

MINUTES of the NEVADA COMMISSION ON TOURISM
May 17, 2017

The Nevada Commission on Tourism held a Commission meeting at 1:00 p.m. on May 17, 2017 at 401 N. Carson St. Carson City, NV 89701 and by video conference to 555 E. Washington Ave. #5100 Las Vegas, NV 89101.

Call to Order

Lt. Governor Hutchison, Chair, called the meeting to order at 1:03 p.m.

Commissioners Present:

Lieutenant Governor Mark A. Hutchison, Chair
Cindy Carano, Vice Chair
Ryan Sheltra
Don Newman
Herb Santos, Jr.
John Wagnon
Phil DeLone
Denice Miller
Julia Arger
Bob Stoldal

Commissioners who are absent/excused:

Richard Arnold
Rossi Ralenkotter

Staff present:

Claudia Vecchio, Director
David Peterson, Deputy Director
Sarah Bradley, DAG (phone)

Others:

Kevin Bagger, LVCVA
Eric Preiss, Nevada Film Office
Jon Killoran, Reno Tahoe Winter Games Coalition

Roll Call and Determination of Quorum

CARANO: Okay. I am cleared to call the meeting to order. This is the Nevada Commission on Tourism, Department of Tourism and Cultural Affairs meeting for May 17th, my

mother's birthday, at 1:00 in Carson City and we have several folks in Las Vegas as well, and maybe some on the phone. I would like to call roll to determine a quorum. Would you like to do that Claudia, or do you want me to?

VECCHIO: I'm happy to do it if you would like me to.

CARANO: I'll go for it because you can't see everybody. Okay. Lieutenant Governor Hutchison is tardy. He will be here shortly. Bob Morse?

MORSE: Here.

CARANO: On the phone. Phil DeLone?

DELONE: Present.

CARANO: Cindy Carano. Present. Denice Miller?

MILLER: Here.

CARANO: Don Newman?

NEWMAN: I'm here.

CARANO: Rossi Ralenkotter is unable to attend, however, Surrogate Kevin Bagger. On the phone?

BAGGER: Yes. Here.

CARANO: Great. Thank you. Herb Santos?

SANTOS: Here.

CARANO: Ryan Sheltra?

SHELTRA: Present.

CARANO: Mike Vaswani?

VASWANI: On the phone.

CARANO: Great. John Wagnon?

WAGNON: Here.

CARANO: Great. Hi, John. Non-voting members. Julie Arger?

ARGER: Here.

CARANO: Richard Arnold? Bob Stoldal?

STOLDAL: Here.

CARANO: Okay. Then of course we have Claudia Vecchio and Sarah Bradley—Sarah Bradley is not here.

BRADLEY: I'm on the phone.

CARANO: You're on the phone? Okay. Great, Sarah, thank you. Our Attorney General. We have a quorum, That's awesome.

Public Comment

None

CARANO: Open for public comment here in Carson City. Any public comment in Las Vegas? I see none. On the phone? Okay.

Approval of Minutes

CARANO: Approval of the minutes. A motion?

WAGNON: Move to approve.

NEWMAN: Second.

CARANO: Okay. All those in favor?

GROUP: Aye.

CARANO: Any opposed? No. Motion passed. [side conversation] I don't think so. Do I need to confirm the proper posting of the meeting today?

VECCHIO: Yes.

CARANO: Okay. Going back to, A. Thank you, Mr. Santos. Going back to, A, Proper Posting. Is it confirmed that it was properly posted for the meeting today?

VECCHIO: Yes. It was properly posted.

CARANO: Okay. We're all good. Presentations from the Nevada Film Office.

Presentations

VECCHIO: Okay. Part of the Commission of Tourism's wishes was to listen to those who are receiving lodging tax and have them provide a presentation of how the money is being spent, just so that we're sure the money is in good fiduciary hands. Today we have the first of our presentations. We're thrilled that Eric Preiss from the Nevada Film Office has agreed to share with us their programming. He certainly is willing to take questions or do anything he needs to reassure the Commission that the dollars are being well spent in the Nevada Film Office.

He is here and has a presentation. We're going to try and make this work from two different locations. Ron, if you could start the presentation. Eric, do you want to say something before we get going? I think there also was a video to show.

PREISS: Sure. It's great to be here. Thank you for having me so that I can talk about the Nevada Film Office. We have two quick things. One, we would like to show a little video about Nevada Film. Secondly, I'll jump right into a PowerPoint presentation that I promise I will try to keep as brief as possible. I know that there's a busy agenda. If we could maybe show the video about Nevada Film, that would be wonderful. [video plays] This is a little video montage that we like to show. It shows people the history of film in Nevada. It's interesting and exciting and kind of shows what we're about.

As many of you already know, the Nevada Film Office has been around since about 1982. The primary objectives of the Nevada Film Office are what I like to say, three-fold. One, to promote Nevada as a film and television destination. Secondly, once people make the decision to film in Nevada, to help them find the resources that they need to get those films completed. Third, once those productions are completed, to drive tourism through the state by seeing Nevada on the big and the small screen.

How we do that? Well, to promote Nevada as a film destination, we're attending industry trade shows, we're advertising in industry trade publications and magazines, we're effectively, I think, utilizing new social media outlets and our website at Nevadafilm.com. Of course, our locations are something that sets us

apart from other film destinations; our unique one-of-a-kind locations. The State also offers film tax incentives to promote filming here in Nevada.

Once we attract the content creators and the producers to come to Nevada, we need to provide them with the resources they need. This is where we put on our economic development hats, and we help to diversify Nevada's economy through the film industry. I provided everyone a copy of the Nevada Production Directory which we produce. This is the yellow pages of filming in Nevada. This is all the crew, the vendors, the equipment companies that are in this industry in Nevada. At the end of the day, we feel it's about jobs and it's about economic development. It's about bringing these productions here and getting them the resources they need, getting people employment through the industry, getting vendors work through the industry.

We also maintain a database of filming locations around the state that's on our website at Nevadafilm.com. Very important of what we do. We work as a concierge to the film industry, helping them secure the permits from the local agencies, facilitating intergovernmental cooperation with all the various agencies throughout the state to help get those projects on time and on budget.

Lastly, once those productions are made, we help to promote those productions. We know that when people see Las Vegas, Nevada, Reno, everything the state has to offer, when they see that on big screen, and when they see that on the small screen, it puts Vegas in the front of their mind, Reno in the front of their mind, everywhere in Nevada in the front of their mind, so that they're going to want to visit the state. Lastly, we are promoting the state as a tourist destination. If we could go to the next slide?

Here is a brief overview of the Film Office's budget. I will try to keep it brief. At the top, you will see the transfer from tourism. Our transfer from tourism is the majority of our funding, however we also generate funding through a few projects that we do. The production of the Nevada Production Directory, for example. That's where that miscellaneous revenue and that balance forward comes from. We put this book out every year. Some vendors choose to advertise in the book, and we also charge a very small fee to cover the production of the book.

This miscellaneous revenue is the advertising revenue that we get from the book. It is available both in a printed and online directory, but the printed guide still seems to be something that people want. As long as we continue to produce that, and we can show that there is a net-positive there, we're going to do that. That's where that miscellaneous revenue comes from. Again, the bulk of our revenue does come from the tourism transfer, but we do generate some with the book.

On the expenditure side, you know, we have our personal expenditures and I will go into a little more detail in a couple of the following slides. In and out of state travel, this is travel going to trade shows, travel throughout the state to attend Tourism Summits or do to film scouting throughout the state. Advertising is another significant portion of our budget. Again, promoting Nevada to the film industry both in the State of Nevada and outside of the state, domestically and internationally. Operating costs. Operating costs are just basic lease, rent, software leases, the rent on our office space, copier leases. Locations marketing. Locations marketing is a category that is to produce the directory. That is basically the expenses of producing the book. Again, the revenue outweighs the expense of producing the book so far. Some various administrative allocations. This is from the Governor's Office of Economic Development and State mail and things of that nature. Lastly, the reserve. The reserve is the amount of income that we have generated over the expenses of producing the book. Since we have been making this book for at least 15 to 20 years, that little bit of a difference continues to roll forward. That number will grow and shrink as we produce the book each year. If we could go to the next slide, please.

Here is just a brief look at the team. This is that payroll cost that you see on the budget. There are five of us there. I just wanted to get you familiar with the number of people that are working in the Film Office. Next slide, please.

Travel, as I mentioned, travel is a fairly small part of our budget. It is approximately \$9K, but this is us traveling to trade shows around the country. The majority are in California lately. Cine Gear Expo is a gear show. The American Film Market is in Santa Monica. We just returned from the AFCE location show, which is a big show for us. There is a picture of our booth there. Recently we also, in conjunction with that, attended the LMGI Awards, the Locations Managers Guild International.

Coincidentally, we were nominated for Outstanding Film Commission this year for our work on the Jason Bourne film. We worked with those producers for about a year-and-a-half to shut down the Las Vegas Strip, and have a car chase that was one of the biggest they have ever had in these Bourne films. So, we were nominated for an award for that. Unfortunately, we did not win, we lost out to the Royal Commission of Jordan for their work on Rogue One Star Wars. But, it's great to be nominated and to be recognized in the industry. It further raises our profile with those producers, and with the people in the industry to know that when they come to Nevada, we can get those types of big productions done. Next slide, please.

Our advertising is both digital and print. A very brief slide just to show that we are on the emerging and existing social media channels, constantly growing that base

with the Nevadafilm.com being our main advertising platform. Everything we do on social media, is to drive traffic to Nevadafilm.com, and all the resources that we have there. Next slide, please.

We do some print advertising, mainly in trade journals because we want to hit the directors, the cinematographers, the filmmakers. While we continually analyze print versus digital, we still see some value in print because of people in the industry that continue to watch that. There is an example of some of the ads that we run in these publications. Next slide, please.

This shows a mix of our advertising breakdown. Again, advertising is a significant portion of our budget. Fifty-one percent of it is advertising digital, social media. That continues to grow as we move into this economy where everything is in the digital space. Approximately 28 percent of our advertising is still in print, 10 percent on content creation and reviewing of that content, and reviewing of our metrics on social media. Seven percent, displays in various trade shows that we don't attend—we might still have a display there. Then a small percent on promotional items, hats, tee-shirts. These are things that we hand out at trade shows. When productions do come to Nevada, we will often visit the set, meet with the producers, meet with the crew, hand out Nevada Film tee-shirts and hats because we want to get our name out there as much as possible. Next slide please.

Within the community itself, we do a fair amount of community outreach. We sponsor local film festivals like the 48-hour Film Festival, UNLV Spring Flicks, the Dam Short Film Festival, which is very successful in Boulder City. We're sponsoring these because we want to give back to the community and support the community of film makers here in Nevada. We've recently started what we call, FILManthropy. A filmanthropic pursuit where we're trying to give back to the community. We've sponsored some school supply drives, community food drives. We're working with the UNLV on their curriculum for film, and how we can have students coming out of UNLV with a background that is going to get them jobs immediately. What we see in the industry and how to connect that with the education that is coming out the University of Las Vegas. That's something we do.

Lastly, we do speaking engagements at Chambers of Commerce, Rotary Clubs, at the colleges, and some tourist agencies here in Nevada. Again, we continue to promote Nevada both outside of the State and inside of the State. Next slide please.

The Production Directory which I mentioned, and everyone should have a copy of, is the yellow pages for the industry in Nevada. It's required by Nevada Revised Statutes that we produce this. We produce about 1,200 to 2,000 copies annually. This is what we're giving out at the trade shows. This is what we're getting into the hands of the

producers and the executives to let them know that, if you want to film in Nevada, we have the resources. This is how we're connecting Nevadans that work in the industry with jobs in the entertainment business, to get people to work and to get people paid. This is available both in print and on the website. Next slide please.

Locations. Locations is a very significant portion of what we do, and it's also required by the Nevada Revised Statutes, that we have a locations database of locations around the state available for filming. This is where I feel we will have a significant opportunity to work with the other agencies in Nevada to promote tourism. In our business, now it's about two things. It's about finance and it's about locations. What we would like to say is, in Nevada we have unique one-of-a-kind locations that you can't build on a sound stage, and you can't show on a green screen. You have to get here to see these fantastic locations. Next slide please.

Part of what we do, and something that we're expanding upon is getting the community involved in this location. We know that locations are a very important part of what we do, and is a very important part of driving tourism to the State of Nevada. What we do have now on the website is, anyone anywhere in Nevada, can submit their location to us and we will promote that to the film industry. This is something that we want to spend a lot more time on in the upcoming fiscal years, to get this message out. If you are anywhere in Nevada and you have a house, a business, a piece of property, anything that you would like to promote as a film location, we want to promote that. We want to have that in the front of the industry. We're providing an avenue for people to go out, take a few snapshots of their property, upload it to our website, and then we are going to be promoting that to the industry. So, that's one way to get the community involved as well as to highlight locations all around the state. Next slide please.

That does delve into some things that we're doing with our film tourism. Right now on Nevadafilm.com, you can log onto our website and our film tourism page, find interactive maps of the State of Nevada that show where movies were filmed, scenes from those films, information on how to go visit that location, as well as, trivia and facts about those films. We know that being seen on the large and small screen drives tourism. When people see Ocean's Eleven that was, I think, in 2001, when people see that on TV 15, 16, 17 years later, they still see those iconic locations and they want to know where that was shot. We provide this resource that they can go to our website, click on it, find those locations, book a trip to Las Vegas, and then go visit those locations. Next slide please.

Film tourism is something that we are focusing more and more on every day. On our website, we have a list of all of the recent productions that filmed in Nevada. That's films, it's TV shows, it's commercials. What we feel is a big opportunity in the future,

that already exists is video games and web series. A lot of the video games now, spend as much money as a feature film does to produce a video game. We want to be featured, our locations, featured in those games just like they would be featured in those films, hitting that millennial market, hitting that younger demographic that will be the future visitors of Las Vegas. Next slide please.

Continuing on with film tourism, here is some things that we do on the website, and we do on our Twitter and Facebook accounts, Seen in Nevada, the Location Spotlight. For example, this scene in Nevada is a recently filmed music video from a country star, that filmed at the Jean Dry Lake Bed in Jean. We do a segment on the location itself, the celebrity—and this one happens to have a behind-the-scenes making of. Secondly, on a Location Spotlight, this is where we highlight local locations around the state that either have been featured in movies, or are in our database. This is where we're trying to connect those producers with these local businesses to drive traffic to their door, to get revenue to their door, and promote them, that they are in the State of Nevada. So, we continue to do this content that will live on the website, and is good ever-bringing content that will be there forever. Next slide please.

Exposure. We can jump to the next slide as well. Television shows, we're everywhere. This is a small smattering of the shows that we are featured on. I really could go on ten slides just showing all of the different shows that filmed in Las Vegas. Recently last season, and now this new season of, "Who Wants to be a Millionaire" is now filming in Las Vegas at Bally's and soon to be in the soundstage behind Bally's at Caesar's Entertainment, which leads into my next slide about how viewership equals visitation in my mind.

We started recently keeping these statistics. During the month of April alone, 65 different television shows and movies that were set in Las Vegas, aired on national cable networks. Approximately 149 million viewers total, based on Nielsen TV Ratings, with an estimated promotional value of about \$4 million. So, just in the month of April, there was 65 different Las Vegas TV shows or films that were airing on cable networks around the country. Almost 150 million people saw some content that featured Las Vegas or Nevada. For the month prior to that April when we first started keeping these statistics, it was about 128 million. We feel that people are going to see Las Vegas and Nevada on the small screen through television shows, and they are going to want to visit Nevada. This is where we feel we have the greatest impact moving forward. Next slide please.

Wrapping up, where we have opportunity. I think that one of our greatest opportunities is our locations. Working with the other tourism agencies in Nevada, working throughout Nevada, to get all of those locations into our database. We are

the point of contact for the industry, so if anybody wants to film something in Nevada, we are driving them to Nevadafilm.com. There, we want them to find the locations, the Bed and Breakfast that is somewhere in the middle of Nevada that, if we can get that location in our database, the next reality show will want to film there, or the Travel Network show will want to film there, or something on the Food Network wants to film there. We're going to be connecting them with these and we know that when those shows highlight a local venue, that venue has an increase in business. We truly feel that it is a win-win for everybody. I think that this is our most significant opportunity.

Also, because we are a smaller agency, and we are located in Las Vegas, that outreach to all of Nevada is important. It's important to work with the other agencies to build a network of connections throughout Nevada so that we are aware of these locations all around the state. It's a large state and we have a small travel budget, so we're not able to be everywhere all at once. The majority of filming does happen in the southern part of the state, but we want to expose the entire state. By working together, I feel that we can get those locations in our database.

Lastly, I would say, awareness. Letting everyone know, that when they are visiting a location, when we are meeting with a business, when we are promoting Nevada, that we are there as the Film Office. We ask, how can we get this into a television show? How can we get this location into a movie? I get a lot of calls from producers and production companies that are looking for specific things, and I don't know of everything in Nevada. When they call because they want to film Wolverine in Nevada and they're looking for an abandoned mine shaft, and I don't know where those all are. If we're working together throughout the state, we can help find those locations and get more of those films made in Nevada. With that, that is kind of the last slide about opportunities.

I just wanted to say thanks for giving me the opportunity. I'm welcoming any questions. I don't want to take up too much of the time because I know there is a long agenda. Thank you.

CARANO:

Great. Thank you, Mr. Preiss. I do appreciate your ending with opportunities because I wrote down a few. Congratulations on all of the collateral that you have and the productions that you have sponsored throughout the years. It does make a huge difference to a community, especially our small communities that actually have some sort of filming in their property. Maybe the Bonanza has some uptake in your business because of the Muppet Movie. I know that we did, at the Eldorado, when we had Pink Cadillac and Kingpin.

Just noting that we are a statewide. Of course, the majority of the filming is in Las Vegas because Las Vegas sells. I noticed in your directory that you didn't have Lake Tahoe or Virginia City as destinations for your driving distances. It seems that people might think that Lake Tahoe is in California, but it's in the heart of Nevada. I would love it if you would have some good photos because I know they're out there, of Lake Tahoe and the driving distances. Virginia City is just a given. It is a stage right there and it doesn't take a lot to close down the street there, they do it all the time.

Those are my comments and I appreciate you presenting to us. I think that this is a great forum to have continuing for our partners. I would like to open it up to the rest of the Commission. Commissioner Santos.

SANTOS: Thanks. Herb Santos for the record. Can you give us an update on this legislative session regarding any tax incentive legislation that went through for the film industry to attract them to come to Nevada?

PREISS: Yes. The Legislators are currently in session. There was a meeting last week regarding AB492, which is the legislation for the tax incentive, to bring more funding into the program. The program does currently exist. We are currently working with productions and wrapping up those last productions that did receive credits with the funding that we did have. With that, we are waiting for this new funding. The hearing on AB492 was last week, we wait to see what the decision from the legislature is. The proposal was \$10 million in tax incentives for each of the next two fiscal years. So, \$10 million per year for a total of \$20 million. Now we wait to see what the results of the session are.

CARANO: Commissioners? Seeing no other comments, any comments in Las Vegas or on the phone?

VECCHIO: This is Claudia. I would just comment to say that this presentation provided me with a lot of insight of how we can better work with the Film Office to promote Nevada. They have some good ideas. There are some brand issues we have here, how we are conveying the brand of the state and how they're conveying the brand of the state. We're not oceans apart, but I think we can collaborate better on how we convey the brand of the state. I know that we can work with them on that.

Another thing like links from our websites to one another. It looks like they're putting tourism on their website when they could be utilizing our site better, and we could be pushing people to their site as well. There are some obvious things we can do. The other thing I would like to do with Kyle, David and Brenda, is look at our research to give them better numbers. I think we can add a question to our polls to

determine if seeing film locations are a reason for people to visit or an activity that they do while they're here. That would give them a better fire power in terms of understanding really how impactful film is in visitation to Nevada.

We can talk through a number of other things, but I think those are three easy things we can do to make sure that we're conveying value, this over-arching brand and we are driving people here because of film tourism. It is a big deal. National groups like Brand USA and US Travel, when they was doing marketing that was their overall focus. Bringing people to the United States because of film. It definitely has opportunities that we really haven't maximized. Some are easier to do than others, but I think we will commit to working more closely with Eric and his team. We know those folks pretty well, so we will get our group working with them. Next year at this time, I think we will have a good story to tell about things we were able to accomplish.

CARANO: Thank you very much. Excellent. The next item on our Agenda is the Reno Tahoe Winter Games Coalition Update. Mr. Killoran?

KILLORAN: Commissioners, Executive Director Vecchio, for the record I am John Killoran. I am the Executive Director, CEO, of the Reno Tahoe Winter Games Coalition, which was created back in 2003, at the time to solely pursue an Olympic Winter Games bid for the Reno, Tahoe region. It is 2017, we are patiently awaiting that opportunity.

In the meantime, the organization broaden its mission over the last few years to become one that promotes the entire state as an elite sports competition and events destination, attracting athletes and delegates from international sports federations and competitions from throughout the world to the Reno, Tahoe, and Las Vegas area. We did this for a two-fold reason. One, to build a calendar of credibility so that if we do get an opportunity to pursue an Olympic Games, that we would have that many more events under our belt. Secondly, and importantly, to pay our bills.

It has been pretty successful over the last few years, especially with the events that I am going to speak to you about today. That is the unlikely pairing of the sport of curling, and the city of Las Vegas. Four years ago, we were asked to bring an elite sports competition known as the Continental Cup to Las Vegas. It pits 48 of the best men's and women's athletes of the sport from all around the world, in a rider-like cup competition. Team North America, which is Canada and the United States, versus Team World.

We naively put a couple hundred rooms at the Orleans, hoping that they wouldn't ask for attrition and hoping we would be able to sell these rooms over the course of

the four-day event. We found out a year out from the event, when we put them on sale, that the 200 rooms went in the first 48-hours, 500 rooms in the first week, and eventually 1,000 rooms in the first seven months of the on sale, selling out at the Orleans four months before the event ever took place.

In 2016, two years later when we brought the event back, was even more spectacular. The event sold out 1,100 rooms at the Orleans in the span of two months, and attracted a, still to this day, US attendance record of just under 62,500 attendees, spectators, for the four-days. It was so successful that we were able to broaden our horizons and go after some events that I will speak about in a moment, but in the meantime, Curling Canada which owns this event, came back to us and said, hey, would you do it again next January, which was this past January.

We looked at things and thought, okay, let's give it a shot. We'd never done it in back-to-back years. This past January, and there is a report that I put in your packet that I will just summarize briefly here. This past January, coming back back-to-back, we had attracted again just under 53K total attendees. The beauty of this attendance is that it's 98 percent not Las Vegas, and I think we're being generous to Las Vegas there. As much as we would like to sell some tickets to the locals and bring them out to enjoy a sport that they may not know a lot about. This event is about attracting largely Canadians and Canadian snowbirds, but also a growing number of US curling fans, from around the country to come to this event, with a smattering of international fans from elsewhere.

This is truly a tourism event. It brings, from the athletes, to the delegations, even we, most of us in our organization live in Reno, are tourist for the time being staging the event down in Las Vegas, and bringing the economic impact that that brings. We found that we've got a wonderful base. The three events now stand first, second and fourth in the all-time US Attendance Record for curling events, and have led to quite a lot of economic impact in the region, as well as hotel stays.

This past January for example, the Orleans and its sister property the Gold Coast, filled overflow. This time we went through 1,100 rooms in April of 2016 in two weeks. They were booked out. As the Gold Coast, their sister property the next street over, came in with 250 additional rooms. Between the two properties, there were over 9,000 paid room nights realized.

That's just part of the story. We don't have partnerships with the other properties. Again, I can tell that because we know that all of these people are coming from out of town, that the 1,800 or so ticket holders for the full event, the four-day event, had to stay someplace. Now, about 10 percent, through surveying, we found either have time-shares or families that they stay with while they are in Las Vegas, but the

rest are booking elsewhere. They're booking at their favorite properties on the strip, or some other properties off strip. We factored into this equation and came up with the fact that we have roughly 14,000 room nights that were realized over the four days of the competition. That's just the four days. We also realized another few hundred people who extended their stay.

Working with Claudia and her team both in 2016, and 2017, as part of the NCOT's sponsorship, was about extending your stay. These folks love their curling. They want to go morning, noon, and night to the curling because it's contested three times per day. They extend their stays so that they can go to the strip, or they can visit the Grand Canyon, or they can go to Hoover Dam and do the other things that Las Vegas has to offer while not missing any of the sport that they love to spend time with.

It's led to a growing number of room nights that are being extended from the actual event package. Most of the people, 85 percent of the attendees to the Continental Cup, buy the full event package, and with it, a five-night hotel stay. They're there, they spend money while they're there, whether it's at the Orleans, the property itself or on the strip, or elsewhere.

The important thing for us is that, that is one event, in one city, in one time. But, it led us to the thought that again, trying to build our calendar of credibility. We've moved on to some broader horizons and that is the 2018 World Men's Curling Championship. Here is some insider information. Right now, it's 12 countries that qualify. The US is automatically in, Canada will be in, and then it's eight European countries, and right now two Asian countries, likely to be two of the three, between Japan, China and Korea. Next April, for nine days, again at the Orleans in Las Vegas. But, a vote will be taken later this year that will most likely expand the number of countries from one to four, somewhere in that total, which will bring more fans, and particular fans, especially when you get a World Championship. Fans come from both those that live domestically, and those that might live overseas. They come from many destinations that Las Vegas already enjoys great tourism from. Whether it be the Pacific Rim, Canada or even Europe.

We're excited about this, so much so, that tickets went on sale a year in advance, and today we have already sold 800 full event packages. Now, remember, I said this is a nine-day event, not a four-day. It's a ten-night hotel stay. The people that are making this commitment are making a near two-week commitment to be in Las Vegas, to attend curling, and again, have more time to do more things. They will do more things because for instance, the Canadians will come to the draws, the games, where the Canadians are playing. Well, in the 17 round robin draws, the Canadians will play 11 or 12 times, meaning there will be 5 draws where they will leave the

arena alone and they're going to go somewhere and do something else because they don't stand still. It's a great opportunity again, for a lot of different economic impact throughout the entire city and the region based on their interests which vary, as well as their want to see curling.

We have put many packages on sale. All in all, the Orleans already has realized that almost 500 room nights per night, for each of the ten nights filled, for an event that is still eleven months out. We're very excited about that. That's all in Las Vegas. Especially with many of the Commissioners sitting in this room, and we being the Reno Tahoe Winter Games Coalition, we want to do some things that are also up here in the north as well, to build our own calendar and credibility, and we work in partnership at times. That, in fact, was beneficial to us.

As Commissioner DeLone might know, and Commissioner Carano, we partnered with the Reno Sparks Convention and Visitors Authority late last year, and with the Tri Properties. For the fifth time in Reno's history, and the second time our organization, the Reno Tahoe Winter Games Coalition, will act as the local organizing committee, we will once again be bringing the National Junior Olympic Cross Country Running Championships to Reno in December of 2018. Now, we hope that the blizzard that accompanied it in 2009 will not be there when we do host because that had its own set of challenges. But, we're excited because since we've last hosted, they have added a couple of other age groups. This now will bring roughly 3,000 young runners, ages 6-18, from throughout all the 50 United States, and its territories, to Reno in the second weekend of December. We all know usually we have a lot of vacancy in our hotels in that time.

The Tri Properties downtown will be, again, our partner for this event. It works so well. Rancho San Rafael, the park up near the university, will be the home course for the event. All of the races are run on a Saturday. The folks are generally in for three to four days. We're extremely excited to bring that back because, again, with its Olympic moniker, it helps to add to our credibility.

Again, these events are great and they bring a lot of people, but we couldn't do it without the sponsors and support that we have, and the Commission of Tourism has been one, certainly for our Continental Cup, from the first event that we've held. The funds that we have received, we used towards marketing. TSN, which is the ESPN of Canada, is the network of record for curling in Canada, we have a season-long advertising package that we run on there, that our survey has shown has led in spades to attracting people, the knowledge and awareness that they have, of the events taking place in Las Vegas. We greatly appreciate the support that we have received from NCOT over these first three additions. Claudia and I will be talking

shortly about the World Championships and what opportunities there will be going forward.

As a token of our appreciation, we left for you, a commemorative Vegas pin set in velvet from our 2016 event. There are only 200 of them made in the world, that's how exclusive these are. There are pin collectors for the curling world, just like there are for the Olympics. They mean a lot to people who are the passionate collectors.

There is a loose pin in the bag. We went with a bit of a rock-and-roll because the average demo age is 50 plus. They have disposable income, they can plan their lives a year out, they're wonderful people. But, as much as Las Vegas has changed, especially with the millennials coming, with these folks, we hire the Elvis', the Marilyn's, the Rat Packs. That's the group that these people still associate with and assimilates to. We had some fun with the Elvis theme this year and went with some guitar pins for this year's event. Again, as a token of our appreciation for your support, we wanted you to have those today for your keepsakes.

We are excited about these opportunities. Next year will be the most ambitious. When we talk about staff, the Film Office down there has five people on staff. We have two. But, we have a wonderful Board which is still chaired to this day by Brian Krolicki, the former Chairman of this Commission, former Lieutenant Governor, and some very passionate people from Northern and Southern Nevada, as well as California, the Lake Tahoe, Squaw Valley area, Truckee. They have passionately stayed with this effort even though we have been patiently waiting for an Olympic bid that hasn't come yet, and won't until at least this September when Los Angeles learns its fate—if it's going to host the 2024 Summer Olympics.

We are excited because next year with two major events, one in the southern part of the state and one in the northern part of the state, will keep us very busy and will keep us moving along. We certainly are negotiating with the World of Curling because we don't think the World Men's would, or should be, the last curling event in Las Vegas because of the popularity. We are looking forward to some opportunities that might eventually bring Ice to northern Nevada so that we can bring some of these same elite ice events up to this part of the state as well.

Again, thank you very much. I think it was Kevin on the phone representing Rossi, if you could thank Rossi for the LVCVA support of the Continental Cup, we would greatly appreciate that. I am prepared to take comment or answer any questions that you may have.

CARANO:

Great. Thank you Mr. Killoran. Any comments from the Commission? In Las Vegas?

VECCHIO: None.

CARANO: Okay. In coming is Lieutenant Governor Hutchison.

HUTCHISON: Thank you. Go right ahead.

CARANO: Okay. We will mark him present. There we go.

HUTCHISON: I made it.

CARANO: Good job. Welcome. Thank you so much. Congratulations on your attendance. We look forward to seeing the Junior Olympics in the second week of December. Northern Nevada will work on the guy upstairs providing the good weather for you.

KILLORAN: Absolutely. A couple of really quick things. If you do want to check more about our world championships, we have a dedicated website ourselves. It's Lasvegascurling.rocks. It's a custom website with information on the event. Also, just to show that even in the non-curling season, we were published yesterday in the Toronto's Sun, saying that curling is now appearing to take on hold in Las Vegas. It's nice to get the off-season publicity that keeps our names and our publicity out there while we're trying a bit of a lull in our marketing before we get heated up again in another month or two. Thank you again.

CARANO: Give our best to Lieutenant Governor Krolicki.

KILLORAN: I sure will. Thank you.

CARANO: Thank you.

Agency Reports

HUTCHISON: Thank you very much Madam Vice Chair. I appreciate you taking the wheel there while we made sure everything got done in the State Senate and the world is safe for democracy for one more day. I can tell you that. We are on Agenda Item No. 5, Agency Reports. We will start off with Subsection A, the Chairs Report, Legislative Session Update. Claudia, I will leave that to you.

I will just give you a quick update on the China trip. It was a wonderful experience. I thought, very productive. China is, as you all know, a very, very important market for us. The Chinese traveler loves to come to the United States. The United States is the number one destination for the Chinese tourists. When we were meeting with the largest online tourism company, and tour operator, they said that Las Vegas was

the second most popular destination for their customers—again, that's the largest online tour company. Right after New York City, the Chinese traveler wants to go to Las Vegas to experience Las Vegas.

Then, for us to have the opportunity to have them experience the rest of Nevada. As we always know from our Tourism Commission discussions, both Reno and Las Vegas serve as gateways for those international tourists. It was just wonderful. We went all over the place. We went to Xi'an first, and then we went to Guangzhou, then to Shanghai, Beijing and Hong Kong. We met with the local government officials and leaders within the tourism business and industry, as well as, had some very large events that we sponsored as the Commission and Division on Tourism. Very well attended, wildly successful, and just overall a wonderful experience.

Claudia did a great job, and everybody here with the Division and Commission, planning the mission and making it happen. We had some great business partners with us as well traveling throughout the state. Claudia, I don't know if you want to add anything to that, but that's my quick overview of the Chinese experience for me. I thought it was very helpful. Claudia, why don't you chime in on anything else?

VECCHIO:

Terrific. Thank you very much, Lieutenant Governor. I thought this was a very good trip. We've been to China several times in the past, and this was the first sales mission we did with our new group, East West Marketing, and they provided a very solid combination of the government to government meetings that we're very used to having, and the sales meetings. I was very pleased to see that, they are a sales and marketing group, but they understood the importance of the government to government relationships that we have. They did provide both. I think it was a nice balance of the two.

We had some terrific partners with us from the north and south part of the state. I think they found the meetings to be very productive and they came away with a number of, what we would call, hot leads. People were very interested in traveling and booking with them right then. We've been talking about the evolution of the Chinese market for quite some time, and I think we came away with a few key issues that were conveyed to us loud and clear.

The first is, that Nevada needs to be better prepared to welcome the Chinese visitor. We've talked about China Ready Program and China Welcome. I know they're kind of here and there throughout the state, but I think as a state, we need to make a commitment in a way that we haven't before to ensure them that both our urban and our rural partners are ready to welcome Chinese visitors. We talked about slippers and tea kettles in the rooms, but it's also making sure that the

signage is in Mandarin, that the front desk people know a few words, even to say "ni hao" and "xie xie," thank you. These little things can really make them feel welcome. The cuisine that we offer certainly is important as well. While they do want to have the cuisine of the country that they're visiting, to have some of those familiar cuisines to them is as important to them as it for us to see the golden arches wherever we're traveling. There are some of those welcoming components that I think we, from a state-wide perspective, need to make a bigger commitment to ensuring that these Chinese visitors feel really welcome.

We found out some very interesting information about air travel. The fact that air travel is not only a business decision, but it's actually slots. The number of slots is a federal decision controlled by the US Department of Transportation and controlled by the Chinese Government, in determining how many flights they will allow to go between the two countries. I'm working with the US Travel Association now, to figure out what our messaging needs to be around that, if it's a position that we, as Nevada Commission on Tourism needs to support, or do we need to reach out to federal partners. Kevin, I suspect the LVCVA has been working on that too.

There is a finite amount of time that these discussions go on. We have a timing issue to determine if we're going to support it, or how we convey our support for adding slots between the US and China. We talked with China Eastern Airlines in Shanghai, and they're very interested in coming to Nevada, but there is not a slot currently available to them. I would hate to have us miss business opportunities because of the logistical obstacles. Those are some things we're going to be looking at. We had not heard that one before.

We also heard another issue about the number of visas being denied. There is a kind of infamous story about Nu Skin Enterprises, which is one of those gigantic incentive groups. They come with thousands and thousands of people, and this one was a group of 6,000 coming into Hawaii. They had all set their itinerary's, many had booked their hotel rooms and done some non-refundable activity. 2,000 of the 6,000 visas were denied. I talked with US Travel Association about this, and they did confirm that there are an increasing number of visa denials occurring with Chinese visas to come into the US.

We've started to figure out what our position could be on that. I think we can join an increasing number of destinations expressing concern about visas. We have worked so hard for so long on getting visas easier to obtain and the ten-year visa, all of the good things that have happened with visas, to now have them be denied, is really a step in the wrong direction. I will be working with US Travel. I suspect for both of those federal issues, we'll have better information for you and we can craft an approach for our June meeting, which we will talk about at the end of this. But, I

think there are some positions that we could take that would be very helpful to our federal partners. We'll look at those things.

Those are really the key issues and things that we talked about with a variety of government and business leaders in China, but it was, as Lieutenant Governor said, it was a really good trip. It was a great balance of government and sales, and we had good partner participations. I hope from the Lieutenant Governors standpoint that this was a great first step and first trip to China. I think we all learned a lot. Open to any questions.

HUTCHISON: Thank you.

VECCHIO: Sorry. You have in your packets, the report from the sales side of the mission. We haven't put one of these in packets before, but I think there were so many good leads and a lot of good pictures. You'll get a pretty good overview of what our partners experienced while they were in China. In your packets is one of the presentations.

HUTCHISON: Thank you very much, Ms. Vecchio. Commissioner's any questions, comments, follow-up, at all on this point? The Chairs Report and the comments by Ms. Vecchio? All right. Then I am going to turn it back over to you, Ms. Vecchio, in Las Vegas to give us the next Agenda Item, the Administration Year-to-Year Budget Overview. The fiscal year '18 and '19 Strategic Plan Process, and then for Possible Action, the Global Tourism Summit.

VECCHIO: Thank you, Lieutenant Governor. I am actually going to punt this over to our able Deputy—

HUTCHISON: I'm sorry. Let me just stop for one second here. Thank you Commissioner Arger. Any insights or follow-up on our legislative session, bills that we're tracking? Specifically, where we're at on the legislative session, Claudia, from your view?

VECCHIO: Sure. The main issue that we have with the legislative session obviously was the budget. We're always interested in tracking this through to the end because we have been somewhat surprised by the ultimate decisions that are made regarding the budget. But, this time, I think we went through pretty well.

Nothing is final until the final bell drops at the end of the legislative session. But at this point, our budget is pretty much intact and Dave can talk through this a little bit better than I can. The one issue, and, we'll talk through this a little bit, is the whole Cultural Tourism program, which I am very excited about. To have \$100K put into the Arts Council budget earmarked for cultural tourism, is great because then it will

get us all tracking on this cultural tourism opportunity. We will be able to integrate the insights of the Arts Council and their partners. I think that is a really good message all the way around for the greater agency, the Department of Tourism and Cultural Affairs, to make sure that we focus on cultural tourism.

Other than that, I think our budget is in good shape. We have some time to go, but at this point, we're good. We're tracking bills. Most of them are more impactful for other Agencies in our Department. For Division of Museums and History, we're tracking a bill that requires that there be a greater protection and identification of Native American burial remains. While there are federal regulations currently that oversee that, it does require that our museum staff take a more regulatory approach to this whole thing. It is challenging in a number of ways, and we are watching and working with that bill closely.

At this point, I think that is the only one that we are still concerned about, but overall, I think the session is going pretty well. Dave, do you have any other insights that I am missing on that?

PETERSON: For the record, David Peterson. No. The only other bill we're looking at too, is the one with the license plate revenue. There was a hearing on that yesterday with a 50-50 split between Parks and Museums and History. I think that one will move through and it will allow them to do some things within the museums for different disabled groups and benefit them long-term. That's the only other one that I think is out there that we're keeping an eye on.

HUTCHISON: Great. Commissioners, any follow-up, questions? Commissioner Arger, please.

ARGER: Julia Arger for the record. I just wanted to comment, follow up on Claudia's comment about the Cultural Tourism component. The \$100K that was placed in the Nevada Arts Council Budget for that category. I've spoken with Claudia. I've made my opinion known, and I vehemently oppose that the Cultural Tourism component be lodged in the Nevada Arts Council.

I support the concept as it has been presented to me, although it seems to be a project in the works. But, it does not fit with the mission nor the staffing of the Arts Council. I believe that it should be in Tourism, run by Tourism, with input from the Arts Council, the Indian Commission and Museums and History. I just feel that it's misplaced being under the Nevada Arts Council.

HUTCHISON: Thank you Commission Arger. I would just encourage you to continue to make your sentiments and your experience known because believe it or not, the legislature has been known to make mistakes, and they can actually correct those mistakes in the

future. I would just ask you to continue to be a voice of experience. A lot of times, maybe when bills are being passed, they don't have that same level of experience. Thank you for your comments, and thanks for your participation. All right. Commissioners, any other comments? Yes. Madam Vice Chair.

CARANO: Hi. Cindy Carano for the record. Is there anything to do with the highways from Phoenix, you know, that type of thing, all the way to northern Nevada? How about the rest stops? Are we still working on our rest stops? Is there a budgetary item?

VECCHIO: The rest stops were taken out of the Department of Transportation budget in the last session, and they didn't revisit it for this session. Unfortunately, rest stops are not part of our foreseeable future. The I-11 Corridor conversations, I have not been a part of. David, I'm not sure if there are? I can certainly check and find out more for you about that. I will look into that. It hasn't been something that we've been asked to participate in at this point.

CARANO: Thank you.

HUTCHISON: All right. Any other comments on either the Legislative Session Update or the China Mission insights there from any members of the Commission before we move on? All right. Ms. Vecchio, would you take on the Administration Section of our agenda here as I just described?

VECCHIO: Thank you Lieutenant Governor. Claudia Vecchio for the record. I am going to punt it now over to David Peterson to talk through Item No. 1, our Year-to-Date Budget Overview, which I believe you have in your packets. David Peterson, take it away.

PETERSON: Claudia, Angie is here. Angie Mathiesen our Operations and Finance Manager is going to walk you through the blue sheet in your packet. It's after the China presentation. Thank you.

MATHIESEN: Thank you, Claudia, Lieutenant Governor, members of the Commission. For the record, Angie Mathiesen, Operations and Finance Manager. In your packet you will find the FY '17 Category Expenditure Update through May 10th, behind the yellow sheet labeled Agency Reports. It's immediately following the Nevada-China Sales Mission Report. I am just going to highlight a few of the categories for you.

This sheet looks at Fiscal Year '17, which is the current fiscal year that we are in. Category 2 is our Out of State Travel Budget. Category 3 is our In State Travel Budget. Category 30 is our Training Budget. Category 31, which is our largest category, is where our marketing and advertising dollars come out of, as well as PR Expenses. Category 43, currently is where quarterly administrative fees come from

for our ten international representation offices. Again, all of these numbers are through May 10th.

In Category 2, our current Legislative Authority is just under \$50,000 for out of state travel. We've spent approximately \$25,000, leaving about \$24,000 left to spend. There are several shows coming up through the end of the fiscal year, so we will expand those remaining funds. In Category 3, our current Legislative Authority is just under \$44,000 for Instate Travel. We have spent approximately 76 percent so far this year. Again, there are several in-state trips for staff planned that will take place before June 30th, so we will definitely be expending all of the in state travel funds as well.

For Category 30, which our Training Budget, this sheet shows that we've spent 64 percent so far this year. There is a training conference that is coming up that will utilize the remaining funds by the end of the fiscal year in that category. For Category 31, which is Promotion and Advertising, we have spent approximately \$6.7 million. Most of that money is spent on actual advertising buys. We have paid expenditures through the winter campaign, with the rest of the spring and summer campaign to pay for. We will be using every dollar of our Authority in Category 31.

For Category 43, International Trade, you can see that we have fully paid for the first three quarters of our quarterly fees as it relates to our international Representation Offices. We have one more quarter to go. If there are any questions about these expenditures, I would be happy to answer them.

HUTCHISON: Commissioners, any questions at all? Just one quick follow-up. It looks like we either stayed even or increased from Fiscal Year '16 to Fiscal Year '17, except for Promotion and Advertising. Was there a reason for that?

PETERSON: For the record, David Peterson. We did a work program in Fiscal '16 that brought in some additional dollars for the advertising back in Fiscal '16.

HUTCHISON: Thank you.

PETERSON: You're welcome.

HUTCHISON: Any other questions? All right. Please continue.

VECCHIO: Thank you Lieutenant Governor. Claudia Vecchio for the record. Please, if there anyone on the Commission who wants to see our financials in any different way we're happy to do that. I know we have some of you who are very entrenched in the business world and we would be happy to present these differently. We just

show you these broad categories expenditures, but we are budgeted down to the penny.

The next item on this is the FY '18, '19 Strategic Planning Process. We talked a little bit about this at our last meeting, and tried to get a strategic planning meeting together prior to this meeting, but we just were not able to coordinate schedules. We're going to try again in July. Dee will poll you with a few dates in July. We really would like to get everybody together for at least a half-day session in the room, to do our FY '18, '19 strategic planning session. We did one for the last biannual so it's time to do that again. Please do look for Dee's request and find time in your schedule for a half-day planning session so that we can moving with that.

I did want you to know that we met as a staff and are starting to look at how we want the next couple of years to unfold. I certainly don't speak for anybody, but the idea really is to evolve the plan as we're evolving our marketing. We will talk more the next couple of months about the move to being more retail focused. We're going to continue to provide a wealth of information, but we're seeing more statistics and more research that shows that once people get to us, they are in a mode where they're ready to decide. We're moving these folks more quickly through the funnel from decision making to purchasing. We want to move the way that we are providing information, and the programming that we offer, doing more retail focused programs.

We're talking about that as a staff. How we create the initiatives and our programs to help us drive tourism in a more significant way, and show the retail side, for lack of a better term. We started to think about how to do that. Once we get together as a Commission and plan what this organization needs to look like in the next couple of years, we'll be excited to put this plan together. It's time we revisit what we're doing and how we're accomplishing our goals. We look for input from all of you to make sure that we're headed in the right direction. Comments?

HUTCHISON:

Any questions or any comments about the subject of Fiscal Year '18 and '19 Strategic Plan at this point? Commissioners, I will just note that this is something that I did early on in my tenure as the Chairman. I found it just enormously helpful. I am looking forward to spending some time on this, getting all of our collective heads together to think strategically about what we're doing over the next year or two. We will look forward to that, Claudia.

I don't see any questions at this point. If you would move on then to, Global Tourism Summit, please. Just identify for us what the Possible Action is that you would like the Commission consider.

VECCHIO: Thank you Lieutenant Governor. Claudia Vecchio again for the record. Behind the Budget page, you have an Event Evolution Proposal for the Global Tourism Summit. The possible action is, if you would like to move in this direction, we will move in this direction. We can do that for this year, we can do it for next year or we can keep what we have. I would like to get your input on how you see this event. When we moved into this global tourism focus, the information that we received from the partners when the conference was over has been that they like the fact that it's a global focus. They also like the fact that it provides sales opportunities through our "mini IPW" for Nevada. From our perspective, it's still a very costly and incredibly time consuming event and it seems like the real value of this event for our partners is the chance for them to meet one-on-one with tour operators, travel agents, and now that we added the media market place, with the media.

You can see some ideas here about changing this to a more marketplace-focused agenda. Our thought being that the media market place is an afternoon event and a dinner with a speaker. We would still have the insights of a speaker. We have a couple of very good speakers on tap for this year. Then, on the next morning, we would do the marketplace. This would be, for example, in the south, and then the media and the tour operators and travel agents, would get on a bus and do a FAM trip through the State, and then we would do exactly the same thing in the north.

It's not alternating north and south each year, it's doing both in the same year. It becomes much more of a FAM trip with the marketplace than it does a conference with a FAM trip. I guess the advantages we see is that it goes right to the heart of what people want to get out of this, which is the opportunity to meet with potential buyers, and potential media coverage creators. It is also a chance for us to showcase both the north and the south each year.

It's definitely a different way to go as the proposal mentions. It will save, I would estimate, somewhere between \$50K and \$100K a year. Again, goes to that sales/retail part of what we can offer to our partners as well. Just an idea for moving this conference along in a little different way. The conversation is welcomed. Any thoughts? If you hate it, that's fine too. We can continue doing what we do, and I think the current Global Tourism Summit is very successful. We can always do what we do better, but if you want us to maintain the course then we're happy to do that, too. We're just looking at this and seeing if there might be a little more efficient way to do this conference.

HUTCHISON: Thank you, Ms. Vecchio. Open it up now for comments from the Commissioners. I will be being with Commissioner Sheltra, please. I know you've got a lot of experience and long history here. What are your thoughts?

SHELTRA: Thank you, Governor. I'm just trying to think through this. This would be a huge U-turn for us. It was just a couple of years ago that staff brought to us the idea of shelving the Rural Round Up. I'm glad that we didn't do that because I think that would have been a bad mistake, to go away from that. I am glad we continue to embrace and support it. Here we are just a couple years after that, and now we're looking at a very prestigious event through the history of this Commission. The Nevada Governor's Conference on Tourism. I fully supported taking it to the Global Tourism Summit. I think it was keeping it more relevant, but this is one of the few things that this Commission does on an annual basis for community outreach, both north and south.

When I say community outreach, I'm referring to the business community. What concerns me reading this is, it's we're really pulling everything inside and becoming almost a pure state agency. We have a few opportunities a year to attract the businesses in the north and the south, to get to know who the Nevada Commission on Tourism is, and the different things that we can provide. I've attended all of them for the last eleven years. I went to one the year before I even came onto the Commission. I have always attended the classes and the different sessions that we've put on. I'd be curious what the feedback is from the attendees, but the classes that I attended, were packed. I can't remember ever sitting in any of our seminars where chairs aren't at a premium.

This proposal is taking what has been a very prestigious event for our Commission and to the Governor, and the Lieutenant Governor, and we're creating a giant FAM trip. I'm not saying the FAM trip is not valuable. I think it's very valuable. Maybe it's grown over the years, but stripping away what we do for the business community of tourism, both and north and south, I don't know that is the right direction.

Now, you mentioned that we would save \$50K to \$100K. Question on that. Is that a net \$50,000 to \$100,000, or is that not taking into the account the fees that we collect from the attendees each year? Is that a bottom line net, or is that a gross?

VECCHIO: That's the bottom line. It's the conference fees that we take in from attendees, and the fees we pay for the speakers, and the fees for the venues and the total cost of this, this would save approximately that.

SHELTRA: I understand that and I appreciate that. I come back to thinking about our latest media campaign. The justification given to this Commission, why we ran TV ads in the north and the south, to a large extent was, trying to educate the public and legislators what our purpose is, and try to justify the money that we're spending. I'm paraphrasing very badly, but that was the reasoning given behind why we're

pumping commercials in the Reno and Las Vegas markets. It wasn't the only reason, but it was a major reason.

I don't know that I see a greater benefit of our state dollars being spent there as I do on the Governor's Conference on Tourism, or the Global Summit, what we call it now. I would be very disappointed if this Commission went away from something that has been entrenched and so valuable to this organization and to the tourism community as a whole for such a long time. Thank you, Governor.

HUTCHISON: Thank you very much, Commissioner Sheltra. Any additional comments or follow up in terms of the proposal that the staff is making here? Actually, that the Division on Tourism is making here. Commissioner Newman?

NEWMAN: Yes. For the record, Don Newman. Claudia, I think that the marketplace is, certainly over the last couple of years, has been the growth of this event. The fact that we've separated a media and a sales marketplace, I think that's great. I think we need to do that and expand both of those.

In essence, we're producing two events, and I guess it's just maybe the length of time in each destination where the savings are going to come from. At first glance, it seems like we're going to probably increase by the \$50K rather than the savings because we're in two locations. Then, transportation costs to move everybody in between north and south, or south to north, whichever direction we're going to go with this.

To Ryan's point, the movement of this event from north to south, and the event itself, I feel, and I've attended quite a few of these myself, attendance has declined over the years except for the marketplace which has seen this huge growth. I don't know if we could pull this off, to be able to do this in two different locations.

It's kind of like a traveling road show. We're going to pack all of the marketplace attendees and move them around the state, which we do with FAM trips. I would have to probably reserve judgment here and think about this a little bit, logistically, to see if the savings are really there. Then, how many people are we going to be moving since the attendees are predominantly marketplace folks?

HUTCHISON: Madam Vice Chair.

CARANO: Thank you. Cindy Carano here. Was the reasoning behind looking at this is because maybe the Northern Nevada conference has a lower attendance than the southern Nevada, and in order to attract the different buyers to come to the Global

Conference you would have to have a southern Nevada presence? Is that why you started this?

VECCHIO: We started this really from a cost standpoint and from a relevance standpoint. We looked at how this conference has evolved over the few years that it's been the Global Tourism Summit, and the focus on bringing international buyers and media. The idea is that, if the international buyers come in, they will go to both the north and the south. It would offer suppliers the ability to not have to travel. They would have these buyers come to them. I would think that we would increase the overall number of people involved with this because you have your own specific event in the north, and your specific event in the south. We would come to the locations as opposed to the locations having to come to one venue for the event. It was about looking at how we continue to make this conference relevant.

I certainly understand the importance of business outreach. I guess we, from a Division standpoint need to do is double down and figure out how we do a better job of getting out to the business communities through this event because we really haven't in the last several years. We're happy to do that; we just need to look at how we can do a better job of that because we're not succeeding at that goal at the moment.

Overall attendance is pretty stagnant. In fact, it tends to drop. We spend a certain amount of money marketing this, and a certain amount of money putting this on, so I just want it to be the best thing we can do for our partners. That was really what started this conversation.

CARANO: Okay. I tend to agree with Ryan that I really like the south coming up to the north as much as possible, and the north going down to the south, and the rurals having to travel. I love the Rural Roundup, so congratulations to Mr. Newman for pulling that one off this last month. The Governor's Conference on Tourism versus the Global Tourism Summit, really are two different things these days. I was put in charge of trying to revamp the Governor's Conference on Tourism with your predecessor, and we didn't have it that year because there was no interest and no money. It was in the downturn.

I would hate to see this go away in our hay day. We're rolling right now and we should be spending a little bit of money to attract our different businesses to come and attend and hear the fantastic speakers. I'm not one to go onto a webinar like I think you are saying here, or a digital platform to listen to a speaker. But, I'm old, you know? Only my hairdresser knows. The kids these days, I'm sure that they're happy to just click on and see what you have to offer, but I think there is something

special to being there in person. Are we going to get the bang for our buck if we're a traveling road show? I don't know. I'd like to hear from Mr. DeLone from the RSCVA because he's been on the buyer side of things.

DELONE: I think we should postpone this agenda item for 30 days, until perhaps our June meeting, and have a sidebar discussion, and have a little more dialogue with Claudia of what the actual plan is. Talk to the LVCVA and see what their buy in is, what their feeling are, are readdress it next month.

HUTCHISON: Thank you very much. Commissioner Sheltra, did you want to add anything or follow-up on anything?

SHELTRA: Just maybe a question for Cindy, and maybe Phil as well. When we changed the name from the Nevada Governor's Conference on Tourism, to the Global Tourism Summit, did we lose something in northern Nevada? The Global Tourism Summit seems incredibly relevant for Vegas, but I don't know that northern Nevada cares as much about China, as they do about San Francisco and LA, and Denver, and Phoenix. Did we lose something up north when we went so big? Did we hurt ourselves on the every other year component?

HUTCHISON: Madam Vice Chair, do you want to follow-up with that?

CARANO: I think that's interesting. I know the Tri Properties have taken a lot of advantage of the Brazilians and the South Koreans that have come up to visit our properties during the FAMs. But, do they actually come back and book groups? I don't know. At least they know we're here.

SHELTRA: I didn't mean that you guys weren't trying to take advantage of it, but the masses that actually pay to attend these conferences, did we alienate the mom and pops, did we alienate the middle-road properties from attending when we went so big, for northern Nevada?

CARANO: Maybe Mr. DeLone?

DELONE: I don't have an answer because this program changed in 2015, and I was not living in the State and have not attended a conference during that period. I did Chair this event some years ago and enjoyed what was then titled the Governor's Commission on Tourism. I think it's very important for northern Nevada. We tended to get a lot of people, clients, from both convention and tourism, and media, to our northern destination. I know Las Vegas, of course, has benefited equally well.

I think we should keep this conference, promote it, expand it. But I think rather than addressing it here today, I think we need to have a little more dialogue with staff and others to see what the real makeup and look of this proposal is going to be. Historically, the conference has changed its cadence and its look and feel a number of times over the years. Whatever is decided, doesn't have to be forever. We can try it on something new for a year and see how it goes. It's tough for me to speak about what is the Global Tourism Summit, because I haven't seen that actual product, if it is different from the Governor's Conference on Tourism.

HUTCHISON: Thank you Commissioner DeLone. Are there any other comments at this point? Commissioner Wagnon.

WAGNON: Yes. John Wagnon for the record. I agree with what I'm hearing from the Commissioners. This conference has more function than just the obvious. I think the ability to speak the business outreach aspect of it, is also very important. When you look at an industry like tourism in the State of Nevada, being the number one driver of the Nevada economy, I think we have to periodically or annually, take the opportunity to celebrate and acknowledge the fact that tourism is a major economic driver, even if it's within our own industry.

The opportunity to showcase not only what the Commission is doing in an effort to grow tourism, but also celebrate the results and the success that we're having in tourism and highlight the fact that there is activity going on driving this economy, and I think this conference is an opportunity to showcase what we're doing in that respect.

I wouldn't want to lose that aspect, as well as the business aspect, as well as the more hard, day-to-day function of the event. I agree we need to step back and circle up with Claudia and her team, and the other Visitor Authorities to really get a sense of what we think the priorities are. Then also, if we are seeing a loss of attendance or a lack of enthusiasm, I would like to kind of dig into what is causing that, or what is driving that, and what can we do to revitalize that and try to get more interest in the conference.

HUTCHISON: Thank you. Yes. Commissioner Arger.

ARGER: Julia Arger for the record. Following up on that, I agree. This is a staff recommendation; this is from the nuts and bolts standpoint. Perhaps, if we can get more input from the business community and some of the Commissioners, on some various things, the staff may not feel so burdened about doing this. Also, getting various opinions and input from people that are really interested and involved, could generate that enthusiasm. I think we need a shot in the arm instead of

completely throwing the baby out with the bath water. We can take a look at what has been in the last three years as we evolved. I think more input from various sources can really result in positives.

HUTCHISON: Thank you. Other comments? I think—go ahead. Commissioner Newman.

NEWMAN: Don Newman for the record. I think the opportunity to—we had a presentation from the Arts Council, we heard and update from the Winter Olympics, or the winter sports, and I think certainly, Museums, the Indian Affairs, the whole Cultural Affairs umbrella would be incorporated into a north-south as we have been doing. I just think there is opportunities to get updates from each one of those Divisions, as well as continue the marketplace.

I know that Commissioner Santos and I spent a lot of time in the room last year. It's incredible, the activity that takes place and the way that we do this, kind of, reverse expo. It's very well attended and a great idea, but I still think there is a lot of value to a north event and a south event. Maybe a subcommittee, or something, if we step back, to Phil's point, and rethink this. I think that would be a good idea for us.

HUTCHISON: Thank you Commissioner Newman. Other comments at all from the Commissioners? Ms. Vecchio, you're hearing the Commissioners and understand what we need to do. It seems to make sense and is prudent for us to roll this over to our next meeting, and to get a little more insight from you and staff. I would just encourage the Commissioners to reach out to Ms. Vecchio and staff, and for Ms. Vecchio to do the same. Perhaps even take the temperature of some longtime attendees and what their experience has been, and the value they see or don't see.

I know that there are surveys done by those who attend. I would be interested to maybe go back and look at some of those surveys, before and after the change in '15, and get a feel for what value we are bringing to the partners. I think, Ms. Vecchio, as I look at the introductory paragraph to the proposal, it really looks like you're keying a lot of these suggestions off of our partners, and what you're hearing from them. I think that would be very helpful for the Commission to hear specifically some follow-up from our partners. I think that would be healthy to hear that dialogue and maybe give us a little more insight. Any final comments or anything else you need from the Commission, Ms. Vecchio?

VECCHIO: I don't need anything else. We will reach out to all of you. I appreciate the conversation and the insights. We will continue to move this dialogue forward, but based on the timing of it, even if we have a decision in June, we will continue to move forward with the 2017 Conference as it is. We will schedule speakers, and get the contract done with the Flamingo and all of those things, but we need to get

them done because they need to be on the subsequent Board of Examiners meetings. We have a fairly long process that we need to go through to solidify all of this. I think, if it's okay with everyone, we will continue with the 2017 program as it is, and then we will look at possible changes for 2018 because we do have a timing issue here.

HUTCHISON: Yes. I think, Ms. Vecchio, that that makes sense given that we don't have a consensus yet in terms of the proposal. Let's just stay with what we have now, and move forward with 2018, any kind of changes that the Commission would like to adopt.

VECCHIO: Okay.

HUTCHISON: Let's move on to Subsection C of Agenda Item No. 5, which is Public Relations. Ms. Vecchio, you can kind of steer the ship here in terms of what we're expecting to see on these items, 1 through 4. I noted that Sub Item No. 2 requires possible action. You can give us a heads up, however you want to structure the whole presentation at this point.

VECCHIO: Yes. Claudia Vecchio for the record. I am going to turn it over to Bethany Drysdale who is at the podium. Part of the legislative update that we didn't talk about during the legislative update is this "Tourism Means More" program. We so thank all of you for your participation in that. Both from our Legislature Day and for any conversation you've had with legislators regarding this extraordinary industry that we get to be a part of, that's tourism.

Bethany and her team have put together some component of that which she will show you. Part of our ongoing legislative outreach is that "Tourism Means More" component. Then, we're going to talk a little bit about this "Welcome" video and other things. I am going to turn it over to Bethany, then we will proceed as needed. Bethany?

HUTCHISON: All right. Thanks very much. Ms. Drysdale, please?

DRYSDALE: For the record, Bethany Drysdale. I am going to start with showing you the "Tourism Means More" video. I think all of you have seen the first version of this, but due to timing with our Las Vegas partner, Bill Boyd, we weren't able to add him in that first version. I want to show you the final version.

I hope you all have seen this version as well. We sent it out to everybody and I think it really captures the entire state and what tourism, and what the Nevada Division of

Tourism means to the industry. It's about three minutes, but I do think it's worth spending the time to see the whole thing. [video plays]

That is the final version. We have also taken that long version and cut it down into five individual videos focusing on each of the five partners in those videos. With your packets you were given a USB stick and it has all six of those videos, as well as our Nevada Insider Series. We wanted to give you everything at once, so that you have easy reference to it. On that stick as well, you have an infographic that we put together that we would love to have shared socially. Again, something that we would thought would be better, just putting it in that USB stick that you have rather than email it. This is something that really can be timeless. This was all developed for the legislative session, but we want to continue it beyond the legislative session.

This is the infographic, again, please feel free to share it. It's on that USB stick and we can send it to you as well, if you would like. We want this program, "Tourism Means More," to extend indefinitely. The tourism message never goes away. The impact from tourism doesn't go away. This is a message that we need to continue over the next two years because the legislature will be back in two years and deciding our fate again for another couple of years.

I think to Commission Sheltra's point about the business community, I think there are a lot of businesses, especially in rural Nevada that don't know that they're part of the tourism industry. This is a way for us to get out in front of them as well and show them that, when groups come through their town, when a tour bus stops in Elko and people go shopping for a day, that's part of the tourism industry and that's impacting them. Hopefully, we can generate some interest in some of the other programs that we do and educating them about how tourism is directly impacting them.

That is really the crux of the "Tourism Means More" campaign. Again, strong push for the legislative session, but something that we will continue. We do have an ad buy with the Nevada Broadcasters Association, and will run these videos on that. That takes up remnant space throughout the state on all TV stations, all radio stations around the state. People in Nevada will be seeing and hearing this message as well, on their stations.

With this, we also created a website, TourismMeansMore.com. This is hosted on a part of our TravelNevada.biz site. This is really meant to be a resource for the tourism industry and for the public as well. To get current stats about the value of tourism, get current stats for their region. You can look by territory; you can look at Pony Express Territory and see what the direct economic impact of tourism in that

region is. We hope that people go to this and get the stats. Here is where it breaks down the tourism impact.

It's hard to see here, but those are pre-written tweets that anyone can use and share on Twitter. Please copy, paste, and share. Then, we also have these tools along the bottom and I will highlight some of them. Talking points. Again this is when you're sharing an elevator with a legislator and have that 30 seconds to share some points about tourism, these are some talking points that you can use. A sample letter to legislators. This part will probably phase out after the session is over, we will darken that section and add something else there. A sample Op-Ed. We would love for anybody to take these Op-Eds again, copy and paste, put your name on it, your logo, and it's yours to use.

"Tourism Means More," that is really just what this program is all about. Then, the legislative cheat sheet. Another part that will probably go away after the session, but we will bring back in two years. Actually, now that I say that out loud, I think it's worthwhile to keep that up there so that people can contact their legislatures all year long. Just because they're not here in Carson City, doesn't mean they aren't thinking about the issues that impact their constituents. That cheat sheet is who is on what committee, what they represent, bills that they have started and ushered through the legislature. It's for the public to know who they're legislators are, what matters to them and how to contact them. This is on Tourismmeansmore.com and available for the public to use.

This is the item for possible action. The US Travel Association has been asking US destinations to put together Welcome videos and welcoming messages to the International Markets. This really was inspired by the Executive Order. I am at a loss of words because I don't want to use the word ban, but as we have all referred to it, the travel ban.

I don't think that this needs to be a political statement from us, and I would really caution against going that direction. Nevada has long had a reputation for being a welcoming state, and actually, you'll see the two photos. These are from 2006. We had a program called "Nevada Welcomes the World." It wasn't political then, and I don't think it needs to be now.

I still have one of these little things that we put together. It's on tear proof, waterproof, paper. These were cheat sheets with valuable words in different languages. You know, welcome, how are you, goodbye, hope you have a good time, in various languages. They were put together and given out to Concierge desks, taxi drivers, hotel front desks, restaurants, to let the whole Nevada tourism industry understand how to make foreign visitors feel welcome.

We have a precedent for Nevada leading the way. In 2006, we most certainly were leading the way in international tourism, being the first in China. We set the precedent for why Nevada is the first, and the most welcoming to foreign visitors. I think it may be time to readdress that and remind the world that, you can come to Nevada; we are a state that welcomes everybody, domestically and internationally. "Don't Fence Me In," that's who we are. I think that translates into so many different areas.

The possible action is really gauging your insight and your interest in us putting together some sort of welcoming video. We would have to spend a little bit of money on doing this, and we do have a budget that could cover that, so it wouldn't be taking away from anywhere else. I welcome any thoughts on that.

HUTCHISON: Commissioners? Thoughts? Feedback? Mr. Commissioner Newman.

NEWMAN: Don Newman for the record. Bethany, I think a good idea has longevity to it. This program a long time ago, continues to be a good idea. It's relevant, it's current, it's something that can be slightly tweaked as far as graphics, I guess. The phrases don't change. The words don't change. I guess if you're looking for a motion, with maybe more discussion, I would make a motion that we continue this program and go forward with this.

HUTCHISON: Other comments? I will definitely accept a motion here in just a minute. Just so we're specific in terms of what you're looking for, Ms. Drysdale, what exactly are you looking for by way of a motion?

DRYSDALE: To authorize us to put together a video that Nevada welcomes the world. It wouldn't necessarily be a restart of the Nevada Welcomes the World Program, but we want you to feel comfortable with us producing this video that we would put out to the world. We understand there is a political undertone to some of this, and we want to steer away from that.

HUTCHISON: The next question is money. How much does it cost? You said that we already have resources and funding within the budget. What are we talking about in terms of costs?

DRYSDALE: I haven't priced it out yet, but based on other videos that we've done in the past, Claudia please jump in if I way overstate this, I would hope that we could do this for around the \$5K mark. PR deals with free stuff, not necessarily paid.

HUTCHISON: Commissioner Miller?

- MILLER: Denice Miller. You said we would be compiling this video to welcome the world, how would it be utilized?
- DRYSDALE: We have representation in ten markets. We would send it to them to send out to their markets. It would also be complied with US Travel Association. They are putting together a video from as many destinations as they can in the US. It would be part of their compilation video.
- MILLER: Who are the countries and languages on the back of the previous material?
- DRYSDALE: Sure. Well, this is an old version and it reflected where we had representation in the past, China, France, Germany, Japan, Korea and Mexico. A welcome message would go to our ten markets, which are, Australia, Brazil, Canada, China, France, Germany, India, Mexico, Korea and the UK.
- HUTCHISON: Commissioner Santos?
- SANTOS: Thank you. Herb Santos for the record. I would support these 100 percent provided, the way everyone jumps on anything you say these days, that there would be no chance that anyone could even consider this to be any type of political jab or cut, or anything like that to anybody. I would hate to have something that has the best intentions to show that we are a welcoming state, to have someone put a spin on it that somehow we made this thing political. To me, it's 100 percent support with the caveat that every bit of effort has to be made to make sure that no one can spin it in a way to make it political.
- HUTCHISON: Commissioner Santos, thank you very much. I think we can even make that part of the motion; don't you think? It needs to be very clear what our intent is on this, in terms of why we're doing it and the intent of the Commission behind it. Part of the motion would be to clarify that intent. Are there other comments from other Commissioners? We're talking about a video, \$5K. Commissioner Arger.
- ARGER: Julia Arger for the record. One more question. If you have the control to do what you want to do, and you submit it to somebody else, do they distribute it? Or, do you have total control what happens with this? What markets and where it goes?
- DRYSDALE: We would have total control of where we send it. We would have it up on YouTube and of course, people can share it there. We would share it socially, and at that point, it's certainly global. I think to Commissioner Santos's point, and perhaps your question as well, we would have to be very, very careful with this so that if it is

spread globally, which is the plan and the intent here, that it would be interpreted correctly around the world.

HUTCHISON: Commissioner Miller.

MILLER: To follow-up on that point, the interaction with USTA, are we confident that USTA would also be very careful that there are no political overtones?

DRYSDALE: I believe so. For the record, Bethany Drysdale. US Travel is very careful not to take political sides. They're in Washington DC and they walk a really fine line. I believe that they do this very well. I would certainly be open to thoughts on that, and of course, direction from Claudia as well, to make sure that it is used properly, even by them.

HUTCHISON: Commissioner Newman.

NEWMAN: Don Newman for the record. One of the things, Bethany, we talk about during the grant review process is content on all of the videos that we provide grants for. There should be plenty of content available through the grant process in rural communities. There should be lots of footage available for us to utilize in that video to help in containing our costs as much as we can

DRYSDALE: That's a great point. The video won't be the hard part. We have plenty of B-Roll from around the state through grant projects and from our own projects that we've done as well.

HUTCHISON: Ms. Drysdale what is the timing on this in terms of when you would expect it to be produced, assuming we've got a motion that passes today?

DRYSDALE: I would love to have it done by the end of the fiscal year. We would need to spend this money by the end of the fiscal year, that's June 30th. Again, to Commission Newman's point, a good idea is a good idea, and if you think this is a good idea, we don't have to rush on it, but it is a timely topic right now. There are articles everyday about, not just political, but about the welcoming or lack of welcoming by TSA agents and airports. I would love to show our airports and how that's not the case here. I would like to have it done by the end of the fiscal year, but I won't make promises until we actually get a production team working on it.

HUTCHISON: Let me just make a note. Our next meeting is June 28th. It's going to be a conference call only. Do you think it's possible to get it distributed to the Commission members before then so that we could make any comments that we may have, or just for comfort level based on what you're producing? You guys

always do a great job, great work. Is that within the timeline of what you're thinking?

DRYSDALE: I think we could do that. Claudia, I would defer to you based on what else is going on around here, but I think we could certainly do that.

VECCHIO: Claudia Vecchio for the record. I would think we could do that. The meeting is actually going to be on the 21st, so that puts a little more pressure on, but I think it is timely. If everyone could make it, we would like to move the meeting to the 21st.

I think the intent of making it simply a welcome with no political undertones is very definitely how we approach this. Commissioner Miller, to your point, US Travel has taken political stances in the past, and they have taken a political stance with this particular issue. But, they have been very collaborative in how they're disseminating these welcome videos. Other states have done them; other destinations have done them as well. They know our approach. They know what we need to be careful of. They're not going to jeopardize our relationship with our constituents for their purposes. They do know that.

I don't want to say that they're a non-political organization because they are an advocacy organization and they look at the business side of what we're doing, and this is a holistic, organic welcome, as well as a true business message. We're seeing business loss because of this, and that's where we can come in with the welcome to ensure that we continue to drive business to the State of Nevada. That's the value of what this video can do.

I would say that we could definitely have a rough cut to you by June 21st. It may not be a completed project, but that would give you some opportunity to make suggestions before we give you the total project for approval. We could commit to that by the 21st of June.

HUTCHISON: Great. Thank you Ms. Vecchio. Any other comments? If not, Commissioner Newman, the chair will accept a motion to have the production of a Nevada Welcome video, so long as that production is apolitical and ensures that it is business and tourism generated, and has no political statement overtones at all.

NEWMAN: Mr. Chairman, one thing, we have bantered about, was a \$5,000 figure, but with collateral pieces and other things necessary, if it's in the budget could we say, not to exceed \$10K?

HUTCHISON: That is a completely appropriate motion if you would like to make it. We certainly would accept that.

NEWMAN: I would add that to the motion.

HUTCHISON: Thank you very much. You all heard Commissioner Newman's motion to produce a Nevada Welcome video, not to exceed \$10K, to ensure that it is apolitical in its overtone and approach. Do I have a second?

CARANO: Second.

HUTCHISON: Madam Vice Chairman has a second. Do we have any discussion on the motion? Did somebody make a comment?

SANTOS: Herb Santos for the record. Claudia, I don't know. You waved your hand. Did you want to say something?

VECCHIO: Yes. I am sorry. The videos that we have been producing have been more than \$10K. So, while we could probably do this for \$10,000, actually they've been more in the \$20,000 to \$25,000 range. When we use professional groups in Nevada to do the video like the "Tourism Means More" video that you saw, that was in that range. I fully appreciate limiting this. We could certainly try to do it for \$10,000, I don't know if we could get the product that we want for \$10,000.

HUTCHISON: Ms. Vecchio, what number do you want in this motion?

VECCHIO: If we need to put a number in there, I would say \$25,000, but if you're uncomfortable with that, we could probably do it for \$20,000. That's for the video part of this only. That is just the reality of video production right now with this group.

HUTCHISON: All right. Thank you very much. Commissioner Newman, would you be amenable to amending your motion to strike, not to exceed \$10,000, but to, not to exceed \$25,000?

NEWMAN: Yes. So moved.

HUTCHISON: Great. The motion on the floor is, and it has been, Madam Chairman, would you second that motion as is amended?

CARANO: Yes.

HUTCHISON: All right. You've all heard the motion which is to produce a Nevada Welcome video, not to exceed \$25K, and to ensure that it is apolitical in its tone and approach. Those in favor, please signify by saying aye.

GROUP: Aye.

HUTCHISON: Any opposed, nay? The motion carries unanimously. Congratulations Ms. Drysdale. You've got a motion that is passed.

DRYSDALE: Thank you. I feel I should apologize on the budget. As I said, I don't usually do video.

HUTCHISON: That's okay.

DRYSDALE: Things that we do in PR are typically free. I got a little sticker shock myself. But, this is truly a worthwhile project. I believe if we have the budget there, let's put it to worthwhile use. With that, I will move on to "Discover Your Nevada." "Discover Your Nevada," just as a quick reminder, is an instate travel program, trying to educate and inspire people to travel within their own state.

Last year we launched this as a different iteration from what we have done in the past. We identified six routes around the state, and asked people to check in as they traveled those routes. Check in on social media, use the hashtag #DiscoverNV16. For every check in, we would set aside a certain amount of money to take a student on an ultimate road trip in Nevada. Something that we have learned in working with the Department of Education, is that a lot of Nevada students don't travel in Nevada.

We started this last year. This is an example of some of the check-ins that we got. I love some of the comments that we get from people exploring their state. We're excited to have this program to inspire them to travel. Here are some examples of the posts that we got last year. This year the hashtag will be, DiscoverNV17. We'll run basically the same program again. We're at the stage of the program where we have already run our essay contest with the Department of Education, we have identified two winners in the state. One in the south and one in the north, and these students will go on the ultimate field trip in Nevada. We're really excited about this. I think we had 160 essays.

Many of these students have not seen other parts of the state. A lot of the essays were about going as far as the waterpark in Las Vegas, or dreaming of seeing Lake Tahoe. Actually, the winner from southern Nevada wrote about his dream to see

Lake Tahoe. I am really excited that we can make that come true. This is a really cool program.

We are working with the Governor's Office and the Lieutenant Governor office on a press conference to announce the winning students, and send them on their way on this trip. That's the stage that we're in right now. The press conference will also be a way to launch this year's program. You can see this is the quick rundown. We'll do it again next year.

HUTCHISON: Can I just follow-up Ms. Drysdale? Can you just go back to that last slide? We're going to continue to do this, obviously, right? This is the first and it sounds like it was very successful. Obviously the more publicity, the more media we get on this, the bigger deal, right? This could turn into a really big deal for us. What are our plans in that regard?

DRYSDALE: With media participation? I would like to get a media partner. That's where I'm actively working right now. Trying to get a media partner to perhaps go on the field trip with us, or do the routes themselves, or challenge their newsrooms to do these routes.

HUTCHISON: It just seems like we could do something down in the south because we've got a student from the south and a student from the north. Whoever is in the south could be at a press conference. It could be some sort of a kickoff event, or a congratulatory party or whatever we're going to do, to really make that a big deal and try to get media there to do the same thing in the north. It just seems like that would be an attractive news story for media.

DRYSDALE: That's exactly what I am hoping that we will be able to do. Again, working with the Governor's Office and with your Office to send these students out would be the press conference. Waving them on their way, I think that is a great media opportunity. It's so visual and it's a good story that we need around here, both in the north and in the south.

HUTCHISON: I think it would be great to include members of the Commission. I just encourage you and Ms. Vecchio to look for as many opportunities as possible, to include as many members of the Commission in those kind of events, so we can also bring attention to the Commission itself and what we're doing. We're trying to do multiple things here, and remind people about what great work we're doing with the Division of Tourism, and the Commission of Tourism. The more of those events that include members of the Commission, I think the more it's going to move us in that direction. Thank you.

DRYSDALE: I think that's a great idea. I'm going to talk a little bit about media coverage, but I know that we're short on time, so I will present a couple of examples of some things that we've been doing.

For the Cowboy Poetry Gathering in January, we hosted a media tour in conjunction with Western Folk Life Center. We got some great coverage from it, but I think this story in particular, really exemplifies the crossover between marketing advertising and PR. A writer from Lonely Planet was there. She loved it and had a great time. We got this story in Lonely Planet, but because Lonely Planet is a perfect audience for us both in PR and marketing, marketing placed an ad in the magazine to expand our coverage from what would have been a couple of pages, to 12-pages about Elko, about the event, and about the culture of Nevada.

This story, while it exemplifies the wonderful crossover between targeting our audience with PR and advertising, it also exemplifies the types of experiential stories that are really catching on. It's not, go here, eat this, do this. It's how you feel when you're in these places, especially in some of our rural areas where you really feel connected to culture and heritage, and the past. I think that people are really yearning for that now because that's what I am reading in these articles. This is a really wonderful story about Elko and the Cowboy Poetry Gathering. It's quite long so I didn't include the whole thing in my presentation, but you have a handout of it.

Then, another writer who was on that FAM, was from MTV. What an interesting audience for an event like Cowboy Poetry. He's from Oakland and he wrote the most compelling heart-wrenching story about feeling a connection to his own culture through attending this event. He is just a young writer from urban Oakland, and he felt such a connection with his own history and his own culture, and how song and poetry is really a thread that ties all American's together. It was this wonderful, compelling article about the experience. Not, we saw this performer and he or she performed this, and we ate lots of food. It was about how you feel as a person, as an American, as a traveler, when you attend things like this.

Those are the types of stories that we have been pitching trying to get out there, It's, of course, gratifying here to see that come to fruition, but also it's a trend that we're seeing more and more of. I think that is because we've tapped into what people are really looking for in their stories and in their travels. That is reflected through our marketing and PR. I think that this is a time where the two are really working perfectly together. I'm tooting the horn of what we're doing here because we can see it's working.

Here are some of the other things that we have been pitching. The road trips. Road trips are still king. Again, not go here and eat that, but, how do you feel when you're

on the loneliest road? When there is not another car for miles and miles, and miles? How does a road trip transform you as a traveler? This is in a UK newspaper, the Sunday Times. Internationally this theme is building, and I love seeing these stories about the loneliest road. This program has been going on for 30 years, and it's still catching on. People are still talking about it, and talking about what it's like to be in total solitude and what that does to you as a traveler.

The last thing I wanted to show you is just a quick recap of an Instameet that we held with Jucy Camper Vans. Jucy is an Australian company, they have several rental outlets, around the US. One in Las Vegas, one in San Francisco, and then other places in the US as well. They actually approached us and said, your audience and your marketing is perfectly in line with ours. Our point, our whole purpose is to get people in these camper vans, go out and explore places that you can't explore necessarily in a little two-wheel drive car. They don't want people to only spend all their nights in the camper vans, so they understand the value of having hotel partners. Their camper vans allow people to go out a little farther than the hotels would reach.

We hosted this Instameet in April with Jucy, North Lake Tahoe and a handful of Instagrammers who spent three days in North Lake Tahoe, while all the rest of us were at Rural Roundup. They just had a fantastic time. These are influencers. They were vetted ahead of time by Jucy, us, and North Lake Tahoe to make sure that they reflect our brand. They are not known for posting a lot of urban shots, they are rural Instagrammers. They have an influence among people who will go rent a Jucy vehicle and go out in the middle of nowhere and look at the stars all night. That's exactly what we wanted. They got a lot of interaction, thousands of likes and comments, and wonderful exposure for North Lake Tahoe. That's just a quick snapshot of some things that we're doing on an international front as well. With that, I know I have talked a lot. I'm happy to take any questions.

HUTCHISON: Commissioners, any questions at all of Ms. Drysdale? Fantastic work. I think that we all know the quality of your work on the PR side. It's always a highlight for us. We really appreciate all that you're doing. Thank you very much. That takes us now down to Agenda Item No. 5D, Marketing. Ms. Vecchio, do you want to kick us off here and give us an overview of what we're going to be considering here with Marketing Subjects 1 through 3?

VECCHIO: Absolutely. Claudia Vecchio for the record. Brenda Nebesky, our Chief Marketing Officer, is at the podium and she will be sharing some of the campaign creative that is underway as we launch our spring-summer campaign. The Marketing Committee first looked at it, then the full Commission looked at it. Brenda is going to show where we are at this point, which is not the final version. This continues to be a

work in progress when it comes to the videos, and you have a print ad campaign with you. She will run through the digital recap.

We get this [report] on a monthly basis from our agency. They do provide a wonderful dashboard that you all can go in and see how the campaign is doing. That's a level of transparency that we want to be sure everybody knows about and can utilize. Then Brenda we will talk briefly about the Cultural Tourism Marketing Program. Take it away, Brenda.

NEBESKY: Brenda Nebesky, Chief Marketing Officer. Good afternoon.

HUTCHISON: Good afternoon.

NEBESKY: First, I am going to share with you the latest from our “insiders look,” character series. This award-winning video series has really brought our campaign to life with transformative stories from real Nevadans. This video I am going to show you features a real baker who really is one of those iconic characters. She embodies our outdoor spirit. She is an amateur adventurer, but she brings professional skills in skiing, mountain biking and fly-fishing. Our videographers have edited this video I am going to show you to 30 and 15 second spots that we will push out in social channels. This is the long-form version I am going to show you here today, which we captured in our exceptional snow season for promotion of late summer and fall.
[video plays]

This series is available on TravelNevada.com through our “Insiders Look” button right on the homepage. The series also has significant life through our media buy and some of our rich media ad placements that we make. We have plans to continue this series and we're going to balance it with some characters from the south. We will bring that discussion to you in our Marketing Meeting in July. Our aim is always to have a good balance of geography, visitor interests, gender and diversity in this series, but I just thought I would show you the latest.

As you know, our spring-summer campaign launched at the beginning of May. I'll give you a full update at our next meeting. As Claudia mentioned, the creative that was approved was used for ad placements in Lonely Planet and we've had another placement in Nevada Magazine, which is available at the back of the room. They didn't make your packets, I apologize for that, but I thought I would bring all of that to you in our Marketing Committee in July just prior to that creative being promoted through our digital placements.

What I wanted to do is share with you an important reporting tool. This was developed by our terrific team at Fahlgren Mortine. Ron is going to bring up the

link on the screen for me so that I can navigate you through the basics of using it. The link is available in the Digital Monthly Recap Document in your packet. This is important because it really does show you all of the Google analytics available for all of our paid search and paid media. I thought I would step you through how to use it because this is a tool that you can access at any time to look at the stats. It's full transparency here.

Here is the basics of the navigation, which is up to the far-top left, there are seven pages total in the dashboard. Six of them are actually important dashboard reporting tools. The seventh is just a glossary of terms at the back because some of these are acronyms and I know that's always confusing. To the far top-right, are the dates. You can pick a range of dates to look at the results, and then these big colorful buttons, which toggle on and off are any element of the buy. You could look at three media partners, or one, or all of them in combination.

This first screen shows you results based on our general paid search. We do a limited amount of Bing ads and our general paid search through Google. The next one is the dashboard for paid content. This is the overall results for paid content. Again, under that site button, you could then get individual results based on partners like Kenetic, Atlas Obscura, Matador which are some of the individual elements of our buy. The third one, the Campaign button will give you the spring-summer campaign, fall-winter campaign. There are only four of those available to choose from. This is a relatively new tool.

The third one is Paid Media with Performance Results related to paid media that has click through rates. As you can see, a partner like Kenetic is extremely effective. There are some visualizations here that you can play with, too. Again, you can toggle on and off any element of the buy under the partner button. If you want to go on to the fourth screen, this is Interaction Performance. So, we place what we're calling, rich media ads, which are interactive placements that you can look at video, and view completion rate results. Then you can also click through to our site. There are various conversions on our site related to where it pushes you.

The fifth one, this is Traditional Video Ad Placements. You're probably all familiar with ads that run on YouTube. They are sponsored ads and this gives you results for view completion rates. These are run through channels like Clear Stream and Hulu. The sixth one is Overall Performance related to some of our goal conversions on TravelNevada.com. If you can look at the bars on the bottom, you can see how some of the different paid partners have an effectiveness related to different goals. We learn a lot about our audience this way.

I encourage you to explore this because our goal is always to target and optimize our media buy. Our goal is to drive partner engagement and ultimately partner-referrals and booking. This is one of the tools by which we learn about how to do that better. I don't know if you're all crazy about stats, but it's really interesting if you play with it. If anyone needs help, please feel free to reach out to me and I can talk you through it.

HUTCHISON: We have a few questions here.

NEBESKY: Okay. Sure.

HUTCHISON: Madam Vice Chair?

CARANO: Cindy Carano for the record. Thank you. I am crazy about stats. Actually, I think the paid partners should be crazy about stats. I see here it shows me a way to write down, or type in all of that stuff. How do I access this dashboard?

NEBESKY: That is the URL. I know it's really long. If you would like, I can send you each the link.

CARANO: Okay. So how do our paid partners—or do they not access this as potential paid partners? Is this in TravelNevada.biz? No?

NEBESKY: It isn't yet but it could be available there. Sure. That's an excellent idea.

CARANO: Okay. Thank you.

HUTCHISON: Commissioner Santos?

SANTOS: Thank you. Herb Santos for the record. I have the questions that would probably be called, the analytics or statistics for dummies? That's the type of question that I am probably going to ask right now. I may have missed this. When our ad pops up as a sponsored ad, for example, when I go on YouTube sometimes it says, after four seconds you can click it off and go to what you wanted to watch in the first place. Do those statistics show whether or not the person watched our sponsored ad to completion? Or is it just if it was on and someone was watching and clicked off, it doesn't distinguish between the two?

NEBESKY: I don't believe it does. The view completion is exactly that. It's a completed view.

SANTOS: Watching the whole thing from beginning to end?

NEBESKY: Yes.

SANTOS: Do our ads have that option to where it's playing and someone can click it off?

NEBESKY: I believe they do. I can confirm that for you, but, yes, I believe they do.

SANTOS: Would it be possible to confirm for sure whether or not the statistic is watched all the way to completion.

NEBESKY: I know the statistic is for completion. I just don't know if on all of the channels in which we place video, that we have that option of just viewing off the video or not.

SANTOS: Okay. Thank you.

HUTCHISON: Thank you. Any other questions Commissioners? All right. Please continue.

NEBESKY: That is all I have. I believe Claudia is going to step you through the next item which is related to cultural tourism.

HUTCHISON: Great. Okay. Thank you, Brenda,

NEBESKY: Thank you.

HUTCHISON: Ms. Vecchio, Cultural Tourism please.

VECCHIO: Yes. Thank you. If I might just add, in your packets, in the Fahlgren Mortine FY '17 Monthly Recap, that URL that you were asking about, is on page three. It is a long URL, but it is there. We can send you the link, but that's just in case you need it before you get the link. It's there for you.

The Cultural Tourism, this is a program we've talked about for a long time. We've done portions of it, it's not like we've ignored Cultural Tourism by any stretch of imagination. As a full Cultural Tourism program, we haven't really approached this until now. Now we have a portion of the budget in the Arts Council, but the much broader budget, program management, and oversight is on the tourism side. As soon as we get our final budget for FY '18, '19, we'll know what that really looks like and how we will be able to allocate funds for the Cultural Tourism program.

We will be moving this forward as a true program in what we're doing. We're looking for media partners and others who can help us craft this as a total Cultural Tourism program. The Marketing Committee, a while ago, had a presentation from Meredith, and Meredith is one of the big media companies in the country. They

have *Better Homes and Gardens*, *Midwest Living* and they do a number of different print and some digital associated media platforms. Working with a company like that to create both a media and consumer side of this, it really is something that we're going to embrace in the upcoming year. How that figures into our strategic plan has yet to be determined. We have had conversations about the Cultural Tourism funds that are in there. The Arts Council knows that they are there, but that is just a portion of what a cultural tourism program needs to have to be a significant outreach to cultural travelers.

We've had a number of presentations through the years about the importance of cultural travelers, and really, if we look at international travelers, they too are incredibly interested in the culture in the sense of place of what Nevada is. It's not only artists, it's really the DNA of who we are, the soul of the state. We will be moving forward with that Cultural Tourism program. We don't know what that's going to look like yet, but I wanted to address that. Commissioner Arger already did with her comments about where the funds live for that.

Ultimately, I think that the programming will certainly be one that will be managed through the Division of Tourism and we will show you what that is going to look like. I just wanted to mention that in terms of the marketing piece of this.

HUTCHISON: All right. Do we have any questions on Cultural Tourism, members of the Commission, before we move on? All right. Ms. Vecchio, why don't we move now to Agenda Item No. 5E, Sales and Industry Partners, and just give us an overview on items 1 through 3. Then let us know how you would like to proceed.

VECCHIO: Thank you Lieutenant Governor. Claudia Vecchio for the record. Again, we will first start with a recap of Rural Roundup. Great thanks to Don Newman and his team for putting on a really tremendous event. Kari Frilot who is in the audience, will provide an update on that. She is the only person in the Sales and Industry Partners group that is in town at the moment, they are all out on FAM trips.

FRILOT: Kari Frilot for the record. Actually, Yennifer is here as well, Claudia. She is in the audience.

VECCHIO: Oh. Good. I thought she was out too.

FRILOT: When I get to the third item, you will see why nobody else is here. TravelNevada produced the 27th Annual Rural Roundup in Elko. I really want to thank Don Newman, his staff, all the volunteers from town, the many businesses that stepped up. I also want to thank Commissioner Carano for attending along with Commissioner Newman, although I don't think he got to enjoy as much of it as you did.

We had more than 200 tourism volunteers and professionals from around the state to hear the latest trends on a number of topics including, photography, videography, social media, marketing strategies, welcome signage, mobile apps, and a lot more. Actually, there were 27 speakers in all, and that is just unbelievable. It's the most we've ever had a Rural Roundup. I got some good feedback because there was such a good variety to pick from.

There was a "Cowboy Up" Film Festival at lunch on Thursday that day. It was the second time that we've done a film festival, and I think it's very popular especially with video and how effective video marketing is. This time it featured 90-second destination commercials. The audience voted on which one they like the best, and we awarded that one the People's Choice Award at the evening event. That was Lake Tahoe South.

At the Voluntourism Awards dinner, which is always the Thursday night event, a member from each territory was recognized for their contributions to promoting their region. Then, there were two state-wide awards. One was given for excellence in grants, and the other one was given for excellence in tourism. The award ceremony this year was more moving, I think, than I have seen in the past. The people were really into it and felt honored to have received the awards.

Speaking of awards, we did the June Standard Memorial Scholarship. We received 13 essays this year and they were really, really good. I'm really happy to say that the student that won this year is actually from Spring Creek, which is just a few miles from Elko. It was an actual rural community win, and somebody really nearby. She did great. She came and read her essay to the audience and she is going to go to Boise State, but she is totally involved with tourism and hospitality.

Then we did the 1st Annual Larry J. Friedman Industry Partner of the Year Award. Another tearjerker. This was presented to Sue Barton who is the Chair of the Reno, Tahoe territory, and also the Deputy Director at the Lake Tahoe Visitors Authority. He really highlighted that the reason that she was selected for this award was because of her long contributions over 20 or more years to tourism in Nevada. It was well-deserved.

Once the conference was over, thanks to our Marketing Department and our Research Group, we put together a survey. We sent it out to about 180 of the attendees. We did not send it to staff or any of the speakers who didn't stay for anything beyond their session. We received 55 responses back so far, and 85 percent of those were very satisfied with the conference. Kudos to you again, Don.

Next year's Rural Roundup, just so you can put in on your calendar, will be on April 11th, 12th, and 13th, and it will be in Tonopah, Nevada. That's it for this unless anybody has any questions.

HUTCHISON: Any questions? Commissioner Newman, any follow up on this report? I know you had a lot to do with this.

NEWMAN: Yeah. It was a lot of fun and Kari made it very easy for my staff to produce this event. You and Mary sent us what you needed and we made it happen. It was great. It was an opportunity to showcase the new building, which you have been to a couple of times. I will say that Larry Friedman was very touched by your message. He commented to me a couple of different times, the fact that you reached out to him and called him your friend. It meant a lot to him.

A quick anecdote to start the meeting. Kari and I talked about introducing the general session and the final session, would I be the MC for that, and I said, well, I've never met a microphone that I didn't like. With Larry having done this for 26 years, and this being the 27th, these are awful big shoes to fill. Then the lightbulb, the marketer in me turned on, and Kari was able to bring some rather large clown shoes to me in Elko. I had put some drape next to the podium and everybody kept wondering, why would you have drape hooked up there? I was talking and said my little intro, and I said, Larry, these are such big shoes to fill, at which time I walked out from behind the drape and said, but we accept this challenge. Me and my clown shoes. Larry got a kick out of it as only Larry could, and I can hear the laughter now. The event was great. It will be much more fun in Tonopah next year. Again, Kari and Mary did a great job.

HUTCHISON: Thank you, Commissioner. Kari, thank you. Anything else? Thank you so much. International Marketing and Sales.

VECCHIO: Claudia Vecchio for the record. Part of what we submitted to the legislature was a shift in the way we budget our International Markets. We used to have a category for operations, and each of the markets was provided funds for operations. Really what it did, in many cases, is it paid for their office leases, it paid for them to turn on the lights, for staffing and that sort of thing.

That's really not our relationship with these firms. That's not our responsibility to pay for their operations. Plus, it doesn't really provide the highest level of transparency because we just simply sent them a particular amount which differs per office and per quarter. They prove their work through the quarterly reports that they send in and we've done it this way for many, many years. Then we separate the

marketing, the sales funds and the PR funds. Again, it depends on the market but each of them are given a certain amount for PR and Sales.

We're upping our transparency and making sure that we're breaking down some of these silos and we have taken away the operations part of this, and put that money into the sales and marketing category. Really all it is, is a shift of funds from one type of category to another. But, what it does is it puts a focus on sales and marketing and it requires that they provide us with an ROI on the totality of our budget as opposed to just the sales and marketing budget. The result is taking the operating funds out provides the needed transparency.

As we continue, one, to integrate our efforts domestically, so too will we be doing this globally. We've changed that from the structural financial standpoint, and we're also going to change, the way our market managers approach the markets. Historically, Bethany has had all of these markets from a PR standpoint. Although there is generally a PR Rep in each of the markets, we've been very heavily focused on the sales side. Having our market managers look at it with the more holistic approach, identifying what is going to work best in these global markets, will help us to make best use of opportunities. Some of these markets have tremendous PR opportunities that we haven't taken advantage of in the past because the budget has been delineated in such a way that it really hasn't allowed for those opportunities.

Just as you know, again, it's something we will talk about more with our strategic planning and how we approach these international markets, but we did this from a budget standpoint to shift some money. With Teri Laursen taking over the helm of the Sales and Industry Partners group, and these international markets, it makes sense to change the focus of these market managers to, instead of being sales managers, they're now market managers and will have a broad, fresh look at each of these markets.

Again, just some information. We will talk more through our strategic planning process, but because it was a budget decision I wanted to let you know about that. Does anybody have any questions or comments on that?

HUTCHISON: Any questions at all, Commissioners, on the move to a more integrated approach with the marketing directors overseeing the sales marketing and PR in each market? I think we're all looking forward to hearing more about that at the strategic planning session, Ms. Vecchio. Please proceed unless there are any questions. I don't see any.

VECCHIO: With the review of recent FAM is Kari. Thank you.

HUTCHISON: Kari, go right ahead.

FRILOT: Kari Frilot for the record. This video is an overview of our Sales and Industry Partners group through the fiscal year thus far, and a little overview of what we still have to come.

First, I would like you to meet our team. This is Mary Hummel who joined our group last fall. She keeps all of us in line and assists with travel arrangements, partner database development, fiscal on the grant disbursement, organization on reports, leads disbarments, and on and on. She is the blood and the backbone of our group. She was here earlier today but she had to leave, so we don't get to see her in person but that's Mary.

This is me hiding down there in the corner. I am the Rural Programs Manager, which includes overseeing both of the Rural Grant Programs. I am the liaison the territories, and I am also the producer of the Rural Roundup.

This is Yennifer Reyes. She is also in the room here today. We share her position with Public Relations. We call her our, FAM Queen. She is also the department liaison to Brand USA.

Christian Passink, he is our International Sales Manager, soon to be probably a market manager, for France, Germany and the UK.

David Lusvardi, he is out of our Las Vegas Office, he is the Sales Manager who currently oversees Australia, Brazil and Mexico, which will probably change to something like Latin America.

This is our vacant spot that we have which oversees the domestic sales effort, as well as responsibility for the Canada market. We are going to go back in from a sales standpoint and have representation in Canada again. For the last three years I believe, we've only had a PR presence in Canada, so we are going to reopen that starting in July.

Teri Laursen is our new Director of Sales and Industry Partners, and supports all of us. She is also has sales responsibility for India. It says she's missing in action on this slide. This presentation was used at Rural Roundup, and at that time she was in San Diego to see her daughter graduate from law school. Now she is missing in action again today because she is on the LVCVA Canadian Sales Mission. She is also out of our Las Vegas office.

What have we been doing? Well, FAM trips, FAM trip, FAM trips. Here is a list of the FAMs we did up through April, and you can add to this, two Brand USA FAMs, Mexico, Ireland and the UK. A New Zealand FAM, a Wedding Planners FAM, and a French FAM that we have either done in May or are planning to do in May. Here are some pictures and slides from some of these FAMs.

If we were not busy enough with the FAMs, we were conducting sales missions, eleven in all. These are the eleven that we held up through May of this year. Here are some photos and highlights from those sales missions. This is actually a picture that was at the Go West Summit appointment floor. That's how big that show is. It was very well attended and we actually got to host it in Reno this year. Here are more photos from the sales missions. These are the highlights from the campaigns that Yennifer and our Division does with Brand USA.

Here is a list of what's on the horizon. Some of these I mentioned a little bit earlier, but this is also through the end of the year which encompasses FAMs, Sales Missions and, or, Brand USA Campaigns. This was the last slide on this presentation which we did at Rural Roundup. The point that I want to share with you from this slide, is that we in Sales and Industry Partners have started sending out surveys to our FAM participants and to our suppliers in an effort to measure the return on investment. We will be sharing that information with you as well as with our suppliers. That is it. If you have any questions?

HUTCHISON: Any questions from members of the Commission for Ms. Frilot? All right. Thank you very much again. That takes us through Agenda Item No. 5E, and now that takes us to Agenda Item No. 5F, Nevada Magazine.

VECCHIO: This is Claudia Vecchio for the record. Janet will take it away. Thank you.

GEARY: Thank you Claudia. For the record, Janet Geary publisher of *Nevada Magazine*. Good afternoon. This addition is on the shelves right now. I don't know if everyone has received a copy, but if you would like one we have more available right here. If you're not on our list for a complimentary subscription, please let me know and I will be happy to add you.

This addition has some great stories in it. We're doing a series now called, "Ancient Nevada." Eric Cachinero, who did our "Ghost Town" series last year, is doing "Ancient Nevada" which is on the beginning of Nevada, landscapes, people, things like that. We started a new series called, "Yesterday." We're taking a story from the archives of *Nevada Magazine*, and actually running it in our latest addition of the magazine. I believe I mentioned last time, we received the archives from one of our readers that has passed away, so we are using a lot of those magazines for our

archival stories. They're really, really amazing. The first one went in this edition and we're going to continue to do that throughout the year.

We also did a great story on the Nevada State Prison. We found some never seen before, historical photos from the ghost town of Manhattan, that are in this edition as well. We did a story on Nevada's Dutch Oven Annual cooking event. Also, a photo feature of the wild flowers in Nevada.

We're working on the next one coming out July-August, and it features Nevada outlaws. A story about some of the non-famous outlaws that were in Nevada years and years ago. A Burning Man pictorial. Eric Cachinero has gone every year and he has taken some amazing photos and they will be in the next edition of the magazine. Our continuing series on State Parks. We're covering all of the State Parks. Megg Mueller our editor, has actually visited every state park and we've got some great stories and photos from all of the State Parks. And, of course, our next "Ancient Nevada."

For this issue too, our staff took a photo tour with Larry Burton who is one of Nevada's famous photographers and he took us to several different places. We all used different equipment. I used my cell phone, several people used phones, drones, we had all kinds of equipment out there. There is a complete story on that in the next addition of the magazine with all of our photos.

Our "Great Nevada Picture Hunt," is starting up. We have a photographer's website. If you haven't been on it, it is a *Nevada Magazine* Photographers website. We have about 3,200 photographers now that are members of that website. It's amazing. If you ever want any photos, please go on that site.

We are doing a photo symposium on June 28th. We are sponsoring an event here and we have four photographers that will be presenting at that symposium. It's all about cameras, photography, Nevada photography, where to go, and where to get the best photos. You are more than welcome to attend, or if you know someone that would like to attend, let me know.

Our 3rd Annual "Scavenger Hunt" is in the works. All of the locations will be announced in the next edition of the magazine. Our 2nd Annual event was amazing. We had featured stories in the *Review Journal* in Las Vegas, the *RGJ*, *Nevada Appeal*, *Record Courier*, *Tahoe Bonanza*, *Elko Free Press*, and the *Ely Times*. Everybody wrote a story. Everybody had people in their community that actually traveled in the scavenger hunt. We got great press. We're doing a 3rd Annual "Scavenger Hunt," and our partner again this year, is the Range Rover folks. They are taking our

winners on a weekend in a Range Rover. Maybe next year we'll get a Range Rover. I keep hoping they will give us one. But, not yet.

We're also working on our *Las Vegas Wedding Guide* that we're doing in conjunction with the Las Vegas Wedding Chamber of Commerce. We're finishing up on our *Ride's Guide*. We're also reprinting our Ghost Town map because we have sold out. Also, we are offering a Ghost Town bundle which includes the map and all six issues of our Ghost Town series. We sold a ton of those and we have run out of Ghost Town maps. I think that's about it for us. Any questions for me?

HUTCHISON: Any questions for Janet?

GEARY: Yes. Don?

HUTCHISON: Commissioner Newman?

NEWMAN: Don Newman for the record. Janet, I think that we need to move Item F up to Item B. You're so diligent in your patience, to sit here. You always have so much to say that we need to roll the dice and shake the rotation up just a little bit so that you don't feel rushed and you can go through everything. What you guys are doing, Megg and the staff, and Adele and you, is just amazing. The magazine is first class. It continues to be that way and you guys have so many great ideas. I would like to afford you as much time as you need so that your patience has been rewarded.

GEARY: Thank you, Don. I appreciate that. When you get as old as me, you have lots of patience. Anyway, thank you for that.

HUTCHISON: Commissioner Newman, I think you're right. We will move that up on the Agenda Item, Janet, so you don't feel so rushed. You always are at the end and you do have such great insight and content for us.

GEARY: Thank you.

HUTCHISON: Other Commissioners comments? Commissioner Santos?

SANTOS: Thank you. Herb Santos for the record. I just want to put this on the record. I did attend a formal function down in Las Vegas. I went to pick up my mother-in-law, my beloved mother-in-law and—

HUTCHISON: This is on the record.

- SANTOS: That's right. I just want to comment that I get her a subscription to *Nevada Magazine*, and even though I had my kids, her grandkids and her daughter, who never get to see her enough, she was a little upset that we came over too soon because she hadn't finished reading the *Nevada Magazine*. When my learned mother-in-law tells me that she always enjoys the magazine and always learns something—which I thought I would never hear in a gazillion years, always learns something about Nevada when she reads it, you guys are doing a great job. She could be the biggest critic anyone could ever have, but she is a big fan. Keep up the good work, it makes my life easier.
- GEARY: Thank you Mr. Santos. I appreciate it. We get lots of letters and comments from our readers all the time and they have either moved to Nevada, or visited Nevada on something they've read in the magazine. We feel very honored to do what we do. Thank you.
- HUTCHISON: Thanks for the great quality work. Thank you, Janet.
- GEARY: Thank you.
- HUTCHISON: All right. That will close out Agenda Item No. 5F. The next one is our Agenda Item No. 5G, which is our next NCOT meeting. Ms. Vecchio, I think that is probably going to get moved to June 21st, is that right?
- VECCHIO: Yes. Dee will call everyone, but we would like to move it to June 21st and the time is yet to be determined. We would also like to do it in person. As you can hear from today, we have a number of issues that we want to revisit, and this will also be the meeting when we talk about the grants, and we also talk about our upcoming sponsorships. A couple of those sponsorship events are going to want to have your ears and your eyes on that day. If we could do that in person, that would be terrific as well. We will poll you and get your availability for the 21st.
- HUTCHISON: Thank you. That is noticed as a telephone conference only meeting. Is that right, Ms. Vecchio? Teleconference?
- VECCHIO: That's how it is on this announcement, and it's been in our annual meeting listing, but I would like to change that to an in-person meeting.
- HUTCHISON: Okay. That's great. The meeting on the 21st will be a meeting like this where we all are here in Carson City, or if you need to be, in Las Vegas. Okay. I was about to give the eulogy of one of our members here, but we will wait to do that until the end of the next meeting. All right.

Let's move on then. We can happily close out Agenda Item No. 5, with all the subsections that are attached to it.

Commissioner Comments

HUTCHISON: Let's move now onto our Agenda Item No. 6, Commissioner Comments. This is the time, Commissioners, for any comments that you would like to offer up here to members of the Commission. Commissioner Santos, would you start us off please?

SANTOS: Thank you. Herb Santos for the record. As I sat here and listened to the comments about the Rural Roundup, and about the Film Festival they had, I just want to throw this out there, I thought, wouldn't that be something cool to have that maybe we can show at our Governor's Summit where we have some type of competition about, "Why I Travel Nevada." A 90-second thing about what they've done in the State of Nevada and sort of showcase that and have a little event or—it doesn't have to be at the Global Summit, but something where we would also probably get some really cool little videos that we could use for other purposes. This just came to my mind as I was sitting here.

HUTCHISON: Thank you very much, Commissioner Santos. Other comments, Commissioners, under Agenda Item No. 6, Commissioner Comments? Commissioner Sheltra and then Commissioner Newman.

SHELTRA: Ryan Sheltra for the record. I have to start being better about that, Governor, sorry. I'm a little late on these comments, but you guys are doing a great job, staff. I'm getting daily indulged. I am a Facebook user, and from not only our marketing side and seeing the videos that are coming up, but I'm also seeing from the magazine side. Literally, daily, it feels like I'm seeing two or three different messages coming across from one of the two sides, maybe even PR is in there, Bethany. I just see a lot of Nevada Commission on Tourism and stories about rural Nevada. You guys are doing a great job on that social media piece. Again, I'm a little late on that comment. That should have come earlier but I didn't want to go silent on that.

HUTCHISON: Thank you very much, Commissioner Sheltra. Commissioner Newman?

NEWMAN: Don Newman for the record. I want to share with my fellow Commissioners, looking at the room here, other than Yennifer and Dee, this whole group was in Elko for the Rural Roundup, in addition to Devin and Sydney, and Megg, and so many more. Claudia, I want to thank you for bringing so much backup with you, as you were there as well. More importantly, I think it was really good to see our partners at Fahlgren Mortine, Neil was there, his wife was there, Marty was there. For them to

come and experience Rural Roundup, again, I mentioned it there, Neil gets it. That group gets rural Nevada; they get what we in Nevada are trying to do. I don't think we could have a better partner than those folks there. Again, with so much of the staff present, and our partners present, it was a wonderful event.

HUTCHISON: Thank you, Commissioner Newman. Julia?

ARGER: Julia Arger. I just wanted to quickly point out that each of you received the Nevada Arts Council Annual Report for 2016. In the last meeting when the request went out with how the funds are being spent, I think you will find this very helpful in answering your questions. Thank you.

HUTCHISON: Thank you, Commissioner Arger. Any other comments under Agenda Item No. 6? All right We will close out Agenda Item No. 6 then. We will move on to Agenda Item No. 7, which is Public Comment.

Public Comment

None

HUTCHISON: Are there any members of the public here in Carson City who would like to make public comment before the Commission at this time? I'm seeing none. Any members of the public in Las Vegas who would like to present public comment to the Commission at this time? We're not seeing any there either. We will close out Agenda Item No. 7.

Adjournment

HUTCHISON: We will go to our favorite Agenda Item, for possible action, Agenda Item No. 8, Adjournment. Do I have a motion to adjourn?

VASWANI: Yes. Mike Vaswani.

HUTCHISON: All right. Commissioner Vaswani, I will give you that motion. Is there a second?

WAGNON: Second.

HUTCHISON: Second, Commissioner Wagon. Are there any comments, questions or discussion on this motion? Hearing none, those in favor signify by aye.

GROUP: Aye.

HUTCHISON: Any opposed, no. Motion is carried. We are in adjournment until our next meeting on the 21st.

The meeting adjourned at 4:10 p.m.

Respectfully submitted,
Dee Chekowitz-Dykes, Executive Assistant
Department of Tourism and Cultural Affairs
Nevada Commission on Tourism