



NEVADA  
COMMISSION  
ON TOURISM

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

**NOTICE OF PUBLIC MEETING**  
**Department of Tourism and Cultural Affairs**

**Nevada Commission on Tourism**  
**MEETING LOCATION:**  
**Nevada Commission on Tourism**  
401 North Carson Street – 2<sup>nd</sup> Floor  
Carson City, NV 89701

**VIDEO CONFERENCE LOCATION:**  
555 E. Washington Ave. #5100  
Las Vegas, NV 89101

**Tuesday, March 15 - 9:00 a.m.**

**Commissioners:**

**Lt. Governor Mark Hutchison, Chair\***  
Cindy Carano, Vice Chair\*  
Jennifer Cunningham\*  
Dallas Haun\*  
Bob Morse\*

Don Newman\*  
Rossi Ralenkotter\*  
Herb Santos\*  
Ryan Sheltra\*  
Mike Vaswani\*

John Wagnon\*  
Julia Arger  
Richard Arnold  
Bob Stoldal  
**\*Voting Member**

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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 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)

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- 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.

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**AGENDA**

**1. Opening**

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

## 2. 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. “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)”

## 3. Approval of Minutes

- A. Approval of the November 16, 2015 Commission Meeting Minutes – **For Possible Action**
- B. Approval of the December 9, 2015 Commission Meeting Minutes – **For Possible Action**

## 4. DTCA Agency Highlight

- A. Nevada Arts Council
- B. Agency Updates
  - 1. Division of Museums and History
  - 2. Nevada Indian Commission

## 5. FY 2016 Projects Related to Tourism Grants – **For Possible Action**

- A. Review and approval of grant applications for projects related to tourism.

*The 2001 Nevada Legislature through Senate Bill 583 amended NRS Chapter 231 to establish the “Projects Relating to Tourism” (PRT) grant program. The program is designed to develop publicly owned property, facilities and infrastructure within Nevada to support and attract visitors to this state. The program is administered by the Nevada Division of Tourism. Recommendations for grant funding are made by the PRT Review Committee which consists of the Rural Programs Manager and the Grants Manager from the Division of Tourism, plus three members from the territories. Recommendations are presented to the Nevada Commission of Tourism for final approval.  
(Grant guidelines and applications forms are available at [TravelNevada.biz](http://TravelNevada.biz))*

## 6. Reports and Discussion

- A. Chair’s Report
- B. Strategic Plan Update – Quarterly Report – Review of the results from the FY16 second quarter and tracking KPIs against the strategic plan
- C. Governor’s Global Tourism Summit Update – Venue selection, Agenda evolution

- D. Research – Overview of American Traveler Study – Nevada Specifics
- E. Marketing Committee Follow-up
  - 1. Urban Sponsorship Program – Discussion about the value of the program and need to continue with this type of funding – **For Possible Action**
  - 2. Appointment of Additional Marketing Committee Member – **For Possible Action**
- F. Fall/Winter Campaign – Results Overview – Agency will provide a summation of the most recent campaign including the elements that worked best and those that were not as successful. Discussion about how the Spring/Summer Campaign has been planned based on what was learned from the Fall/Winter campaign.
- G. Spring/Summer Campaign Plan
  - 1. Media buy and additional creative elements provided for review and discussion - **For Possible Action**
  - 2. Discover Your Nevada 2016
- H. FY18-19 Budget Preview – Review of the budget process; FY16 as a “base year”; preliminary FY18-19 budget environment
- I. Sales and Industry Partners Update
  - 1. International Sales and Marketing Update – Recent Missions
    - a) Brand USA Mission to India
    - b) Visit USA Mission to Australia
    - c) Brand USA Mission to China / Launch of the US-China Year of Tourism ITB
  - 2. International Sales and Marketing Update – Upcoming Missions
    - a) Europe (May)
    - b) Governor’s Trade Mission to Australia (July)
    - c) China – in conjunction with CITM / Re-entry Celebration (November)
  - 3. China Office Update – status on the restructuring of the NCOT (TravelNevada) China sales/marketing office.
  - 4. Domestic Trade Shows
  - 5. Domestic Consumer Shows
  - 6. Domestic International Advertising
- J. Public Relations Update
  - 1. International Shows
  - 2. Domestic Outreach/Media Coverage
  - 3. Upcoming Press Trips
  - 4. Public Affairs Program
- K. Nevada Magazine Update
- L. Grants Review Process – Process for reviewing the policies and procedures surrounding the Rural Marketing and Projects Relating to Tourism Grants - **For Possible Action**

## 7. Upcoming Meetings

Full Commission  
Wednesday, June 29, 2016  
1:00 p.m. – Teleconference  
1<sup>st</sup> Cycle Marketing Grants Review/Approval

Marketing Committee  
August 10, 2016

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

## 8. Commissioner Comments

## 9. Public Comment

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## 10. 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).