

Board of Museums and History
Marketing & Technology Committee Meeting
Summary of Minutes

The meeting was held via TEAMS conference
Thursday, August 13, 2026, at 9:00 AM

COMMITTEE MEMBERS PRESENT:

Seth Schorr, Chair
Mercedes de la Garza
Dora Martinez
Mark Slaughter

ATTENDEES:

Brenda Scolari, Director, Department of Tourism & Cultural Affairs
Mary Ellen Kawchack, Deputy Director, Department of Tourism & Cultural Affairs
Daniel Thielen, Administrator, Nevada Division of Museums & History
Harry Ward, Deputy Attorney General
Brian Deem, Administrative Services Officer, Nevada Division of Museums & History
Christopher MacMahon, Director, Nevada State Railroad Museum, Boulder City
Tracey Sprague, Director, Lost City Museum
Kyle Shulz, Research Director, Department of Tourism & Cultural Affairs
Mike Malone, Administrative Assistant, Nevada Division of Museums & History
Kyle Bryce, Estipona Group
Ali Laffer, Estipona Group

1. Call the meeting to order. Committee Chair.
Chair Schorr called the meeting to order.
2. Call for the start of the recording of the meeting. Committee Chair.
Chair Schorr called for the recording to begin. AA Malone initiated the recording.
3. Call for confirmation the meeting was properly posted. Committee Chair and staff.
Chair Schorr called for confirmation the meeting was properly posted. AA Malone confirmed the meeting was posted in accordance with open meeting law.
4. Call for the roll call of the Board and determination of quorum. Committee Chair and staff.
AA Malone took role and a quorum was confirmed.
5. Public comment announcement. Committee Chair.
No public comment was given.
6. Review social media strategy and content for each museum (For possible action.)
M.E. Kawchack, DTCA Deputy Director, provided an overview of the marketing and social media structure, and the data points captured to measure effectiveness. Additional insights were provided by Director MacMahon, NV State Railroad Museum, Boulder City, and Director Sprague, Lost City Museum.
7. Review Ai options to supplement content and post scheduling. (For possible action.)
Chair Schorr provided examples of how Ai platforms are effective tools in the private sector, citing several examples and platforms in the marketplace, and suggesting ways in which the tool might be applied to assist museums with marketing initiatives, especially for museums with limited staff and capacity.

8. Discuss museum's wish list for future marketing and technology initiatives. (For possible action.)
DTCA Director, Brenda Scolari, and Deputy Director Kawchack, provided suggestions for ongoing collaboration in support of museum, division, and department marketing initiatives. Administrator Thielen, Director MacMahon, and Director Sprague provided insights into the POS system capabilities, progress and data insights.
9. Public Comment.
No public comment was given.
10. ADJOURNMENT
Chair Schorr adjourned the meeting.

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 89701

The public may acquire this meeting notice, agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Michael Malone, Administrative Assistant III, Division of Museums and History, (775) 687-7340, or via email, to dmhfiscal@nevadaculture.org

Supporting documents are available from the Nevada Division of Museums and History at 412 E. Musser Street, Suite # 2, Carson City, Nevada 89701.

We are pleased to provide reasonable accommodation for members of the public with a disability who 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 prior to the meeting.