



NEVADA
COMMISSION
ON TOURISM

Teleconference Number:
888-363-4735; Access Code: 4878739

NOTICE OF PUBLIC MEETING
Department of Tourism and Cultural Affairs
Nevada Commission on Tourism

MEETING LOCATION:
Nevada Commission on Tourism
401 N. Carson Street – 2nd Floor
Carson City, NV 89701

VIDEO CONFERENCE LOCATION:
Las Vegas Convention & Visitors Authority
3150 Paradise Road
Las Vegas, NV 89109

Wednesday, September 30, 2015 – 2:00 PM

Commissioners:		
Lt. Governor Mark Hutchison, Chair*	Lorraine Hunt-Bono*	John Wagnon*
Cindy Carano, Vice Chair*	Don Newman*	Julia Arger
Brian Ayala*	Rossi Ralenkotter*	Richard Arnold
Christopher Baum*	Herb Santos*	Bob Stoldal
Ryan Sheltra*	Mike Vaswani*	*Voting Member

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
Clark County Library, Windmill Branch, Las Vegas, NV
Websites: www.TravelNevada.biz and www.notice.nv.gov

- 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.
- 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

1. Opening

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

2. 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.

3. Approval of Minutes

- a. Approval of the June 17, 2015 Commission Meeting Minutes – **For Possible Action**

4. Reports

- a. Chairman's Report
- b. Administration
 - FY16-17 Budget – **For Possible Action**
 - FY16-17 Strategic Plan – **For Possible Action**
 - Governor's Global Tourism Summit Update
 - Quarterly Update
- c. PR / Marketing Update
 - Fall/Winter 2014-15 Campaign Effectiveness Overview
 - Brand 2.0 New Creative – **For Possible Action**
 - Fall/Winter Media Plan – **For Possible Action**
- d. International Sales/Marketing Update
 - Brand USA program
 - Upcoming/Recent FAMS
 - Rep Firm RFP Process Update
 - China Office Update
- e. Nevada Magazine
- f. Department Agency Updates
 - Museums & History
 - Nevada Arts Council
 - Nevada Indian Commission

5. Upcoming Meetings

Monday, November 16, 2015 at 12:00 p.m. at The Governor's Global Tourism Summit, Hilton Lake Las Vegas, 1610 Lake Las Vegas Parkway, Henderson, NV 89011. Buffet lunch will be served at 11:30 a.m.

Wednesday, December 9, 2015 at 1:00 p.m., teleconference only to the NCOT Commission Chambers at 401 N. Carson Street, Carson City, NV 89701.

6. Commissioner Comments

7. Public Comment

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8. Adjournment – For Possible Action

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 via email to ddykes@travelnevada.com. Materials are available from the Nevada Commission on Tourism office, 401 N. Carson Street, Carson City, Nevada.

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.