



NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Meeting of the Marketing Committee

Tuesday, July 28, 2020 10:00 A.M.

MEETING LOCATION:

Zoom

<https://us02web.zoom.us/j/86722472564?pwd=WGp0Tk9sZ3g5K0pVZS82Y3BobjlyQT09>

Meeting ID: 867 2247 2564

Password: 351047

COMMITTEE MEMBERS

Fletch Brunelle, Chair

Christina Earny | Carl Ribaldo | Deny Dotson

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 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.
- 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 November 18, 2019 NCOT Marketing Committee Meeting Minutes.

D. For Possible Action – Nominations for new Marketing Committee member

E. Overview of Approved Recovery Plan

- E1. For Discussion Only – Review details of FY21 Recovery Plan
- E2. For Discussion and Possible Action – Review metrics and KPIs for plan initiatives

F. For Discussion and Possible Action – Potential budget for Marketing Programs

With limited funding, review the proposals for marketing initiatives. Potentially approve recommended spending levels dependent on actual lodging tax accruals.

G. For Discussion – Reporting Considerations

New reporting was to be reviewed in March 2020. With specific initiatives approved within the FY21 Recovery Plan, 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

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J. 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. 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 should notify **Jessica Grundy** with the Nevada Commission on Tourism at (775) 687-0631 or jgrundy@travelnevada.com.