



## NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Meeting of the Marketing Committee

Monday, October 26, 2020 1:00 P.M.

### MEETING LOCATION:

<https://us02web.zoom.us/j/84904486547?pwd=NnMxUmlXdnF1WVA5Y0FOcitmdjITUT09>

Meeting ID: 849 0448 6547

Passcode: 863743

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### COMMITTEE MEMBERS

Fletch Brunelle, Chair

Christina Erny | Carl Ribaudó | Deny Dotson | Cynthia Mun

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Pursuant to the Governor's Emergency Directive 006, there will be no physical location for this meeting. Therefore, no hardcopy notices have been posted. However, online notices are posted on [www.TravelNevada.biz](http://www.TravelNevada.biz) and [www.notice.nv.gov](http://www.notice.nv.gov)

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### 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 July 28, 2020 NCOT Marketing Committee Meeting Minutes.  
Approval of the August 10, 2020 NCOT Marketing Committee Meeting Minutes.

## D. **For Discussion Only** – Snapshot of Industry and Health Sentiment

Kyle Shulz, research manager, will present takeaways from industry sentiment and state statistics and survey results from the Travel Nevada audience.

## E. **For Discussion Only** – Discover Your Nevada campaign update

In September, Nevada Division of Tourism was granted CARES Act funding, some of which was allocated to the DYN program. As the Commission previously directed, spending was expanded to generate broad reach and bolster awareness.

## F. **For Discussion Only** – General marketing and agency update

We will provide a short, informational review on other marketing programs and the Recovery subcommittee meeting last month as well as a future planning status/overview.

## G. Committee Comments

## H. 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.

## **I. 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](mailto:jgrundy@travelnevada.com). Materials are available from the Nevada Commission on Tourism office, 401 N. Carson Street, Carson City, Nevada and online at [www.travelnevada.biz](http://www.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](mailto:jgrundy@travelnevada.com).