



**NEVADA
COMMISSION
ON TOURISM**

Commissioners

**Lt. Governor Mark
Hutchison,**

Commission Chair*

Cindy Carano, Vice Chair*

Ryan Sheltra*

Don Newman*

John Wagnon*

Rossi Ralenkotter*

Phil DeLone*

Herb Santos*

Mike Vaswani*

Denice Miller*

Bob Morse*

Bob Stoldal

Julia Arger

Richard Arnold

***Voting Member**

NOTICE OF PUBLIC MEETING

Nevada Commission on Tourism
Department of Tourism and Cultural Affairs

MEETING LOCATION:

NCOT –Laxalt Building
401 N. Carson St
Carson City, NV 89701

VIDEO CONFERENCE LOCATION:

Governor's Conference Room #5100
555 E. Washington Ave.
Las Vegas, NV 89101

TELECONFERENCE NUMBER:

888-363-4735; Access Code: 4878739

MEETING DATE:

Wednesday, February 15, 2017 – 11:00 am

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 and 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
- B. Roll Call and Determination of Quorum

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. For Possible Action – Approval of Minutes

- A. Approval of the December 14, 2016 Commission Meeting Minutes

IV. Presentation

- A. Reno Air Race Association – presentation by Mike Crowell and Mary Beth Sewald
The Reno Air Races Association will provide the Commission with an update on the event as well as the NBC Sports broadcast.

V. Agency Reports

- A. Chair's Report
 - 1. Welcome/Introduction of Newly Appointed Commissioners:
 - a. Denice Miller, Senior Vice President Government Affairs, MGM Resorts International
 - b. Phil DeLone, President/CEO, Reno Sparks Convention and Visitors Authority
 - 2. Legislative Session Update
 - 3. Recognition of Rossi Ralenkotter for receiving the *DMO Leadership Award* from Destination Marketing Association International (DMAI).
- B. Administration
 - 1. Year-to-Date Budget Overview
 - 2. Quarterly Update
Review of the written report provided by Division staff regarding activities and performance as each relates to the key performance indicators.
 - 3. FY18-19 Budget Overview
Using the Governor's Recommended Budget, the Division will provide an overview of the proposed FY18-19 budget.

2. FY16-17 Annual Report
Using the FY16-17 strategic plan as the foundation, the Division, in collaboration with Fahlgren Mortine, has created an annual report to highlight the progress toward achieving the goals/metrics as outlined. As this is a first-time effort, the report will be reviewed by the Commission.
 3. FY18-19 Strategic Plan/Strategic Planning Process
According to NRS 231.260 the Division of Tourism will create a state plan to promote travel and tourism in Nevada. The Division has been working from the FY16-17 plan and its Key Performance Indicators for both the Division and each group. To reflect the FY18-19 budget and the continually evolving marketing environment, a new plan must be created. The strategic planning process will be discussed and a timeline identified to ensure the plan is completed within the first quarter of FY18.
 4. Personnel Update
- C. Public Relations
1. Legislative Session – Review of the stakeholder outreach program toolkit
 2. Executive Order Briefing on Potential Impact to the Tourism Industry in Nevada
A briefing is included in the packet. TO NOTE: This briefing was prepared and packet sent prior to the ruling by the Appeals Court. Should this occur prior to the Commission meeting, the Division will provide updated information based on the ruling.
- D. Marketing
1. Creative evolution – new print direction – **For Possible Action**
The Marketing Committee was presented with two print concepts and has selected to move forward with developing the “Nevada Begins” approach. This print concept will lay the foundation for the broadcast and digital treatments. TO NOTE: The ad in the packet is concept only. The actual creative treatment is forthcoming. The Commission is asked to review and vote on the decision of the Marketing Committee to move forward with this direction.
 2. Fall/Winter Campaign – Update on the results to date on the Fall/Winter seasonal marketing campaign.
 3. NVCulture.org – Review of the new cultural affairs site
 4. TravelNevada.biz – Review of the new industry portal
- E. Sales & Industry Partners
1. Rural Roundup 2017 Update
The annual Rural Roundup will be held April 26-28 in Elko. The Division will provide an update about the event.
 2. Go West Update – Annual international tradeshow to be held in Reno, NV February 20-23, 2017.

3. Brand USA update – Year-to-date programming and results.
4. Brand USA China Sales Mission/China Reentry Sales Mission
The Division will provide an update on its participation in the Brand USA China Sales Mission the end of March and intended Nevada China Reentry mission the first week of April.

VI. Commissioner Comments

VII. Public Comment

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VIII. For Possible Action - Adjournment

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. Materials are available from the Nevada Commission on Tourism office, 401 N. Carson Street, Carson City, Nevada or on 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.