



## NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Meeting of the Marketing Committee  
Thursday, August 2, 2018 – 10:00 A.M.

**MEETING LOCATION:**

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

**VIDEO CONFERENCE LOCATION:**

NCOT – Las Vegas Office  
4000 S. Eastern Ave. #240  
Las Vegas, NV 89119

**TELECONFERENCE NUMBER:**

**888-363-4735; Access Code: 4878739**

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### COMMITTEE MEMBERS

Lt. Governor Mark Hutchison, Chair

Don Newman | Jennifer Cunningham | Cathy Tull | KristIn Windbigler | Carl Ribaudó

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THIS MEETING IS IN COMPLIANCE WITH THE “NEVADA OPEN MEETING LAW” AND HAS BEEN PROPERLY NOTICED AND POSTED AT FOUR OR MORE OF 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  
Nevada State Purchasing, Carson City, Nevada  
Websites: [www.TravelNevada.biz](http://www.TravelNevada.biz) and [www.notice.nv.gov](http://www.notice.nv.gov)

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### 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.

## STATEMENT OF THE COMMISSION - Continued

- 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

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

## B. Public Comment

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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

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Approval of the February 15, 2018 NCOT Marketing Committee Meeting Minutes.

## D. **Discussion Only** – Introduction of New Members

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KristIn Windbigler and Carl Ribaudó

## E. **For Possible Action** – TravelNevada logo

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Review and approval of existing TravelNevada logo as primary trademark, replacing “Nevada A World Within. A State Apart.” for use in all consumer marketing.

**F. Discussion Only – Integrated Marketing Agencies of Record Update** \_\_\_\_\_

Staff will provide an overview regarding onboarding of new agencies and contracts. Review of presentations given at Nevada Commission on Tourism meeting held June 20, 2018.

**G. Discussion Only – Introduction of Noble Studios** \_\_\_\_\_

Staff will review topline web usability results and Noble Studios will present timeline for discovery phase.

**H. Discussion Only – Paid Media Review/Fahlgren Mortine** \_\_\_\_\_

Fahlgren Mortine will review the current strategy, audience, target markets and partners considered for media buy beginning October 1.

**I. Discussion Only – Don't Fence Me In (DFMI) Evolution and new Creative/BVK** \_\_\_\_\_

BVK will explain concept refresh for current campaign (DFMI 2.0) and introduce timeline for new creative.

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

**K. 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 3 minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

**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).