



(FIRST REVISION)  
**NEVADA COMMISSION ON TOURISM**  
**NOTICE OF PUBLIC MEETING**

Meeting of the Marketing Committee  
Monday, February 26, 2024 – 11:00 A.M.

**MEETING LOCATION:**

<https://us02web.zoom.us/j/87992290600?pwd=V01hNFZ5VmJqenA2Y3ZXQIRuMFhZz09>

Meeting ID: 828 5484 2894

Passcode: 126232

---

---

**COMMITTEE MEMBERS**

**Fletch Brunelle, Chair**

**Bobby Stiehler | Christina Erny | Edward Estipona | Kyle Horvath | Scott Voeller**

---

---

This meeting is in compliance with Nevada Open Meeting Law and has been properly noticed and posted at the principal office/location of the public body under NRS 241.020(4)(a):

401 N. Carson Street, Carson City, Nevada 89701 (Nevada Commission on Tourism, Carson City, Nevada),  
3260 Joe Brown Drive (2<sup>nd</sup> Floor), Las Vegas, Nevada 89109 (Travel Nevada, Las Vegas, Nevada)

and online at [www.notice.nv.gov](http://www.notice.nv.gov) under NRS 241.020(4)(b). Additional online or physical postings may be offered as a courtesy.

---

---

**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 – Caroline Sexton, Chief Marketing Officer
- A3. Opening Comments – Caroline Sexton, Chief Marketing Officer

### 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 11, 2023 NCOT Marketing Committee Meeting Minutes.

### D. **For Discussion Only** – Introductions

Introduction from Travel Nevada’s new Chief Executive Officer, Rafael Villanueva, as well as new NCOT Committee Members, Bobby Stiehler and Scott Voeller.

### E. **For Discussion Only** – Chicago Activation Concept

Chief Marketing Officer Caroline Sexton will walk through the proposed campaign activation to take place in Chicago next quarter.



## **F. 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.

## **H. For Possible Action - Adjournment**

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Connor Schmitz at (775) 220-4941 or by email to [cschmitz@travelnevada.com](mailto:cschmitz@travelnevada.com). Materials are available online at [travelnevada.biz](http://travelnevada.biz).

Persons with disabilities who require special accommodations or assistance at the meeting should notify Connor Schmitz at the Nevada Division of Tourism at (775) 220-4941 or [cschmitz@travelnevada.com](mailto:cschmitz@travelnevada.com).