



**NEVADA
COMMISSION
ON TOURISM**

Commissioners

**Lt. Governor Mark
Hutchison,**

Commission Chair*

Cindy Carano, Vice Chair*

Ryan Sheltra*

Don Newman*

John Wagnon*

Rossi Ralenkotter*

Jennifer Cunningham*

Herb Santos*

Mike Vaswani*

Dallas Haun*

Bob Morse*

Bob Stoldal

Julia Arger

Richard Arnold

***Voting Member**

NOTICE OF PUBLIC MEETING

Nevada Commission on Tourism
Department of Tourism and Cultural Affairs

MEETING LOCATION:

Grand Sierra Resort
Crystal Ballroom
2500 E. Second Street
Reno, NV 89595

VIDEO CONFERENCE LOCATION:

None

TELECONFERENCE NUMBER:

888-363-4735; Access Code: 4878739

MEETING DATE:

Tuesday October 11, 2016 – 12:00 PM

AGENDA

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.

I. Roll Call

- A. Call to Order and Confirmation of Proper Posting – Cindy Carano, NCOT Vice-Chair
- B. Roll Call and Determination of Quorum– Cindy Carano, NCOT Vice-Chair

II. 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.

III. Presentations

1. The Division of Tourism contracted with four new offices during FY16. With the staff of the offices in Nevada for the Summit, this provides a good opportunity for Commissioners to meet these teams, gain insights through a market brief and learn the FY17 plans from each office. The following international offices will provide these presentations:
 - A. Australia – Market brief and plan presentation from Canuckiwi
 - B. Brazil – Market brief and plan presentation from Wolf Propaganda
 - C. China – Market brief and plan presentation from East West Marketing Corporation
 - D. India – Market brief and plan presentation from Sartha Global Marketing
2. Nevada Museum of Art – 7 Magic Mountains
In FY16, the Division of Tourism, with approval by the Nevada Commission on Tourism, provided funding for the Nevada Museum of Art to create the Seven Magic Mountains public art installation in Jean, NV. The Museum will provide an update regarding the media coverage, visitation and general perception of the project and request for additional funding.

IV. Reports

- A. Vice-Chair's Report
- B. Administration
 - a. Nevada Governor's Global Tourism Summit Agenda
 - b. 2016 Overview – Highlights from FY16
 - c. Quarterly Update – Review of the activities and accomplishments for the Division of Tourism during the first quarter of FY17
- C. Public Relations Update
 - a. Recap of recent media visits and coverage
 - b. Upcoming Legislative Session Update – Discussion around efforts to “Create and Convey Value” in advance of the session, ways to illuminate TravelNevada during the session and various internal and external communications strategies – The Abbi Agency, Bethany Drysdale
- D. Sales and Industry Partners Update
- E. Nevada Magazine Update

- F. Department Agency Updates
 - Division of Museums and History
 - Nevada Arts Council
 - Nevada Indian Commission

V. Upcoming Meetings

Commission Meeting Teleconference Only (approve grant funding)
Wednesday, December 14, 2016
1:00 p.m.

VI. Commissioner Comments

VII. Public Comment

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VIII. 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 or on 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.