



NEVADA  
COMMISSION  
ON TOURISM

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

**MEETING LOCATION:**  
**Phone Conference Only**

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

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

**Wednesday, June 29, 2016 – 1:00 PM**

<b>Lt. Governor Mark Hutchison, Chair*</b>	<b>Commissioners:</b>	
Cindy Carano, Vice Chair*	Don Newman*	John Wagnon*
Jennifer Cunningham*	Rossi Ralenkotter*	Julia Arger
Dallas Haun*	Herb Santos*	Richard Arnold
Bob Morse*	Ryan Sheltra*	Bob Stoldal
	Mike Vaswani*	<b>*Voting Member</b>

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  
Clark County Library, Windmill Branch, Las Vegas, NV  
Websites: [www.TravelNevada.biz](http://www.TravelNevada.biz) and [www.notice.nv.gov](http://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 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.
- 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.

**REVISED AGENDA**

**I. Roll Call**

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

## II. 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.

## III. Approval of Minutes

- A. Approval of the March 15, 2016 Commission Meeting Minutes – **For Possible Action**

## IV. Topics

- A. Chair's Report
- B. Administration and Budget Update
- C. FY17 1<sup>st</sup> Cycle Rural Marketing Grant Recommended Allocation – **For Possible Action**

*Grant funds are intended exclusively to develop, promote and improve tourism to and within the State of Nevada. They may be used for no other purpose, and must be obligated and/or expended for invoices due in the same fiscal year as awarded. Grant funds will be used by the Division of Tourism on behalf of a grantee or distributed to political subdivisions of the state, to fair and recreation boards, and to local or regional organizations, which promote travel and tourism, and to assist them in: developing plans and programs for marketing and advertising which are consistent with the state plan; promoting specific events and attractions in their communities including adventure, arts, cultural, history and others that have potential to generate tourism; becoming members of and attending conferences/conventions of other professional tourism organizations; providing educational workshops and seminars on topics such as marketing, hospitality, event management skills or facility improvement in local communities; providing for unique research and model projects which would inventory, assess, compare, plan or assist development or demonstrate feasibility of non-profit attractions in rural Nevada; evaluating the effectiveness of the local programs and events. For the complete grant guidelines, please visit [TravelNevada.biz](http://TravelNevada.biz).*

- D. 2016 Governor's Global Tourism Summit Overview  
The 2016 Nevada Governor's Global Tourism Summit will be held October 11-12, 2016 at the Grand Sierra Resort. Staff will provide an update, will review the preliminary agenda and welcome recommendations regarding topics or speakers.
- E. Commercial Airport Summit – June 30<sup>th</sup> meeting update
- F. Sales and Industry Partners Update
  - 1. International Sales and Marketing Update
    - a. IPW
    - b. European Sales Mission Report
    - c. Governor's Trade Mission to Australia
    - d. LVCVA China Mission – New Representative Firm
  - 2. 2017 Show Schedule
- G. Marketing / Advertising Update
  - 1. FY17 Sponsorships – **For Possible Action**  
Sponsorships are defined as events or organizations to which the Division of Tourism provides funding with the goal being brand extension and community support. Recommended FY17 sponsorships include, but may not be limited to:
    - a. Reno Air Race NBC Sports Program
    - b. Great Reno Balloon Race
    - c. Continental Cup of Curling
    - d. Red Rock Rendezvous
    - e. Sierra Ski Marketing Council
    - f. Reno Air Service Corporation
  - 2. Spring Summer Campaign – Preliminary Report
  - 3. FY17 Planning Calendar / August 10 Marketing Committee Meeting
- H. Public Relations Update
  - 1. International Shows
  - 2. Media Mission to San Francisco Report
  - 3. Domestic Outreach / Media Coverage
  - 4. Recent Awards
- I. Nevada Magazine Update

**V. Upcoming Meetings**

Marketing Committee  
Wednesday, August 10, 2016  
1:00 p.m.

Full Commission  
Wednesday, September 21, 2016  
1:00 p.m.

Full Commission  
Tuesday, October 11, 2016 (in conjunction with the Governor's Global Tourism Summit)  
11:30 a.m.  
Grand Sierra Resort

**VI. Commissioner Comments**

**VII. 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.

**VIII. 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](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).