

MINUTES of the NEVADA COMMISSION ON TOURISM
June 25, 2018

The Nevada Commission on Tourism held a Commission meeting at 1:00 p.m. on June 25, 2018 at 401 N. Carson Street, Carson City, NV 89701 and by phone conference.

Call to Order

Lt. Governor Hutchison, Chair, called the meeting to order at 1:06 p.m.

Commissioners Present:

Lieutenant Governor Mark A. Hutchison, Chair
Don Newman
Herb Santos, Jr.
Brian Krolicki
Bob Stoldal
Phil DeLone
Bob Morse
Mike Vaswani – attended late

Commissioners who are absent/excused:

Julia Arger
Richard Arnold
Denise Miller
Rossi Ralenkotter
Bob Cashell
Cindy Carano, Vice Chair

Staff present:

David Peterson, Interim Director
Brenda Nebesky, Interim Deputy Director
Teri Laursen
Christian Passink
Sarah Bradley, DAG

Roll Call and Determination of Quorum

HUTCHISON: Well, good afternoon everyone. We will go ahead and call the Nevada Commission on Tourism meeting to order. We'll begin with roll call. Mr. Peterson if you would call roll to make sure that we've got a quorum.

PETERSON: Thank you, Lieutenant Governor. Lieutenant Governor Hutchison?

HUTCHISON: I'm here.

PETERSON: Vice Chair Carano? We're going to mark her absent excused, she may join us at some point. Commissioner DeLone?

DELONE: Present.

PETERSON: Commissioner Morse?

MORSE: Present

PETERSON: Commissioner Miller. We'll mark her absent / excused. Commissioner Newman?

NEWMAN: On the phone, yes.

PETERSON: Thank you. Commissioner Ralenkotter is unable to attend today, we'll mark him absent / excused. Commissioner Santos, Jr.?

SANTOS: Present.

PETERSON: Commissioner Cashell have you joined us yet? Commissioner Vaswani are you on? Commissioner Krolicki?

KROLICKI: Here.

PETERSON: Thank you. Commissioners Arger are you on and Commissioner Arnold? We'll mark them absent, excused. Commissioner Stoldal?

STOLDAL: Present.

PETERSON: Thank you. Okay. I can confirm we do have a quorum, Lieutenant Governor.

HUTCHISON: Great Mr. Peterson, thank you very much. We will move on to Agenda Item B Public Comment

Public Comment

HUTCHISON: Are there any members of the public who are on the phone or, this is being broadcast elsewhere, so anyone else who would like to come before the

Commission and present public comment? I'm not hearing any. That takes us to agenda item C.

FY19 1st Cycle Rural Marketing Grants Recommended Allocation

HUTCHISON: FY19 1st Cycle Rural Marketing Grants Recommended Allocation, for possible action by the Commission. Mr. Peterson, please kick this off.

PETERSON: Thank you. For the record, David Peterson. In your packets you all have a copy of the 1st Cycle fiscal 19 grant recommendations. At this time, I'm going to let Teri Laursen, Director of Sales and Industry Partners team walk you through the grant recommendations that were reviewed and approved by the Territory Advisory Committee a week ago today.

LAURSEN: For the record, Teri Laursen, Director of Sales and Industry Partners. I come before you today to request approval of the FY19 First Cycle Rural Marketing Grants.

Rural Marketing Grants help the communities of Nevada market their destination to potential visitors around the world in an effort to generate overnight stays. The funds are intended to develop, promote and improve tourism to and within the state. TravelNevada awards \$1.65 million per year to rural partners for a variety of marketing projects which include video production; online marketing, radio, television and print advertising; brochures; tourism community assessments; attending travel/trade shows and more. Non-profits and local tourism entities are eligible to apply for funding in this program.

Christian Passink and I reviewed and discussed the grants with Territory Advisory Committee at a meeting on June 18, 2018 and came to a consensus on the recommendations that are before you today.

This year we received 216 grant applications requesting \$1,994, 081. We are recommending funding for 178 projects totaling \$1,006,203. This would leave a balance of \$643,797 for the second cycle. There was one first-time applicant.

We are happy to entertain questions or comments you may have about the recommendations before you.

HUTCHISON: Ms. Laursen, thank you very much for your report and introduction. Members of the Commission, after review of the materials, do you have any questions about the FY19 Rural Marketing Grants? Or comments?

DELONE: Move to approve.

HUTCHISON: I have a motion for approval. Is there a second?

SANTOS: Herb Santos for the record, I'll second.

HUTCHISON: Any discussion on the motion? Hearing none, those in favor signify by saying aye.

GROUP: Aye.

HUTCHISON: Any opposed nay. Motion carries unanimously. Thank you very much. That takes us off agenda item C to agenda item D.

Commissioner Comments

HUTCHISON: Commissioners are there any comments you would like to make at this special meeting?

NEWMAN: This is Commissioner Newman. I would like to say thank you to Teri, Christian and Mary for stepping up at a tough time to continue this process that Kari had started. They had to review about 60% of the grant applications. Again, thank you for your time in getting us through this. Rural Nevada appreciates you support.

LAURSEN: Thank you.

HUTCHISON: Well said Commissioner Newman, thank you. Any other comments from other Commissioners? Not hearing any. We'll close out agenda item D and move on to agenda item E.

Public Comment

HUTCHISON: Are there any members of the public on the phone or where this is being broadcast who would like to present public comment to the Commission?

PETERSON: For the record, Dave Peterson. Lieutenant Governor, I would like to clarify the motion. Does Commissioner DeLone need to state the full motion for the record before the vote is taken?

DELONE: I'd be more than happy to.

PETERSON: Thank you.

DELONE: Phil DeLone for the record. The Nevada Commission on Tourism approves the expenditure of \$1,006,203 for the fiscal year 19 1st Cycle Rural Marketing Grants to the recipients as outlined by the staff recommendations.

HUTCHISON: We'll go back to agenda item C. We'll reopen that.

FY19 1st Cycle Rural Marketing Grants Recommended Allocation

HUTCHISON: You have all heard the official motion. Do we still have our second by Herb Santos?

SANTOS: Herb Santos for the record, I'll second.

HUTCHISON: Great. Any discussion or comments on the more detailed motion? Hearing none. Those in favor signify by saying aye.

GROUP: Aye.

HUTCHISON: Any opposed nay. Motion carries unanimously. Thank you very much. That takes us off agenda item C back to Public Comment.

Public Comment

HUTCHISON: Are there any members of the public besides Mr. Peterson who would like to make public comment? That takes us off agenda item E to agenda item F, Adjournment.

Adjournment

HUTCHISON: Is there a motion to adjourn? Please identify yourself.

NEWMAN: So moved.

HUTCHISON: Move to adjourn. Do I have a second?

DELONE: Second.

HUTCHISON: Thank you, Commissioner DeLone. Is there any comments on the motion? Hearing none, those in favor signify by saying aye.

GROUP: Aye.

HUTCHISON: Any opposed, nay. Motion carries unanimously. Thank you very much ladies and gentlemen for being at this special meeting and we are adjourned.

PETERSON: Thank you Lieutenant Governor and Commissioners.

The meeting adjourned at 1:15 p.m.

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