



NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Meeting of the Marketing Committee
Thursday, November 18, 2021 - 9:00 A.M.

MEETING LOCATION:

<https://us02web.zoom.us/j/88215045565?pwd=Q1lqNUxCa1dnL21zay9FQ3hmZDIiUT09>

Meeting ID: 882 1504 5565

Passcode: 686138

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 June 9, 2021 NCOT Marketing Committee Meeting Minutes.

D. **For Discussion Only** – Introduction of new staff

Nevada Division of Tourism welcomes Mikalee Byerman, Chief Marketing Officer and Anton Eckert, Chief Industry Development Officer.

E. **For Discussion Only** – Integrated Marketing Effectiveness Study results

Omnitrak will present results of the FY21 Integrated Marketing Effectiveness Study.

F. **For Discussion and Possible Action** – Report on FY22 Q1 campaign

Our integrated agencies will present campaign results and opportunities. The committee may be asked to approve next steps.

G. **For Discussion Only** – Other updates

For the committee's information, the industry development calendar and earned media update will be presented. We will also take a look at upcoming digital development projects.

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 M.E. Kawchack (775) 687-0614 or by email to mkawchack@travelnevada.com. Materials are available online at travelnevada.biz.

Persons with disabilities who require special accommodations or assistance at the meeting should notify M.E. Kawchack at the Nevada Division of Tourism at (775) 687-0614 or mkawchack@travelnevada.com.