

MINUTES OF THE MEETING
NEVADA COMMISSION ON TOURISM
MARKETING COMMITTEE

WEDNESDAY, AUGUST 21, 2024

The Nevada Commission on Tourism Marketing Committee was called to order by Chair Brunelle at 2:04 p.m. on Wednesday, August 21, 2024, Online via Zoom. Copies of the minutes, including the Agenda [[Exhibit A](#)] and other substantive exhibits, are available and on file with the Department of Tourism and Cultural Affairs and on Travel Nevada's website at www.travelnevada.biz/public-meetings.

COMMITTEE MEMBERS PRESENT:

Fletch Brunelle (Chair)

Kyle Horvath

Chrstina Erny

Scott Voeller

COMMITTEE MEMBERS ABSENT:

Edward Estipona (Excused)

Bobby Stiehler (Excused)

STAFF MEMBERS PRESENT:

Caroline Sexton, Chief Marketing Officer, Travel Nevada

Tracie Barnthouse, Chief Communications Officer, Travel Nevada

Keelie Cox, Marketing Manager, Travel Nevada

Connor Schmitz, Administrative Assistant, Travel Nevada

Chair Brunelle:

Good afternoon, I call the Nevada Commission on Tourism Marketing Committee to Order [at 2:03 p.m.]. [Roll was called and a quorum was determined.]

Can we confirm that the meeting was properly noticed and posted?

Connor Schmitz, Administrative Assistant, Travel Nevada:

Yes, the meeting was properly noticed and posted. Before moving on, I would like to remind those which you can make public comment via email to email their public comment to

NCOT_publiccomment@travelnevada.com to call in using audio conference you may dial 253-205-0468, and the access code is 986648.

Chair Brunelle:

With that, we will move on to **Agenda Item B, Public Comment.** Is there anyone here wishing to make public comment at this time? [There was no one.]

Connor Schmitz:

The Committee has not received any written public comment.

Chair Brunelle:

With that, we will move to **Agenda Item C, Approval of Minutes from May 16, 2024.** Are there any proposals by way of motion for any matter relating to these Minutes?

Christina Erny:

Motion to approve.

Kyle Horvath:

I will second.

Chair Brunelle:

All those in favor, say aye.

Committee Members:

Aye.

Chair Brunelle:

Any opposition? [There was none.] The Minutes from May 16, 2024 are approved.

We will now move to **Agenda Item C, Opening Remarks.**

Caroline Sexton, Chief Marketing Officer, Travel Nevada:

This will be a quick meeting, we do not have any items that are up for approval or votes, so it is really just an update. We wanted to take some time to walk you through our strategic plan and discuss some exciting things we did to wrap up FY24. Then a few things we are looking to do in FY25.

Chair Brunelle:

Sounds great, we can move on to **Agenda Item D, For Discussion, FY25 Strategic Plan.**

Caroline Sexton:

This is the strategic plan for all of Travel Nevada teams, so it includes Public Relations and Industry Development, but I will focus on the parts of our program that apply to marketing. That is what is most pertinent to us. Just touching again, high level, our mission here at Travel Nevada to

effectively communicate the enriching travel experiences Nevada offers and promote statewide economic health through tourism. And really the vision of all of that drives everything that we do here is to enhance the quality of life for all Nevadans.

We have some high level goals here, which are to increase overnight stays and spending to contribute to the long-term growth and sustainability of local tourism economies; lead the expansion of state partnerships to benefit those communities; foster welcoming and accessible rural destinations; establish an understanding that tourism products and services are fundamental and an important part of local economies; and affect awareness and perception of Nevada as a globally recognized brand. So really, through all of the different programs that we do, through marketing, through public relations, and through industry development, those are our aims.

So our first program here is destination stewardship. This is a new program that we have added to our strategic plan, really looking to take this next year and create and implement a destination, destination stewardship plan to focus on enhancing that quality of life for all Nevadans through preserving Nevada's heritage, stimulating tourism economy and respecting the Nevada outdoors. We have a couple of partnerships that we are rolling out. As part of this. We have launched a partnership with the Travel Foundation, who are really going to be consulting to help us build this plan. Nicole Orsua, on our team, is really leading the helm for this. And then we also have a partnership, which we've mentioned on a past call here with Leave No Trace as well. That will be more on the tactical side of things.

I know Christina will definitely be reaching out to you once we get to that point of really building things. Building things out as you guys have already started on a program with them, and this will really give us a lot of tools for our partners, as well as state parks and things like that. But we are really excited to, just hope, as the tourism entity here, from not just a marketing perspective, but also development perspective to really help make sure that we are taking care of our state as we invite people to it and help it grow.

Destination development and design, this is obviously outside of marketing, but part, a big part, of what we do here at Travel Nevada is through our 3D program, which is a long range community based tourism strategy program that helps enable rural communities to be more intentional and help them create plans to develop their economies over time, industry and community relations. This is also a big part of the industry development team, but trying to help us, as Travel Nevada, be a strong partner to all of our stakeholders, whether that's our commissioners, travel and trade, industry participants, community relationships with other destinations, and just everyone, kind of

within the tourism landscape within Nevada. So lots of big things going on with in-state market development.

This is really a big part of the marketing arm, as well as the PR arm. So we did develop a Discover Your Nevada campaign, that came through during the pandemic. But once we had that developed, and now that we are looking a little bit past that, we really saw our in-state market as something that had potential to help. We had potential to help grow it. So through that, this year, we have a couple of focuses that we are going to hone in on, and really looking a lot more at the Hispanic audience within our state, and how we can help show them places to visit within Nevada, as well as some of our bleacher travelers that are coming to the state for big conferences in Las Vegas and Reno, and really helping them to see or whether it's conferences or sports, you know, events, big things like that, coming to the state already. We want to help them to see there are rural communities outside of Las Vegas and Reno that are good to pair on to those big trips that they can get out and explore a little bit more while they're here.

We are excited for a lot of our partnerships that we have going on here. This is also where some of our sports partnerships come into play. We are looking right now at the Vegas Golden Knights and the Henderson Silver Knights, some of those types of things that target our audiences, like the University of Nevada Reno and University of Nevada Las Vegas partnerships, and the Aces and Las Vegas Aviators and lots of that kind of sports audience as well.

Then our domestic market development. This is where we look outside of Nevada, within the US, looking at targeting the states and things. We have our established market, a lot of California, Los Angeles, San Francisco, San Diego. Also looking at some of our new and emerging markets, Seattle, Portland, Chicago, those types of places where we're looking to target and align with a lot of those markets. I know we've had conversations on this call before, but a big focus of FY25 will also be to kind of reevaluate those markets and create a little bit more of a streamline perspective on how we're adding those in, moving them from being emerging to new to established, all of that good stuff.

Then, our international markets. This kind of falls a little bit between everyone, but really heavily focused on the PR side and the industry kind of trade side. We have five markets outside of the United States that we partner with and kind of infiltrate into those areas. And a lot of that work is more on the consumer side that business-to-business, that is then business-to-consumer, but we do have a lot of integration that we're working on helping come along side Nicole's team and find out partnerships and availability, where maybe an influencer that's based in the United Kingdom or in Australia, also might appeal to our domestic market as well. So, lots of integration there, and then really looking at how, you know, partnerships with US Travel and things like that,

just kind of go over all sides and focus there. That is a high level run through of FY25. I will send this over. It was posted with the materials as well, so you guys can take a deeper look at that.

Chair Brunelle:

Any questions before we move on? [There were none.]

All right, we can move on to **Agenda Item F, For Discussion Only, Quarterly Report and Q1 update.**

Caroline Sexton:

We wanted to keep this brief as we will have a full quarterly report coming out soon. I'm going to attempt to share a video, and I really hope the audio works, but it is really just music, so if it doesn't, it's not the end of the world.

On Thursday, as part of this whole activation within the city of Chicago, we partnered with Adler Planetarium, and we had a really great media event, VIP event, to kick off the whole weekend, we were able to use their auditorium there to watch some of the video that was also used in the 360 degree virtual reality headset. We invited press, trade partners, influencers, and we had talks from some of their team who are members from of the International Dark Sky Association. So it was really an awesome event. They hosted us and here are a couple recap photos from our time that evening. Some of the things that we had up the decor and whatnot. It was awesome. All of the food and drinks and everything were themed with little Nevada names and stuff.

These are things that are continuing on past that VIP event, Adler Planetarium through some of it will be through the end of the year. So we have this really cool kind of bus shelter in there with some of our ads on it. They will be playing our 30-second video as well as some of the clips from that 360 video that we got as part of their sky shows that play multiple times throughout just like normal business hours at the planetarium. Then as part of their astronomy conversations as well, there are two to three events we sponsored that. The Adler Planetarium was basically doing a long term exhibit through the rest of the year on light pollution, and so it was a really seamless fit for us to come in and talk about Nevada's night skies and how, you know, people in Chicago can only see 35 stars on average, and we have lots and lots in that here. So super exciting leading up to that. And while we were there, we did a lot of out of home advertising here. This is, like the most fun type of advertising I think you get to do, so really big, large format, things in key areas that were encouraging people to be able to see what was going on at Adler and go and visit that we even took over like an entire train car on the L train there, which is really big commuting town, obviously. So got to really saturate the market with all of our big, large format stuff. So awesome show of Nevada and all of that.

Here is another quick summary and we had a really great response. We can just a couple of highlights, 24.5 million total impressions between the paid and earned tactics, including the partnership with Adler. 60,000 people passed through Pioneer Court, where we had the big tent and activation that weekend. Through that we had them sign up for a chance to win a trip to Nevada. As they were going through that, they could also sign up for a newsletter. But from that, we tracked that we had over 400 activation participants, and so that was really the video that they saw within those headsets was about seven to eight minutes long, and so they got this whole spiel about Nevada. Oftentimes they had to wait because there was a crew already in there. We could only accommodate ten people at a time, so they had to really be immersed. We had games and giveaways and things like that on the outside as well. We got great feedback.

There's some comments from social media that we saw here, and even just the comments that we heard while people were kind of coming in and out, people said that they did not know that that Nevada had snow, or wanted to visit for their honeymoon. Those types of comments. It was really great, so super excited.

And with that, we have talked a little bit about a road show. So we are taking that same activation, and we're moving it to Seattle and Portland up next. We decided to shift a little bit just the nature of Seattle and Portland as cities. Portland, especially just in the last few years, it is really the dynamic of their downtown has changed a lot, and there isn't the same type of place where people are just walking past through every day, and especially not locals. Seattle and Portland are both very neighborhood based cities where they people kind of stay in their neighborhood. So we found, after doing a bunch of research, talking to a lot of different locations and found these two music festivals as really good opportunities for us.

Bumbershoot is like 90% local attended by local Seattle residents, which is great so really immersed in all of the people that are actually living there will have a tent. And also with both of these music festivals, we thought it was great to test people are naturally going to be hanging out a little bit more. They're going to be going between sets and kind of mingling around. So we're really excited to see how many people will get to come these both are going to be less foot traffic than what we saw in Chicago, just by the nature of those cities, but we still think they are a great investment. So Bumbershoot is into anticipated to see about 40,000 people throughout the weekend, and then cascade, which is a little bit outside of Portland, closer to Bend, but again, highly attended by Portland residents, about 10,000 over that weekend. So little bit smaller foot traffic, but think that these will be great additions, so more to come on those.

Another quick update that we wanted to give you is we're in the midst of a brand partnership opportunity with a local apparel company called DESO Supply Co, and we have partnered with

them to design a Nevada line. Here are a couple of these are really fun sneak peaks. We have a meeting coming up here soon, but we decided that it would be really fun to start off this first line by choosing six rural communities in Nevada and having the DESO design team come up with some little designs that represent those communities. So these are not final by any means. We actually have some that are a little bit more fleshed out here, but we chose Baker, Jarbidge, Winnemucca, Goldfield, Mesquite and Verdi. We wanted to try and get a spread all across the state, get some really good representation in the north and the south and the east and the west. And if you have not seen DESO Supply Co, look them up online. It's a really great brand. They really align with our brand pillars. They're an outdoor type brand, lifestyle brand. They produce all of their line, all of their clothes in the US. They are locals here to Nevada, and yeah, they were really excited about the partnership. They've been great to work with, and we're really excited we are going to partner with them on kind of a launch of the line. They're actually moving their brick and mortar location, so we're looking to partner with them on kind of like a grand opening potentially with that we've talked about some ways to kind of carry along this message in this story, the from the earned side, as well as even, you know, videos and things to go along with that.

We just think that this is an awesome way for people if you're in Nevada and you know these places, you're going to be drawn to them and know how quirky they are, and what makes them unique and awesome, and want to wear that all of this. Those of us who have been in the design process are just like chomping at the bit for it all to come to life. But then even for people that may not know where Jarbidge is or have ever been there, we want them to still be drawn to the design and would be willing to wear it even if they weren't there. And so yeah, just really creating visual interest around these places, making people curious about going to them if they have not been there, and wanting them to be somewhat recognizable. So we are in the process now of kind of bringing in each town to make sure that the design that we have come up with they feel like represents them accurately. We do not want to just come in and tell them who they are. So, yeah, we it has been a really fun process. I'm super excited about this. I'm a big DESO fan, so it's going to be a really fun project.

And final one here, I'm actually going to jump it over to Tracie, but you guys might have gotten some of the emails and things about the Governor's Conference kicking back off, so I'll let her take it away.

Tracie Barnthouse, Chief Communications Officer, Travel Nevada:

I have the amazing task of overseeing this year's Governor's Conference on Tourism. It is the first one back since 2019, so plans are well underway for the conference. We are very rapidly planning and working on all the logistics to bring this conference together.

The website, www.nvgovcon.com, is being constantly updated as we confirm speakers and sessions. There's quite a bit up already. We announced our keynote speaker yesterday that will be coming out in the E blast, I believe, tomorrow. So be on the lookout in your email for that registration open last Thursday. We sent a press release to coincide with that registration opening as well. So it's all steam for all systems forward for the Governor's Conference. It is at The Rio on October 29 and 30th. The kind of flow of the event, it will open with a welcome reception on the evening of the 29th and then it's a full day on the 30th, from 8:30 in the morning sessions, back to back to back, all in the same room, ending with an awards dinner that evening. The event concludes at 9 p.m., and we are kind of envisioning what that awards dinner evening activity looks like.

As you can probably understand, there are a lot of moving pieces with the Governor's Conference, but we're really excited with the content and the sessions that we've started playing so far. Thankful for a lot of the sponsors that are on this call. We could not do Governor's Conference without our amazing sponsors. As you know, the next couple months kind of roll on, but I'm happy to answer any questions that you might have about the governor's conference, and if not, I will toss it back to Caroline.

Caroline Sexton:

That was our last update for now. So any questions about anything that I went through so far, we can tackle it all now.

Chair Brunelle:

Can you send a link to the Chicago activation? And then on the Deso partnership, do we have a forecast on the volume of what we think is going to sell in terms of merchandise?

Caroline Sexton:

We were working through our pro forma right now with the DESO team. Travel Nevada is committing to buying kind of a set amount. We buy merch and swag regularly to give away at events, those types of things, for social contests and that. And then DESO will be selling the line in their store as well. We are actually looking to have a percentage of the proceeds of sales go to a local outdoor nonprofit as well. We are trying to finalize a partner there, and kind of work through some of the details on that. I'm trying to remember off the top of my head, how much the Travel Nevada team purchased. The line is pretty extensive. We have a few different hat options, a few different beanies, T shirts, long sleeve shirts, sweatshirts, some kind of button ups, more fishing shirts, for lack of a better term, and then some bucket hats, some different things like that. So it's a pretty extensive line, and we've been working really closely with DESO on kind of their best

sellers, fabrics and things that sell best for them. So I believe total number of pieces that travel Nevada committed to on the line was about 3,000 items.

We are starting to talk to individual towns. I just had a call with Jarbidge today, and they asked how they could sell it up in their town. We are thinking it is going to be a really successful line.

Scott Voeller:

To follow up on that, Caroline, is Travel Nevada's commitment just the purchase of the merchandise.. Is that correct? And then any revenue sharing, you were saying is going to go to an outdoor foundation, charity, something like that—nothing that comes back to Travel Nevada specifically?

Caroline Sexton:

Not right now. We're not looking at anything coming back to Travel Nevada. We should have probably foreseen it before we started talking to each town, but we have not really looked at the best way for, say Jarbidge, wanted to get their hand on their own, it makes more sense for them to buy that straight from DESO, or if they should buy some of our product. We do have the ability to sell product in that, legislatively. I guess we have an account we are able to do that with, but we have not really done that before, so we are not sure if it makes sense for this. We are kind of still working through some of those details a little bit.

Chair Brunelle:

If there is not anything else, we can move on to Agenda Item G, Public Comment. Is anyone on Zoom for public comment? [There was no one.]

Connor Schmitz, Administrative Assistant, Travel Nevada:

Chair Brunelle, we have not received any written public comment at this time.

Chair Brunelle:

Alright, thank you, Connor. I would like to ask for a motion to adjourn today's Marketing Committee meeting [at 2:33 p.m.].

Kyle Horvath:

I will make that motion.

Scott Voler:

Seconded.

Chair Brunelle:

All in favor?

Committee Members:

Aye.

Chair Brunelle:

Any opposed? [There was no one.]

Chair Brunelle:

Alright, the meeting is adjourned [at 2:33 p.m.].

[End of Meeting]