

TRAVEL NEVADA

NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Meeting of the Marketing Committee
Thursday, February 15, 2018 – 9:00 A.M.

MEETING LOCATION:

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

VIDEO CONFERENCE LOCATION:

Governor’s Conference Room #5100
555 E. Washington Ave.
Las Vegas, NV 89101

TELECONFERENCE NUMBER:

888-363-4735; Access Code: 4878739

COMMITTEE MEMBERS

Lt. Governor Mark Hutchison, Chair
Don Newman Jennifer Cunningham Cathy Tull

THIS MEETING IS IN COMPLIANCE WITH THE “NEVADA OPEN MEETING LAW” AND HAS BEEN PROPERLY NOTICED AND POSTED AT 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
Las Vegas-Clark County Library, Windmill Branch, 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.
- 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 ---

Call to Order and Confirmation of Proper Posting – Lt. Governor Hutchison
Roll Call and Determination of Quorum– Lt. Governor Hutchison

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 August 2, 2017 NCOT Marketing Committee Meeting Minutes.

D. Cardinal Path Update ---

Review of Data Collection and Reporting Model

E. Ad Copy Testing Research Update from Destination Analysts ---

- E1. Waddie Mitchell Broadcast Spot Review
- E2. Visual Storytelling Concepts

F. For Possible Action – New Creative Roll-out FY18 _____

- F1. Review and approval of edited Waddie Mitchell broadcast spot for Spring/Summer placement.
- F2. Review and approval of concept for new broadcast spot based on visual storytelling.

G. Arts & Culture Guide Update _____

Timeline and editorial update regarding the cultural guide being produced by Meredith Publishing.

H. Discussion Only – New Marketing Committee Member _____

Discussion of possible candidates for a new marketing committee member to replace John Wagnon who resigned. Recommendation will be brought to the full NCOT Commission for approval during its March meeting.

I. Commissioner Comments _____

J. Public Comment _____

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K. 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.