



NEVADA
COMMISSION
ON TOURISM

Teleconference Number:
888-363-4735; Access Code: 4878739

NOTICE OF PUBLIC MEETING
Department of Tourism and Cultural Affairs
Nevada Commission on Tourism
Marketing Committee

MEETING LOCATIONS:
Nevada Commission on Tourism
401 N. Carson St., 2nd Floor
Carson City, NV 89701

Video Conference Location:
555 E. Washington Ave # 5100
Las Vegas, NV 89101

Thursday, February 11, 2015 – 2:00 PM

Marketing Committee Members:

Lt. Governor Mark A. Hutchison, Chair Don Newman John Wagnon
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 Library, Carson City, Nevada
Las Vegas-Clark County Library, Windmill Branch, Las Vegas, Nevada
Websites: www.TravelNevada.biz and www.notice.nv.gov

- 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 after discussion of each action item on the agenda and before voting on the item. Because of time considerations, the period for public comment 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.
- Note: No vote may be taken upon a matter raised under public comment until the matter itself 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 asked 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

1. Call to Order

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

2. Public Comment

The Commission on Tourism’s Marketing Committee welcomes public comment. 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.

3. Approval of Minutes – For Possible Action

- a) Approval of the February 13, 2015 Marketing Committee Meeting Minutes

4. Spring / Summer Campaign Ideation – For Possible Action

- a) Initial Results/Feedback from the Fall / Winter Campaign – Review of the campaign effectiveness study and resulting return-on-investment
- b) Spring/Summer Media Markets for Consideration
- c) Creative Updates/Messaging Modifications – based on the effectiveness of the Fall/Winter campaign and collectively from previous campaigns.
- d) Spring/Summer campaign development process timeline.
- e) Public relations/social media integration.
- f) General approach to the campaign based on feedback from the above discussion.

5. Web Development – Phase II – For Possible Action

- a) Phase 2 Progress – Key areas of focus for the Phase 2 (through June 30, 2016)
- b) Anticipated FY17 Development Discussion – prioritization of next gen elements

6. 2016 Discover Your Nevada Program – For Possible Action

- a) Feedback from 2014, 2015 programs
- b) Purpose/Goals of the 2016 program
- c) Concept Input
- d) Integration of the Nevada Magazine “Scavenger Hunt” and this year’s focus on Ghost Towns

7. Nevada “World Within. State Apart.” Statewide Brand Integration – For Possible Action

- a) Overview of the brand integration idea and print/digital elements
- b) Partner Integration – How we envision sister state agencies incorporating the brand elements
- c) Style guide review
- d) Roll out/timeline

8. Urban Sponsorship Application Process – For Possible Action

- a. Program evolution
- b. Process recommendations
- c. Timeline/roll-our schedule

9. Public Relations – For Possible Action

- a. Public Affairs program execution
- b. International media relations update
- c. LA media mission
- d. Inclusion of a media marketplace into the 2016 Governor’s Global Tourism Summit

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11. Adjournment – For Possible Action

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, Laxalt Building, 401 N. Carson Street, Carson City, Nevada.

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.