



NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Meeting of the Marketing Committee

Monday, November 18, 2019 9:00 A.M.

MEETING LOCATION:

NCOT – Laxalt Building
401 N. Carson St. 2nd Floor
Carson City, NV 89701

PHONE CONFERENCE ONLY:

888-363-4735
Access Code: 4878739

COMMITTEE MEMBERS

Brenda Nebesky, Acting Chair

Jennifer Cunningham | Kristln Windbigler | Carl Ribauda | Deny Dotson | Fletch Brunelle

THIS MEETING IS IN COMPLIANCE WITH THE “NEVADA OPEN MEETING LAW” AND HAS BEEN PROPERLY NOTICED AND POSTED AT FOUR OR MORE OF THE FOLLOWING LOCATIONS:

Nevada Commission on Tourism, Carson City, Nevada
Legislative Counsel Bureau, Carson City and Las Vegas, Nevada
Nevada State Museum, Las Vegas, Nevada
Nevada State Library, Carson City, Nevada
Nevada State Purchasing, Carson City, Nevada
Las Vegas-Clark County Library, Windmill Branch, Las Vegas, Nevada
Reno Sparks Convention and Visitors Authority, Reno, Nevada
Las Vegas Convention and Visitors Authority, Las Vegas, Nevada
Websites: www.TravelNevada.biz and 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.

Statement of the Commission - continued

- 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 – Brenda Nebesky, Acting Chair
- A2. Roll Call and Determination of Quorum– Brenda Nebesky, Acting Chair
- A3. Opening Comments – Brenda Nebesky, Acting Chair

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 September 5, 2019 NCOT Marketing Committee Meeting Minutes.

D. **For Possible Action** – Nomination of Fletch Brunelle as chair of the NCOT Marketing Committee

E. **For Discussion Only** - Review of Northern Nevada Image Selects

BVK will review highlights of the September shoot in northern Nevada. Assets will be incorporated into brand campaign as appropriate.

F. For Discussion Only - Measurement Strategy

As a continuation of the September 5, 2019 Marketing Committee meeting, discuss current research documents and how they may be best considered as part of an overall Measurement Strategy document.

G. For Discussion Only - Reporting Considerations

As a continuation of the September 5, 2019 Marketing Committee meeting, discuss suggestions on a template that would be appropriate to include in quarterly reporting to the Nevada Commission on Tourism.

H. Committee Comments

I. 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.

J. For Possible Action - Adjournment

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting **Dee Chekowitz-Dykes**, Executive Assistant, Nevada Commission on Tourism, (775) 687-0621 or by email to ddykes@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

Persons with disabilities who require special accommodations or assistance at the meeting should notify Dee Chekowitz-Dykes at the Nevada Commission on Tourism at (775) 687-0621 or ddykes@travelnevada.com.