



**NEVADA  
COMMISSION  
ON TOURISM**

**Commissioners**

**Lt. Governor Mark  
Hutchison,**

**Commission Chair\***

Cindy Carano, Vice Chair\*

Ryan Sheltra\*

Don Newman\*

John Wagnon\*

Rossi Ralenkotter\*

Jennifer Cunningham\*

Herb Santos\*

Mike Vaswani\*

Dallas Haun\*

Bob Morse\*

Bob Stoldal

Julia Arger

Richard Arnold

**\*Voting Member**

## NOTICE OF PUBLIC MEETING

Department of Tourism and Cultural Affairs  
Nevada Commission on Tourism

**MEETING LOCATION:**

Nevada Commission on Tourism  
401 N. Carson Street – 2<sup>nd</sup> Floor  
Carson City, NV 89701

**VIDEO CONFERENCE LOCATION:**

555 E. Washington Ave #5100  
Las Vegas, NV 89101

**TELECONFERENCE NUMBER:**

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

**MEETING DATE:**

**Wednesday, September 21, 2016 – 1:00 PM**

## AGENDA

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.

## I. Roll Call

- A. Call to Order and Confirmation of Proper Posting – Cindy Carano, NCOT Vice-Chair
- B. Roll Call and Determination of Quorum– Cindy Carano, NCOT Vice-Chair

## 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 – **For Possible Action**

- A. Approval of the June 29, 2016 Commission Meeting Minutes

## IV. Reports

- A. Vice-Chair’s Report – Report will be provided by Cindy Carano, NCOT Vice-Chair
- B. Administration
  - a. FY17 Budget/YTD Financials – Review of the FY16 financials and look at the planned expenditures for FY17.
  - b. Staffing Update – Introduction of new staff members
  - c. 2016 Governor’s Global Tourism Summit Event Update – Update regarding the agenda, international buyers and media attending, sponsors/exhibitors, communications outreach and attendance.
- C. Marketing Update
  - a. FY17 Integrated Marketing Approach (Fahlgren Mortine) – The agency and TravelNevada marketing team will present the recommended FY17 integrated marketing plan and request approval by the Commission – **FOR POSSIBLE ACTION**
  - b. Research – Economic Impact Survey (Dean Runyan) – The Division conducts biennial economic impact research with Dean Runyan and Associates. This report will provide the results of the economic impact of tourism throughout the state.
  - c. Cooperative Marketing – Domestic International Program – Overview of the new cooperative marketing program allowing partners to advertise to domestic Chinese (Mandarin) potential visitors.
  - d. Additional Team Updates
- D. Public Relations Update
  - a. PA Program/2017 Legislative Session Preparation – Efforts undertaken by the Division and its industry partners in advance of and during the upcoming legislative session.
  - b. Additional Team Updates

E. Sales and Industry Partners Update

- a. China Reentry Events/Program – Briefing on the upcoming events in China to announce the new sales/marketing agency and showcase the state’s commitment to the market.
- b. Brand USA FY17 Programs – Report on recent Brand USA collaborative activities: In-market FAMs, U.S. China Tourism Leadership Summit and Olly Ale Trails. Request for Commission approval – **FOR POSSIBLE ACTION**

F. Nevada Magazine Update

G. Department Agency Updates

- Division of Museums and History
- Nevada Arts Council
- Nevada Indian Commission

## V. Upcoming Meetings

Full Commission Meeting

Tuesday, October 11, 2016 (in conjunction with the Governor’s Global Tourism Summit)

11:30 a.m.

Grand Sierra Resort

Full Commission Meeting – Phone Conference Only

Wednesday, December 14, 2016

1:00 p.m.

## 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 or on [www.travelnevada.biz](http://www.travelnevada.biz)