



**Meeting Notice
&
Agenda of Public Meeting**

**Board of Museums and History
Marketing and Technology Committee**

February 20, 2020 at 9 AM

Meeting Location

Nevada Division of Museums and History
412 E. Musser Street, Suite # 2
Carson City, NV 89701

To Join the Meeting via Teleconference

1-888-363-4735
Access code: 7603239

*Site is open and accessible to the public ***

+ = supporting document(s) available

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- 1. CALL TO ORDER AND CONFIRMATION THAT THE MEETING WAS PROPERLY POSTED**
 - 2. ROLL CALL AND DETERMINATION OF QUORUM**
 - 3. BOARD ANNOUNCEMENTS & MEETING LOGISTICS (Information only)**

4. PUBLIC COMMENT

Public comment is welcomed by the Board. A period of public comment will be allowed after discussion of each action item on the agenda, but before voting on the item. 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)

5. Lee Business School (UNLV) (For Possible Action to Recommend Adoption By Full Board):

- A) Chair, Mike Mejza assisting with a student (MBA) project to assist with creation of Museum marketing strategy. Potential “experience marketing” program to be designed by student.
- B) Item detail +

6. Travel Nevada B-Roll (For Possible Action to Recommend Adoption By Full Board):

- A) Review “b-roll” provided by Travel Nevada and discuss possibility of installing digital sign display in museums to co-market all museums.

7. Social Media Review:

- A) Museum directors to discuss successes and insights into their social media tactics. What is working and what isn’t working?

8. PUBLIC COMMENT AND DISCUSSION

Public comment is welcomed by the Board. 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.

7. ADJOURNMENT

NOTICE POSTING LOCATIONS

<https://notice.nv.gov>

<http://museums.nevadaculture.org>

NEVADA DIVISION OF MUSEUMS & HISTORY, 412 E. Musser St., Suite 2, Carson Street, Carson City

NEVADA DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS, 401 N. Carson Street, Carson City

STATE HISTORIC PRESERVATION OFFICE, 901 South Stewart Street, Carson City

EAST ELY RAILROAD DEPOT MUSEUM, 1100 Avenue A, Ely, Nevada

NEVADA HISTORICAL SOCIETY, 1650 North Virginia Street, Reno, Nevada

NEVADA STATE MUSEUM LAS VEGAS, 309 S. Valley View Blvd., Las Vegas, Nevada

LOST CITY MUSEUM, 721 South Highway 169, Overton, Nevada

NEVADA STATE MUSEUM, 600 North Carson Street, Carson City, Nevada

NEVADA STATE RAILROAD MUSEUM, 2180 S. Carson Street, Carson City, Nevada

NEVADA STATE RAILROAD MUSEUM, 600 Yucca Street, Boulder City, Nevada

The public may acquire this notice and agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Deborah Rabe, Administrative Assistant III, Division of Museums and History, (775) 687-7340 ext. 301, or via email to drabe@nevadaculture.org. Supporting documents are available from the Nevada Division of Museums and History at 412 E. Musser Street, Suite # 2 Street, Carson City, Nevada 89701.

** We are pleased to make reasonable accommodations for members of the public who are disabled and wish to attend the meeting. If special arrangements are necessary, please contact the Nevada Division of Museums and History by calling (775) 687- 7340 at least two days in advance of the meeting.

Our Vision

Recognized as the most trusted stewards and engaging storytellers of Nevada's heritage.



THE HERITAGE LIVES HERE.