



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

Regular Meeting of the Commission on Tourism  
Monday, December 17, 2018 – 1:00 P.M.

**MEETING LOCATION:**

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

**VIDEO CONFERENCE LOCATION:**

Tourism Office – Las Vegas  
4000 S. Eastern Ave. #240  
Las Vegas, NV 89119

**TELECONFERENCE NUMBER:**

**888-363-4735; Access Code 4878739**

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**COMMISSIONERS**

Lt. Governor Mark Hutchison, Chair\*

Cindy Carano, Vice Chair\*  
Herb Santos, Jr.\*  
Denice Miller\*  
Bob Cashell\*

Don Newman\*  
Mike Vaswani\*  
Brian Krolicki\*  
Bob Stoldal  
Vacancy\*

Steve Hill\*  
Phil DeLone\*  
Richard Arnold  
Joe O’Neil

\*Voting members

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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](http://www.TravelNevada.biz) and [www.notice.nv.gov](http://www.notice.nv.gov)

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**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.

## STATEMENT OF THE COMMISSION – Continued

- 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

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

## B. Public Comment

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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

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Approval of the September 19, 2018 NCOT Meeting Minutes

## D. For Possible Action - FY19 2<sup>nd</sup> Cycle Rural Marketing Grants Recommended Allocation

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Discussion and approval of grant allocation as recommended by the Territory Advisory Committee. We received 94 applications associated with the FY2019 2<sup>nd</sup> Cycle Rural Marketing Grant Program from 42 organizations requesting \$839,609.00. We are recommending awarding the balance of FY19 funding of \$643,797.00 .

**D – FY 19 2<sup>nd</sup> Cycle Rural Marketing Grants - Continued**

*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](http://TravelNevada.biz).*

**Proposed motion:** The Nevada Commission on Tourism approves the expenditure of \$643,797.00 for the FY19 2<sup>nd</sup> Cycle Rural Marketing Grants to the recipients as outlined in the staff recommendation (or as revised per Commission discussion).

**E. Adam Sacks, Tourism Economics** \_\_\_\_\_

Adam Sacks will present the latest research on the economic value of tourism to the state of Nevada. He will review recent trends and the importance of visitors to the Nevada job market, government revenue, and businesses.

**F. Noble Studios – Update on TravelNevada.com** \_\_\_\_\_

Present TravelNevada.com website and digital discovery findings and updates to the TravelNevada.com website implementation timeline.

**G. TravelNevada Logo Update** \_\_\_\_\_

Presentation of the final TravelNevada logo to be used in all consumer-facing material beginning January of 2019.

**H. For Discussion Only – International Markets Advisory Committee**

Discussion of the creation of a committee to advise TravelNevada Sales and Industry Partners and Public Relations teams on international markets.

**I. Agency Reports** \_\_\_\_\_

**I1. Chair Report**

**I2. Division of Tourism Update**

**I2.1** Quarterly Staff Update (July - September 2018)

**I2.2** FY19-21 Agency Request Budget Update

**I2.3** FY19 Budget Update

**I2.4** Tourism Ecosystem Report – Kyle Shulz, Research Manager

**I2.5** FY18 Annual Report

**J. Upcoming Meetings** \_\_\_\_\_

2019 Proposed Schedule of Meetings

**K. Commissioner Comments** \_\_\_\_\_

**L. Public Comment** \_\_\_\_\_

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**M. 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](mailto: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](http://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](mailto:ddykes@travelnevada.com).