

TRAVEL NEVADA

NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Regular Meeting of the Commission on Tourism
Wednesday, June 21, 2017 – 1:00 P.M.

MEETING LOCATION:

NCOT – Laxalt Building
401 N. Carson St. 2nd Floor
Carson City, NV 89701

VIDEO CONFERENCE LOCATION:

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

TELECONFERENCE NUMBER:

888-363-4735; Access Code: 4878739

COMMISSIONERS

Lt. Governor Mark Hutchison, Chair*

Cindy Carano, Vice Chair*
Ryan Sheltra*
Phil DeLone*
Bob Morse*
Richard Arnold

Don Newman*
Herb Santos, Jr.*
Mike Vaswani*
Bob Stoldal

Rossi Ralenkotter*
John Wagnon*
Denice Miller*
Julia Arger

THIS MEETING IS IN COMPLIANCE WITH THE “NEVADA OPEN MEETING LAW” AND HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

Nevada Commission on Tourism, Carson City, Nevada
Legislative Counsel Bureau, Carson City and Las Vegas, Nevada
Nevada State Library, Carson City, Nevada
Las Vegas-Clark County Library, Windmill Branch, Las Vegas, Nevada
Websites: www.TravelNevada.biz and www.notice.nv.gov

STATEMENT OF THE COMMISSION

- Action may be taken on those items denoted “For Possible Action”.
 - Items on this agenda may be taken in a different order than listed.
 - Two or more agenda items may be combined for consideration.
 - An item may be removed from this agenda or discussion relating to an item on this agenda may be delayed at any time.
 - Public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the chair, and speakers are urged to avoid repetition of comments made by previous speakers.
 - No action may be taken on any matter brought up under public comment until that matter has been specifically included on an agenda as an item upon which action may be taken (NRS 241.020).
 - Meetings are audio-recorded as part of the public record. Speakers are requested to identify themselves before speaking.
 - Note: Please provide NCOT with electronic or written copies of testimony and visual presentations if you wish to have complete versions included as exhibits with the minutes.
-

AGENDA

A. Opening ---

Call to Order and Confirmation of Proper Posting – Lt. Governor Hutchison
Roll Call and Determination of Quorum– Lt. Governor Hutchison

B. Public Comment ---

Public comment is welcomed by the Commission. A period of public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to three (3) minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

C. **For Possible Action** - Approval of Minutes ---

Approval of the May 17, 2017 NCOT Meeting Minutes

D. **For Possible Action** – FY18 1st Cycle Rural Marketing Grants Recommended Allocation ---

Review and Approval of the FY18 1st Cycle Rural Marketing Grant Applications

Grant funds are intended exclusively to develop, promote and improve tourism to and within the State of Nevada. They may be used for no other purpose, and must be obligated and/or expended for invoices due in the same fiscal year as awarded. Grant funds will be used by the Division of Tourism on behalf of a grantee or distributed to political subdivisions of the state, to fair and recreation boards, and to local or regional organizations, which promote travel and tourism. For the complete grant guidelines, please visit TravelNevada.biz.

Proposed motion: *The Nevada Commission on Tourism approves the expenditure of (\$xxxx) for the FY18 1st Cycle Rural Marketing Grants to the recipients as outlined in the staff recommendation (or as revised per Commission discussion).*

E. Grants Review Process ---

The Department of Tourism and Cultural Affairs will be undergoing a full review of all grants offered through the Division of Tourism and the Nevada Arts Council. Process:

- Develop a scope of work
- Gain proposals from MSA contracted grants review vendors
- Conduct grants review
- Provide report
- Update grants processes

Expected timeline – 9 – 12 months

F. **For Possible Action** – NCOT Marketing Committee Membership - Appointment of new member to the NCOT Marketing Committee to fill upcoming vacancy as of July 1, 2017. ---

G. Agency Reports ---

G1. Chair Report

- G1.1 Legislative Update** – Final review of the 79th Legislative Session
- G1.2 Overview of Bills that Impacted Tourism/DTCA**
- G1.3 Governor’s Portrait Project** – the DTCA will work with the Governor’s office to identify a portrait artist and create the official portrait for Governor Brian Sandoval
- G1.4 I-11 Corridor Update** – Kevin Verre from the Nevada Department of Transportation will provide an updates on the I-11 Corridor project.

G2. Administration

- G2.1 FY18-19 Budget Overview** - Based on final approval of the legislature, the Division’s FY18-19 budget has been set. Overview of the budget and general category allocation.
- G2.2 2017 Nevada Governor’s Global Tourism Summit Update** - The Nevada Governor’s Global Tourism Summit will be held Dec. 4-5, 2017 at the Flamingo Hotel in Las Vegas. Theme is “Nevada Welcomes the World.”
- G2.3 Governor’s Trade Mission to South America/Tourism Sales Mission** - TravelNevada will participate in the Governor’s mission with sales calls and joint Tourism/GOED events in Panama City and Santiago. Additional tourism outreach will take place in Bogota, Colombia. July 20-28, 2017. Partners are invited to join the mission.

G2.4 Regional Reporting – Initiation of a regional quarterly reporting function that incorporates the “Discover the Facts” and input from our partners in each region. Also will give Commissioners a better opportunity to convey achievements, upcoming events and other news from their areas.

G2.5 Quarterly Staff Update

G3. Nevada Magazine

G3.1 Rides Guide, Wedding Planner – Supplemental publications have been successful at generating additional revenue and expanding the Nevada Magazine publishing brand

G4. Public Relations

G4.1 Discover Your Nevada – The 2017 program has kicked off. PR will provide an overview of the program and goals for this year’s campaign.

G4.2 Social media update

G4.3 Nevada Welcomes the World video – presentation and discussion

G5. Marketing

G5.1 For Possible Action - Review and Approval of the FY18 Urban Sponsorship

Requests – Sponsorship presentations may be provided by:

- Great Reno Balloon Races
- Audi Championship (Henderson)
- Reno 1868 FC (Soccer)
- Reno Air Service Corporation (RASC)

Established to provide financial and in-kind marketing assistance to events in Nevada cities that are not included in the rural grants funding. The goal of the program is to provide community support to increase visitation from out-of market audiences and build greater awareness of Nevada’s tourism brand identity. Current program funding stands at \$150,000.

Proposed motion: *The Nevada Commission on Tourism approves the expenditure of \$150,000 for urban event sponsorships at the levels and to the organizations as presented. (Or revision based on the Commission discussion.)*

G5.2 Review of Spring/Summer Campaign Performance to Date

G5.3 Virtual Realty Shoot Update

G6. Sales and Industry Partners

G6.1 Introduction of New SIP Team Member Sylvia Welsh

G6.2 Trade Show Booth Redesign – TravelNevada needs to improve its presence at trade shows. With IPW in Denver next year, it’s an opportunity to create a statewide presence while allowing each destination/company to retain its own brand.

G6.3 IPW Denver Show Presence – The SIP group will be working with marketing and US Travel to identify advertising and PR opportunities to gain greater awareness beyond the trade show floor.

G6.4 Brand USA Mission to India – September 10-15, 2017. Mumbai, Chennai New Delhi.

- G7. Nevada Arts Council
 - G7.1 Executive Director Search Update
- G8. Nevada Indian Commission
- G9. Division of Museums and History

H. Upcoming Meetings ---

- H1. Marketing Committee
Wednesday, July 12
1:00 p.m.
- H2. Full Commission
Wednesday, August 16
1:00 p.m.

I. Commissioner Comments ---

J. Public Comment ---

Public comment is welcomed by the Commission. A period of public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

K. **For Possible Action** - Adjournment ---

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting **Dee Chekowitz-Dykes**, Executive Assistant, Nevada Commission on Tourism, (775) 687-0621 or by email to ddykes@travelnevada.com. Materials are available from the Nevada Commission on Tourism office, 401 N. Carson Street, Carson City, Nevada and online at www.travelnevada.biz

Persons with disabilities who require special accommodations or assistance at the meeting should notify Dee Chekowitz-Dykes at the Nevada Commission on Tourism at (775) 687-0621 or ddykes@travelnevada.com.