



**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

Nevada Commission on Tourism
Department of Tourism and Cultural Affairs

MEETING LOCATION:

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

VIDEO CONFERENCE LOCATION:

None

TELECONFERENCE NUMBER:

888-363-4735; Access Code: 4878739

MEETING DATE:

Wednesday, December 14, 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 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 September 21, 2016 Commission Meeting Minutes
- B. Approval of the October 11, 2016 Commission Meeting Minutes

IV. For Possible Action – Additional Funding for 7 Magic Mountains Art Installation

- A. Nevada Museum of Art is requesting approval of additional sponsorship funding in the amount of \$150,000.

V. For Possible Action – FY17 2nd Cycle Rural Marketing Grant Recommended Allocation

- A. Review and Approval of the FY17 2nd Cycle Rural Marketing Grant Applications

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. For the complete grant guidelines, please visit TravelNevada.biz.

VI. For Discussion - Reports

- A. Chair's Report
- B. Administration
 - a. Financial Overview – Recap of the FY17 budget to date
 - b. Recap of the 2016 Governor's Global Tourism Summit – Review of the conference with attendee feedback and general stats.

- c. Las Vegas office space update – The new office location for the Division of Tourism Las Vegas sales team, the southern Nevada IT Technician and the Las Vegas office of the Nevada Arts Council has opened at the corner of Flamingo/Eastern. Update on the office move/agency integration logistics.
- C. Public Relations
 - a. Nevada Broadcasters Association PSA Program – Recap of the program components and results to date.
 - b. Public Affairs/Legislative Outreach – The Division is working with the Abbi Agency to craft outreach to legislators. Information item provides an update on those efforts and the plans for ongoing communication before and during the legislative session.
- D. Marketing
 - a. Fall/Winter Campaign Performance to Date – Snapshot of the preliminary results of the current marketing campaign.

VII. For Possible Action - Upcoming Meetings

- A. Schedule of Suggested 2017 Meeting Dates

VIII. Commissioner Comments

IX. Public Comment

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X. 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.