



NEVADA
COMMISSION
ON TOURISM

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

MEETING LOCATION:
Hilton Lake Las Vegas
1610 Lake Las Vegas Parkway
MonteLago Conference Room
Henderson, NV 89011

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

Monday, November 16, 2015 – 12:00 PM

Commissioners:

Lt. Governor Mark Hutchison, Chair*
Cindy Carano, Vice Chair*
Jennifer Cunningham*
Dallas Haun*
Bob Morse*

Don Newman*
Rossi Ralenkotter*
Herb Santos*
Ryan Sheltra*
Mike Vaswani*

John Wagnon*
Julia Arger
Richard Arnold
Bob Stoldal
**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
Las Vegas-Clark County Library, Windmill Branch, Las Vegas, Nevada
Websites: www.TravelNevada.biz and www.notice.nv.gov

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- 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 September 30, 2015 Commission Meeting Minutes – **For Possible Action**

4. Reports

- a. Chairman’s Report
- b. Introduction of new Commissioners
- c. Administration
 - FY16-17 Strategic Plan Review – **For Possible Action**
 - FY16 Budget Update
 - Governor’s Global Tourism Summit Agenda Review
 - 2016 Committees - focus on strategic plan key initiatives (domestic marketing; international marketing; infrastructure; convey industry value; build partnerships; run an effective business) and public lands – **For Possible Action**

According to NRS 231.200 **Commission on Tourism: Powers and duties.** The Commission on Tourism:

1. Shall establish the policies and approve the programs and budgets of the Division of Tourism concerning:
 - (a) The promotion of tourism and travel in this State; and
 - (b) The publication of Nevada Magazine and other promotional material.
2. May adopt regulations to administer and carry out the policies and programs of the Division of Tourism.

3. May from time to time create special advisory committees to advise it on special problems of tourism. Members of special advisory committees, other than members of the Commission, may be paid the per diem allowance and travel expenses provided for state officers and employees, as the budget of the Commission permits.

(Added to NRS by [1983, 1162](#); A [1985, 404](#); [2011, 2938](#))

d. PR Update

- Media Coverage
- Public Affairs Program
- 2016 Visitors Guide

e. Marketing Update

- Final Creative Fall/Winter – 2015/16 Campaign
- Cooperative Marketing Program Update

f. Nevada Magazine Update

g. Department Agency Updates

- Museums & History
- Nevada Arts Council
- Nevada Indian Commission

h. 2016 Meeting/Marketing Committee Dates – **For Possible Action**

5. Upcoming Meetings

Wednesday, December 9, 2015 at 1:00 p.m., teleconference only.

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.