



**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, May 17, 2017 – 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    Nevada State Library, Carson City, Nevada  
Legislative Counsel Bureau, Carson City and Las Vegas, Nevada  
Nevada State Museum, Las Vegas, Nevada  
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
- 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 February 15, 2017 Commission Meeting Minutes

## IV. Presentations

- A. Nevada Film Office – Overview of the agency’s programs and opportunities for collaboration with TravelNevada
- B. Reno Tahoe Winter Games Coalition – Update on the January 2017 Continental Cup of Curling, Review of Upcoming Events

## V. Agency Reports

- A. Chair’s Report
  - 1. Legislative Session Update
  - 2. China Mission Participation Insights
- B. Administration
  - 1. Year-to-Date Budget Overview – Review of the FY17 budget, year-to-day revenue and expenditures
  - 2. FY18-19 Strategic Plan/Strategic Planning Process – Updated timeline for the strategic planning session. Review of the staff pre-planning session.
  - 3. Global Tourism Summit – Suggested Evolution (see attached proposal) – **For Possible Action**

- C. Public Relations
  - 1. Review of the Tourism Means More Program/Video
  - 2. Discussion around the possibility of producing a Nevada Welcome Video – in response to Executive Order – **For Possible Action**
  - 3. Discover Your Nevada program – Review of the 2016 program and introduction of the 2017 campaign.
  - 4. Review of recent media coverage – domestic and international
  
- D. Marketing
  - 1. Character Videos – review of completed videos, discussion of upcoming video subjects
  - 2. Monthly Digital Recap – The attached overview provides results from 11/4/16 – 4/30/17. The recap shows solid growth across all digital measurement metrics.
  - 3. Cultural tourism marketing program – in conjunction with the Nevada Arts Council
  
- E. Sales & Industry Partners
  - 1. Rural Roundup Recap – the 2017 Rural Roundup was held in April in Elko – the Industry Partners team will provide an overview of the event. Great thanks to Don Newman and his team in Elko for a very successful event.
  - 2. International Marketing/Sales – move to a more holistic and integrated approach with market directors overseeing sales, marketing and PR in each market.
  - 3. Review of recent FAM trips, sales missions and trade show attendance.
  
- F. Nevada Magazine
  - 1. Overview of Current Programs/Promotions
    - a. Great Nevada Picture Hunt with this year's theme, *Home Means Nevada*
    - b. Wedding Guide (in collaboration with the Las Vegas Wedding Chamber)
  
- G. Next NCOT Meeting: Wednesday, June 28, 2017; 1:00 p.m. Teleconference Only  
Grants and Urban Sponsorships

## 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](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)

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).