDY: Yes, it was, this is Jessica.

BRUNELLE: Thank you, Jessica.

GRUNDY: You're welcome.

BRUNELLE: M.E., can you please call roll?

KAWCHACK: Yes. Fletch Brunelle?

BRUNELLE: Here.

KAWCHACK: Deny Dotson?

DOTSON: Yeah, here.

KAWCHACK: Christina Erny?

ERNY: Here.

KAWCHACK: And Carl Ribaudo is absent; excused. We have a quorum.

## Meeting

BRUNELLE: Thank you. Let's move on to item B public comment. Is anyone on the call for public comment? And if so, each speaker may be limited to three minutes. Early public comments should be limited to agenda items only. It sounds like no comments. So, Jessica we'll move on. We can move on to agenda item C budget for Discover Your Nevada program. M.E., can you please set up the agenda item?

KAWCHACK: Sure. Thank you everyone for reconvening today to vote on the Discover Your Nevada campaign, it sounds like everyone is happy with what we discussed last time there was just some additional detail that was asked so that was posted out and I can share it right now. This is being posted, here let me share my screen. Can everybody see the graph there?

VARIOUS SPEAKERS: Yes.

KAWCHACK: Okay. So, this is what we went over at the last meeting this just has, it's a little bit easier to read, it includes the optimal recommended plan, the mid-range plan and the low-cost plan. And at this time, I would like to ask for a motion to share the budget options but first I do have a statement from Carl Roboto, since he's not here I'm just going to read it real quick. As discussed at length at the last marketing committee meeting, I am in support of pursuing the Discover Your Nevada campaign. Travel Nevada is well positioned to launch instant efforts that will organically support public affairs programs and will be well-timed to dovetail into more drive market and domestic outreach. It is imperative we start working towards marketing programs now with known funding and allow staff to make decisions based on evolving budget changes in order to optimize for success. I would like to see Travel Nevada move forward with a \$300,000 spend to start with understanding that this campaign is a priority and will serve as a starting point of the relaunch of marketing efforts. So that's from Carl and so if anybody has any other statements that's great otherwise I would like to ask for a motion to share the budget options with the commission, with a committee in support of the \$300,000 budget to start for the Discover Your Nevada campaign.

BRUNELLE: Deny, Christina, do you have any comments?

DOTSON: I do not have any comment, Fletch. For the record I do, as Carl mentioned, support this initiative, and would motion to that effect.

BRUNELLE: All right. So, we're going to move to provide three budget options for the Discover Your Nevada campaign to the commission, with a recommendation from the committee to begin at \$300,000 level. So, Deny made a motion. We have a second.

KAWCHACK: Yes. Did you hear that?

BRUNELLE: Yep. With all those in favor say aye.

VARIOUS SPEAKERS: Aye.

BRUNELLE: Any opposed? Let it note that the motion carried unanimously.

KAWCHACK: Great.

BRUNELLE: Before we begin to wrap up today's meeting, are there any committee comments?

DOTSON: None today.

BRUNELLE: Okay. We can now move to any additional public comments from anyone on the phone. Again, limited to three minutes. It sounds like there are no public comments. I will now move to adjourn today's marketing subcommittee meeting at 3:07 PM. Can I get a second?

DOTSON: I will second.

BRUNELLE: All those in favor say aye.

VARIOUS SPEAKERS: Aye.

BRUNELLE: Those opposed? All right. Thank you all, we're adjourned. Have a great rest of your day.

**Meeting Adjourned**

3:07 p.m.