



**NEVADA COMMISSION ON TOURISM
NOTICE OF PUBLIC MEETING**

Regular Meeting of the Commission on Tourism
Wednesday, August 16, 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*
Herb Santos, Jr.*
Denice Miller*
Bob Cashell*
Richard Arnold

Don Newman*
Mike Vaswani*
Bob Morse*
Bob Stoldal

Rossi Ralenkotter*
Phil DeLone*
Brian Krolicki*
Julia Arger
*Voting members

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, Nevada
- Nevada State Museum, Las Vegas, Nevada
- Nevada State Library, Carson City, Nevada
- Governor’s Office / SOS Las Vegas, Nevada
- Las Vegas-Clark County Library, Windmill Branch, Las Vegas, Nevada
- Reno Sparks Convention and Visitors Authority, Reno, 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.
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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. Introduction of New Commission Members – Lt. Governor Hutchison ---

D. Presentation – Reno Air Service Corporation – overview of organization, partnerships, recent successes and plan for the year ahead.

E. FY 18-19 Strategic Planning ---

E1.1 FY18-19 Strategic Framework Development – For Possible Action The Division of Tourism is working to create its FY18-19 strategic plan/framework. The Division will look to the Commission for guidance regarding key components of the plan:

- Mission
- Vision
- Values
- Key Initiatives (proposed FY18-19 initiatives included on attached overview)

- Overarching Metrics/Methodology by which program effectiveness is measured

This is a working session that will be moderated in house so the Division can get moving on the plan. In preparation for this discussion, please review the current strategic plan, available online at http://nvculture.org/resources/5/2016_strategic_plan.pdf. The above referenced portions of the plan also are included in this packet.

E1.2 ROI/Program Metrics – For Discussion - Discussion of stakeholder expectations of program measurement, new technologies that allow more complete measurement, Always On measurement.

F. Agency Reports

F1. Chair Report

F2. Administration

F2.1 FY18 YTD Budget Overview

F2.2 RFP Update

- Projects Awarded
- RFPs in Process
- Upcoming RFPs

F2.3 2017 Nevada Governor’s Global Tourism Summit Update – Updated agenda included in the packet.

F2.4 Governor’s Trade Mission to South America/Tourism Sales Mission Recap – The Division participated along with the Governor’s Office of Economic Development on events in Panama City, Panama and Santiago, Chile. The tourism team also visited Bogota, Colombia and conducted sales calls and client outreach.

F2.5 Trade Mission to India September 10-15, 2017 – The Division will participate in the Brand USA mission to India. The mission will conduct sales calls, media interviews and other outreach activities in Mumbai, Chennai and New Dehli.

F2.6 Brand USA – US/China Summit – TravelNevada staff will attend this year’s event in Atlanta, Sept. 20-22.

F3. Nevada Magazine

F3.1 Projects Completed

- Wedding Guide
- Rides Guide

- F4. Public Relations**
 - F4.1 Nevada Welcome Video**

- F5. Marketing**
 - F5.1 Virtual Reality Program** /*Follow-up from Marketing Committee meeting.* Evolution of the VR program to ensure greater statewide inclusivity as recommended by the Marketing Committee. Total program integration to include PR, social, promotions.

 - F5.2 Creative Development** / *Follow-up from Marketing Committee meeting.* New broadcast storyboards and discussion of the Always On approach.

 - F5.3 Summer Sponsorships Update** – Overview of programs identified for each of the Division’s urban event sponsorships.

- F6. Sales and Industry Partners**
 - F6.1 Brand USA – Proposed FY18 programming** (proposal attached) – **For Possible Action**

 - F6.2 FY18 Domestic and International Shows** (schedule attached) – **For Possible Action**

 - F6.3 Market Positioning** – Overview of the markets, approach to the representative contracts

G. Upcoming Meetings ---

- G1. Full Commission at Governor’s Global Tourism Summit – Las Vegas**
Monday, December 4, 2017 at 10:00 a.m. (Grants approval, strategic plan review/approval)

H. Commissioner Comments ---

I. Public Comment ---

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J. **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.