

# TRAVEL NEVADA

## NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Meeting of the Marketing Committee  
Wednesday, August 2, 2017 – 9:00 A.M.

**MEETING LOCATION:**

NCOT – Laxalt Building  
401 N. Carson St. 2<sup>nd</sup> 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**

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### COMMITTEE MEMBERS

Lt. Governor Mark Hutchison, Chair

Don Newman

Cathy Tull

John Wagnon

Jennifer Cunningham

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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](http://www.TravelNevada.biz) and [www.notice.nv.gov](http://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.

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## 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 February 8, 2017 NCOT Marketing Committee Meeting Minutes.

### D. **For Possible Action** - Overview of Always On Campaign Concept \_\_\_\_\_

Review and approval of paid media strategy based on more frequent reporting and the ability to optimize beyond seasonal campaigns.

**E. Insider's Look Character Campaign** \_\_\_\_\_

- E1. Refined Layouts of Print and Digital Ads
- E2. Discussion of addition of new characters to print and digital ads
- E3. Video Series Expansion for website and social channels

**F. For Possible Action - Broadcast Storyboard** \_\_\_\_\_

Approval of the storyboard concept for TV spot.

**G. For Possible Action - Virtual Reality Project / Media Tour** \_\_\_\_\_

Installation, Rotation, Recommended Locations, PR Overlay and Sales Outreach

**H. Discover Your Nevada Update** \_\_\_\_\_

**I. International Offices Update** \_\_\_\_\_

**J. Commissioner Comments** \_\_\_\_\_

**K. Public Comment** \_\_\_\_\_

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**L. 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](mailto: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](http://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](mailto:ddykes@travelnevada.com).