



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

Regular Meeting of the Commission on Tourism
Wednesday, June 20, 2018 – 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 and Las Vegas, Nevada
Nevada State Museum, Las Vegas, Nevada
Nevada State Library, Carson City, 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. **For Possible Action** – Approval of Minutes ---

Approval of the March 29, 2018 NCOT Meeting Minutes

D. FY19 1st Cycle Rural Marketing Grants Status Update ---

E. For Possible Action – Discussion and Approval of New Marketing Committee

Members

- E1.** Kristin Windbigler
- E2.** Carl Ribaudó

F. Brand USA Update

Brand USA Representative will provide overview of Brand USA's mission and of TravelNevada FY19 Programs.

G. Introduction of New Creative Team

TravelNevada undertook an extensive Request for Proposal process to award contracts in four service categories. Representatives from each team will present an overview of the services each will provide in the coming four years.

- G1.** Fahlgren Mortine – Media Buying and PR/External Communications
- G2.** BVK – Creative Development
- G3.** Noble Studios – Web/Digital Development Services including Customer Relationship Management

H. Agency Reports

- H1.** Chair Report
- H2.** Division of Tourism
 - H2.1** Quarterly Staff Update (January – March 2018)
 - H2.2** FY18 Budget Update
 - H2.3** FY19 Legislatively Approved Budget Update
 - H2.4** FY19 Sales/PR Update
 - H2.5** Arts, Culture & Heritage Guide
- H3.** Nevada Magazine Update
- H4.** Arts Council Update

I. Upcoming Meetings

August, 2018 - Marketing Committee, Date TBD
September 19, 2018, 1:00 pm - Full Commission Meeting
December 12, 2018, 1:00 pm – Full Commission Meeting

J. Commissioner Comments _____

K. Public Comment _____

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L. 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.