



NEVADA
COMMISSION
ON TOURISM

Committee Members

Lt. Governor Mark Hutchison, Chair

Don Newman
John Wagnon
Ryan Sheltra
Cathy Tull

TELECONFERENCE

NUMBER:

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NOTICE OF PUBLIC MEETING

Nevada Commission on Tourism
Department of Tourism and Cultural Affairs

Marketing Meeting

MEETING LOCATION:

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

VIDEO CONFERENCE LOCATION:

County Offices
540 Court St. #101
Elko, NV 89801

MEETING DATE:

Wednesday, February 8, 2017 – 9:00 AM

AGENDA

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 Library, Carson City, Nevada
Las Vegas-Clark County Library, Windmill Branch, Las Vegas, NV
Websites: www.TravelNevada.biz and www.notice.nv.gov

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- 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.
 - 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.

I. Roll Call

- A. Call to Order and Confirmation of Proper Posting
- B. Roll Call and Determination of Quorum

II. Public Comment

Public comment is welcomed by the Committee. 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.

III. For Possible Action – Approval of Minutes

- A. Approval of the February 11, 2016 Marketing Committee Minutes

IV. For Possible Action – Cultural Tourism Program

- A. Cultural travelers are a highly coveted group of visitors, often with more discretionary income and time than most travelers. The Division of Tourism has connected with Meredith Publishing to identify an opportunity for a multi-channel cultural tourism program. A team from Meredith will provide a presentation and the committee will possibly take action on whether the Division and Meredith should continue to develop this program.

V. For Discussion – Marketing Campaigns

- A. Review of the current Fall/Winter 2016/17 campaign
- B. Consideration of the Spring/Summer 2017 plan

VI. For Possible Action – New Print Creative

- A. Presentation by Fahlgren Mortine and the Division's marketing team on a new approach to the print creative. Committee members will have two designs they will review, discuss and potentially vote on. Creative approach will be incorporated into digital and broadcast elements for the Spring/Summer 2017 campaign and in "Always On" programming.

VII. **For Discussion** – Content Plan

- A. Content has emerged as one of the most important elements of tourism marketing. The Division's marketing team will provide an overview of:
- Recent video production
 - 2017 content editorial calendar

VIII. Marketing Committee Comment

IX. Public Comment

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X. **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 via email to ddykes@travelnevada.com. Materials are available from the Nevada Commission on Tourism office, 401 N. Carson Street, Carson City, Nevada or on 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.