

MINUTES of the NEVADA COMMISSION ON TOURISM  
December 9, 2015

The Nevada Commission on Tourism held a Commission meeting at 1:00 p.m. on December 9, 2015, by conference call and at 401 N. Carson Street, Carson City, NV 89701.

**Call to Order**

Lt. Governor and Chair Hutchison called the meeting to order at 1:04 p.m.

**Commissioners Present:**

Lieutenant Governor Mark A. Hutchison, Chair

Cindy Carano, Vice Chair

Ryan Sheltra

Kevin Bagger for Rossi Ralenkotter

Bob Morse

Jennifer Cunningham

Don Newman

Herb Santos, Jr.

John Wagnon

Julia Arger

**Commissioners who are absent/excused:**

Dallas Haun

Richard Arnold

Mike Vaswani

Bob Stoldal

**Staff present:**

Claudia Vecchio, Director

Larry Friedman, Deputy Director

Christian Passink, Sales & Industry Partners

Kari Frilot, Sales & Industry Partners

Sarah Bradley, DAG

**Roll Call and Determination of Quorum**

Hutchison: All right, good afternoon everyone. This is Mark Hutchison and we are happy to be gathered around the table in Carson City. We've got all kinds of folks on the phone. We'll go ahead and call this meeting to order. This is the time and place set for the meeting on the Commission on Tourism. Welcome and happy holidays to everyone. We'll start off with Agenda Item No. 1, Call to Order and the confirmation that we

have got proper posting and a quorum. I will ask Claudia if you wouldn't mind making a call of the roll and confirming that we have a quorum.

Vecchio: Absolutely. Thank you Lieutenant Governor. I will go through the roll. Lieutenant Governor Hutchison.

Hutchison: I'm here.

Vecchio: Bob Morse?

Morse: I'm here.

Vecchio: Oh, excellent! Welcome.

Morse: Thank you.

Vecchio: Jennifer Cunningham is here with us in person.

Cunningham: Here.

Vecchio: Cindy Carano?

Carano: Here.

Vecchio: Dallas Haun? They called and said he was unable to attend, so that's an absent excused.

Hutchison: Okay.

Vecchio: Don Newman?

Newman: I'm here from the beautiful Elko Convention Center and the new conference center, thank you Lieutenant Governor.

Hutchison: I've been there, very nice facility. So, enjoy that Don.

Newman: Thank you.

Vecchio: Hopefully it will bring lots of new room tax dollars to the State of Nevada. Rossi Ralenkotter?

Bagger: Rossi will not be able to join the meeting but this is Kevin Bagger in Las Vegas.

Vecchio: Kevin, terrific, thank you.

Hutchison: Hey Kevin.

Bagger: Hi.

Vecchio: Herb Santos?

Santos: I'm here.

Vecchio: Ryan Sheltra?

Sheltra: Here.

Vecchio: Excellent. Mike Vaswani?

Hutchison: Mike, you on?

Vecchio: Mark him excused. And, John Wagnon?

Wagnon: Yes, on.

Vecchio: Excellent. Julia Arger?

Arger: I'm here.

Vecchio: Excellent. Richard Arnold is not able to make it this time. Bob Stoldal, are you on yet? He had another meeting, so when he arrives, we'll mark him as present, but Lieutenant Governor, we do in fact have a quorum, so we'll turn it back over to you.

### **Public Comment**

Hutchison: Great, thank you so much. All right, we will move on to Agenda Item No. 2, which is Public Comment. Public comment is welcome, here in Carson City as well as on the conference line. Are there any members of the public who would like to comment here in Carson City? We don't have any here. We will close out Agenda Item No. 2 and move to Agenda Item No. 3, Reports and Discussions.

### **Reports**

The first item is the Chairman's Report, Nevada Commission on Homeland Security. Let me just give you a quick update on that. Claudia had mentioned that she thought

that may be helpful for us. I was recently appointed by Governor Sandoval to serve on the Commission on Homeland Security. My first meeting was last week, matter of fact, on the same day that San Bernardino hit and we were getting updates on that as it was happening. It was tragic as we all know, terrible, senseless and a real reminder about what's at stake and what we've got to be vigilant about in this country and in the State of Nevada in particular.

I'm just going to give you a big overview. I can give you more detail if you'd like to have it. For purposes of this meeting, let me just hit on a couple of points.

We spent a lot of time talking about New Years' Eve and what the plan is for New Years' Eve. You all know this, nobody does it bigger than Las Vegas, on New Years' Eve. We've surpassed New York in terms of the number of people we have at our New Years' Eve celebrations. Sheriff Lombardo, who is the Vice Chair of the Commission, gave us a complete update along with other members of his Metro Team. There's going to be 1,000 uniformed police officers there from Metro and another 500 from other law enforcement agencies that will be on hand as well during the New Years' Eve celebrations. The National Guard will be available for additional resources and then, we'll have other assets throughout the celebrations and in different locations for purposes of monitoring the celebration. We're doing everything that we possibly can at the local level and state level to make sure it's going to be a safe celebration. There is a lot of effort and resources, energy and thought has gone into that event.

We also talked about the refugee crisis. We had an update on the refugee issues that have been the subject of a lot of publicity and a lot of political debate. The presentation focused on not only the current state is of what's happened in Nevada but also the refugee program itself, we got an insightful update from Catholic Charities who are tasked with administering some of those programs and those refugees who come here. We had a firsthand account from an individual who was a refugee who came to Nevada from Africa. He was one of the "Lost Boys" of the Savannah. It was a touching account and underscores that America is a place that has always accepted and wanted by those that were oppressed and persecuted from other parts of the world. There are very, very good people who are part of that program. Of course, we have to be smart about it, be vigilant about what we do and how we do it. The Governor received a letter back from the Department of Homeland Security, at the national level, trying to answer some of his questions; we had a discussion about that. The whole refugee situation was addressed and I thought, done in an effective and positive way.

We talked about different challenges that we've had with communications, among the different agencies. That's one of the things that came out of the 9/11 Commission

Report; how those agencies couldn't communicate with each other. This has come up now with the Homeland Security Commission, but also the Department of Transportation. We talked about our radio systems statewide. There's going to be a concerted effort now that the Governor's put together a Committee to address how we make sure that our communication devices talk to each other. If there are issues that need to be addressed, where assets are needed to go, South or North, we can have our first responders and our emergency personnel talk to each other.

Those are some of the big issues and some of the long discussion points we had. Overall, it was very good. I'll just end with this. The campaign that we've had for quite a while now at the national level and at the state level, is called "See Something, Say Something." That's more important than it ever has been before. If there are suspicious issues or conduct that looks suspicious, then we've got to report that.

I will say this, if anybody in the tourism world and our Commission or within our industry has issues or concerns, we can get those on the agenda for a future Homeland Security Commission Meeting. If we've got some things that we're hearing in the tourism industry, things we are working on as a Commission or the customers and clients who make up this industry are concerned about and it deals with Homeland Security, we're happy to take those on. Please bring them to my attention. We can handle those at the Commission.

Overall it was a very good meeting. I think good updates. We just have to be vigilant. We live in a very challenging world. As you all know, tourism is the lifeblood of this state. We've got to make sure that we're as careful as possible. That's my report.

Carano: Great, thank you.

Hutchison: Yes, if there's any questions, let me know. Otherwise, I'm happy to move on to the next Agenda Item which is why we're gathered here today, that's the Fiscal Year '16 2<sup>nd</sup> Cycle Rural Marketing Grant Recommendations.

Santos: This is Herb Santos, can I just comment on your Homeland Security report, briefly?

Hutchison: Herb, please do.

Santos: Thank you sir. I just want to bring to your attention, on November 23, of this year, the NBA Development League along with the NBA had a security call with all of our various team presidents and Jerome Pickett who is the NBA's Senior Vice President, Chief Security Officer. It was centered on arena security and new measures that were being taken going forward. Based upon the Department of Homeland Security, they

were stating that a significant focus on safety and security was towards commercial facilities and infrastructures like sports arenas.

Prior to this, facilities were required to wand folks coming in and we only do four games out of the season and its random games. As of now, all NBA and NBA Development Arenas, which would include the Reno Event Center, are required to wand everyone going into the building. This is going to pose a significant cost to the teams at the league level. I haven't gone to a UNLV basketball game or any of the boxing down in Las Vegas, I don't know if they wand people when they go in or what, but we sort of need to be on the same page. Certainly it's going to affect tourism. I've already had folks complain to me, coming to our first couple games that the wandering takes up time for people to come in and they're not happy about it. I'm just curious as to whether or not these steps that the NBA is taking will prevent people from going out to events. I think it should be something that all of us are thinking about in tourism and how we're going to address that so that we can assure people that they're safe when they come to Nevada and come to our events, but also that the inconvenience does not outweigh the protection efforts that we're taking.

Hutchison: Right. Thank you for that update Herb. Those are great observations in terms of the arenas and the facilities and I can just tell you that point did not come up in the Commission. I attended last night, the National Finals Rodeo down at Thomas and Mack, and there was no wandering going on there. So, I don't know if that's been implemented anywhere else Herb.

Santos: Okay.

Hutchison: Point well taken, thank you for the update.

Vecchio: Can I mention one thing?

Hutchison: Claudia, please.

Vecchio: The other point that this brings up and I'm sure you've all heard conversations about this, the whole Visa Waiver Program and how that's being impacted by all these enhanced security measures. The US Travel Association is watching this and advocating on behalf of retaining as much of the Visa Waiver Program's current structure, as is feasible. But, Congress is having conversations about whether or not we need to make changes and I think they probably are moving toward making changes to that program. The travel industry works very hard to expand and enhance the Visa Waiver Program. In the Top 10 on 10, which I'll send you all tomorrow, I'll include a number of articles from the US Travel Association regarding the Visa Waiver Program and what's happening there. Know that there will likely be some impact. As

you know, we just started to focus on our Global Tourism Summit, and we'll face challenges from a security standpoint moving forward. I know our International offices are watching that and they feel we're all in this together. I wanted to bring up that obvious point from the travel and tourism standpoint. This will impact international Travel.

Carano: This is Cindy Carano. That will affect our employees as well? The ones we're getting from overseas? Or J-1 Students?

Vecchio: Yes. It may very well impact all of that depending on how they land on this Visa Waiver Program with regard to visa availability and length of stay. I think they're having conversations about everything and how we all operate in this new world. I will keep you updated on that. Whether it's through the Top 10 on 10 or some other form of communication in between those, we'll make sure that you all are informed of what's happening on the national level.

Hutchison: Thank you.

Vecchio: Thanks.

Hutchison: Cindy, thank you. Are there any other questions or comments on the Homeland Security issue? Hearing none, we'll move on to Subsection B of our Item 3 on our Agenda. That is Fiscal Year 2016, Second Cycle Rural Marketing Grant Recommendations, which we're all anxious to jump into here. We've all got the materials on that. Claudia?

### **Rural Marketing Grants**

Vecchio: As a precursor to this, when we talk about going into India, we talked strongly about the fact that we didn't want to do that if we didn't get additional personnel to be able to manage these new countries. While we were given the opportunity to go into India, which we are taking, we did not get the additional personnel. Larry and his team have done, a yeoman's job in figuring out how to restructure and most effectively and efficiently manage more with the same number of people. First of all, my hats off to Larry and his team for taking on more work and for figuring out where their truly essential functions are. I think they have a pretty good structure in place and I'm sure they're happy to tell you what that is. That is why we have a change in the administration of the grants. Christian, who is so very capable, handled this and presented the grants to all of you in the past. We're handing that off to another one of Larry's team members and I don't want to steal the thunder, so I'll let Christian do the hand off. Again, great thanks to Larry and his team for accommodating this

situation. I just wanted you to know that it was done with a strategic purpose in mind. Christian, take it away.

Passink: Thank you Director Vecchio. Good afternoon Mr. Chairman, members of the Commission. My name is Christian Passink and I am the Rural Programs Manager, currently for Travel Nevada. We are here today to present to you the Fiscal Year 2016 Second Cycle Rural Marketing Grant Recommendations.

At this point, I would like to introduce Kari Frilot to the Commission. Most of you already know Kari, but she has a unique perspective on the Rural Marketing Grant Program, as she is the only one who has applied for Grant Funding as the CEO of the Pahrump Chamber of Commerce. She has also been a Member of the Territory Advisory Committee in her capacity as Chairperson for the Nevada Silver Trails Territory. Now, Kari's been working here at the Nevada Division of Tourism for the last eight years, offering technical assistance to our industry partners, along with having the responsibility of handling all the grant reimbursement requests and evaluations. Kari took the lead on making the original grant recommendations for this cycle, so at this time, I will turn it over to Kari.

Frilot: Thank you Christian. Good afternoon Mr. Chair.

Hutchison: Good afternoon.

Frilot: Commissioners, let me begin by telling you about the process that we've gone through to get the recommendations to you today. For the past several years, we've been allotted \$1.4 million for our Rural Marketing Grant Program each year. We award funding in two cycles, each fiscal year. The first awards fund projects throughout the fiscal year, while the second cycle funds projects for the second half of the fiscal year. Generally, we award two-thirds of the \$1.4 million in the first cycle and the remainder in the second cycle. This year we awarded 78% of the \$1.4 million on the first cycle, as there were so many deserving and creative projects. This left us with only \$294,677 for the second cycle, which made it very challenging.

The grant application period closed September 25<sup>th</sup>. We received 93 applications requesting more than \$665,000. Christian and I reviewed the requests and together we made preliminary recommendations. We presented these recommendations to our Territory Advisory Committee at a meeting held December 2<sup>nd</sup>, here in Carson City.

The Territory Advisory Committee or TAC as we like to call it, is made up of the following people: Sue Barton, Chair of the Reno/Tahoe Territory and Deputy Director of the Lake Tahoe Visitor's Authority; Tom Lester, Chair of the Cowboy Country and

the Convention and Tourism Manager for the Elko Convention and Visitors Authority; Earl Johnson who is Chair of the Las Vegas Territory and Corporate Representative for Sweet Tours; Marvin Minnick, Chair of Nevada Silver Trails and Senior Production Manager at R&R Partners; Andrea Rossman, Chair of Pony Express Territory and the Executive Director of Eureka Economic Development; Sherry Rupert, Chair of Indian Territory and Executive Director of the Nevada Indian Commission; and, last but not least, our Rural Commissioner, Don Newman.

We reviewed each project for merit, feasibility and adherence to the grant guidelines and as a group came up with the recommendations presented to you today. I'm open for questions and humbly request a motion to approve the recommendations so we can begin notifying the applicants of the funding.

Hutchison: Great. Kari, thank you very much. I know this is a big, big project and a long process. We are blessed to have your experience and your insights on the Commission, helping us with these things. Is there anything in particular that you want us to know about, in terms of what we're going to be looking at here and considering? Anything you want to highlight, things that are important for us to know, before we kind of jump into questions here? You spent tons of time going through this, just overall, any kind of impressions or maybe observations you want to give us?

Friolot: This is Kari for the record. The hardest part about this was having such a low amount to award. A lot of what we would've awarded, we really felt could wait until the first cycle of next year because there were a lot of new projects. They weren't second phases of an ongoing project. There were a lot of new ones and they're fairly big requests and large dollar amounts for those projects and they are good projects. But, with as little as we had, we tried to give as many projects funding as we could. I think as you look through it, there's a lot more that were not funded than we normally have. That's the reason why.

Hutchison: Thank you. Thank you very much. Christian, is there anything else you want to add to that? An overview?

Passink: Yes, I would say, it's difficult to look at it over two cycles because it looks like we awarded quite a bit in the first cycle and then left the second cycle short, but if you were looking at a snapshot of the year, the entire \$1.4M, I think we accomplished a lot. Just reading through these second cycle grants, a lot of the ones that were zeros were already taken care of in the first cycle. We felt that, and that was part of the strategy going into it, we would handle these things now, early, when they have an entire year to do the project and to complete the project. Some of them that look like denials, aren't necessarily, meaning that that organization didn't get any funding, more that we felt that we satisfied their request in the first cycle.

Hutchison: Just for all of our education, can you just briefly tell us, how is it that potential recipients learn about the Rural Grant Program and how are they notified about that? Also, if you could give us a thought about this; is there any particular part of the State you wonder if they know about these rural grants? Do we need to do more outreach to any area of the state or do you feel that they're pretty well notified and you see it represented in the application process?

Passink: Well, I would say the primary way that we announce this are through the territory meetings. We have a huge database of all of our past applicants and they are sent regular emails. Anybody that's ever established themselves as an organization within the grant system is notified by email.

As far as the part of the State that I think has been underserved by the grant program, I would say Las Vegas Territory. I would say it's because of two things, one turnover with the Territory Chair. The Territory Chair is usually very involved in the funding and the projects that they go out for, but really it's supposed to be the rural parts of the Las Vegas Territory. We would like to see more involvement from Primm, Mesquite and Moapa.

Hutchison: Boulder City?

Passink: Boulder City. Laughlin, yes. Boulder City is usually very active in the grant program. But that's the thing, a lot of the grants that come in could be denied because they are only benefiting, basically Paradise, or the Strip. We have to make sure we keep it rural, but at the same time, educate them and let them know that other parts of Clark County are definitely eligible.

Hutchison: Thank you. Appreciate that. Great. Kari, anything else you want to add?

Frilot: I totally agree with that. Luckily we did have all of those communities, with the exception of Primm request grants and receive grant funding in the first cycle.

Hutchison: Good. Thank you, great. Let's start in Carson City here.

Cunningham: I have a question. This is Commissioner Cunningham for the record. You said there were 93 applications, how many ended up getting a grant?

Frilot: 65.

Cunningham: 65, okay. I applaud you. Oh my gosh, tomorrow, we're meeting to discuss 33, and I don't know how we're going to make it through our 33, so I'm going to be quiet. Amazing.

Hutchison: It is. It was great work. Anything else Commissioner Cunningham?

Cunningham: No.

Hutchison: Anybody else on the phone now, with comments or questions for Christian or for Kari about the rural grants or how they got there or any particulars about any of the grants? Now is the time to ask.

Sheltra: Governor Hutchison, Ryan Sheltra here.

Hutchison: Mr. Sheltra, please.

Sheltra: Bear with me, got a couple of questions. Christian, or Kari, who do you want me to address these questions to?

Frilot: I will. This is Kari for the record.

Sheltra: Awesome, fantastic. I just have some comments, as we go through these. There's a ton of work here. You know, that's very, very apparent. I just have some comments not so much to make any changes here, but maybe for clarification for the future and for direction.

One of the things that I've said over the years over and over, we've given as a Commission, a tremendous amount of money to organizations with websites. I know these are grants, these aren't sponsorships, but I want to really encourage you to when talking with these entities, that when they take our money that they logo their websites with our Travel Nevada logo and our TravelNevada.com emblem and give us a direct link into our website. As I went through this, I saw this with a lot of them, the Carson Valley one was fantastic, but there was a bunch of other ones that I didn't see it on. They were organized websites—the Shakespeare Festival and I'll get to that in a second, where they took our money in the first cycle, they have a section listing sponsors and nowhere in the sponsors or on any of the pages could I find any information on the Nevada Commission on Tourism or more importantly, TravelNevada.com. Really just a comment, I think we've got to keep pushing that. They're taking our money, we need to make sure that our message is getting out as well, our primary focus of who we are. Just a thought there.

Hutchison: --and nodding their heads.

Frilot: That is a requirement.

Passink: Yes, it is a requirement.

Hutchison: Did you hear that Commissioner Sheltra?

Sheltra: Yes, I did. Thank you Christian. That's awesome. Just so you know, there's a few out there that maybe you want to remind these guys to put our logo in there. The comments section that you put on here, as I went through these, incredibly useful. Just giving you Commissioner feedback here. Incredibly useful, giving us a quick little snapshot so that we can understand what's going on. I just want to thank you for that, as I was reading them.

I saw a lot of money approved for the Indian Territories, I thought that was fantastic. I don't know if Sherry's on the phone right now, but incredibly supportive. Nearly every grant was approved there. Looking at that Eureka County Car Show on Page 23, that was a fun one to look through and to see the photos and the event. This is an event that's going into its 9<sup>th</sup> year. How many hotel rooms are in that immediate area?

Friedman: Well, it would depend on your definition of immediate area, because I would include Ely.

Sheltra: How about within a day's drive, is that fair?

Larry: Well, a day's drive would include Reno. I was going to say, you would include Ely and Austin.

Frilot: She also said that they also get Utah to come to that event. They have to stay within those areas.

Friedman: Right, but your question is, how many hotel rooms are potentially—

Sheltra: You know, it looks like a great event. I couldn't tell from their website how many cars they're bringing, but that's a big nut. That's a lot of money thrown at that event. And, it's not here. I'm not saying it's not important. I'm just trying to get a feel for how much of a needle are we moving out there for \$8,000.

Hutchison: Right, when we say, all the hotel rooms are filled, what does that mean as far as numbers?

Sheltra: Correct, thank you Governor. I should cut to the chase.

Friedman: Well, in Eureka itself, there are only three or four properties that would be impacted. That's why I say, when you add in Austin and more importantly, Ely, and this is off the top of my head Ryan, but I would say about 1,000 rooms which would possibly include Carlin and Elko.

Sheltra: Okay. Not knocking that event at all. Kind of leads into my next comment. On Page 30, my next piece I was looking at is the Lake Tahoe Shakespeare Festival. This cycle, we didn't give any money to them. Again, these are comments from the 20,000 foot level. I see where we gave money before. They're not on our website, on TravelNevada right now, I think that's a mistake. I know our website is just launching and it's got to catch up. As I look at what this Commission has turned into, on a very positive note, this Commission is no longer just tourism. It's no longer the Nevada Commission on Tourism, but Cultural Affairs and with the Art Community and Museums. This event is an absolute poster child for where we could attack this kind of tourism and move the needle type to the State of Nevada in driving hotel rooms.

The amount of critical mass that that Shakespeare Festival brings in is impressive. I'm sure there's Commissioners there, or maybe even on the phone call that could speak to it much greater than I. I want to encourage the Commission that this would be the type of event we would embrace and literally let it be front and center as we market this type of tourism.

In wrapping up those thoughts... They need to put this on their website and we need to put them on our website. I don't disagree with the money. We gave them money in the first piece, but this is an event where we put \$8,000 in to a car show in Eureka. Not knocking it, but this Shakespeare event received \$5,000 in the first quarter and is a major event that runs an entire season.

Friedman: Okay, can I answer your question Ryan, or I can clarify?

Sheltra: Yes.

Friedman: First of all, the one in Eureka may be in its 8<sup>th</sup> year or 9<sup>th</sup> year of existence, this is it's first time receiving or requesting grant money. The Lake Tahoe Shakespeare...

Sheltra: Not criticizing it at all, I liked the event. What I saw on the website, it looked really positive for that community.

Friedman: I just want to clarify why they were given money and the Lake Tahoe Shakespeare Festival was not. We have a formula for seed money with special events. We could not continue to fund every special event at the level that it might warrant. The Lake

Tahoe Shakespeare Festival received grant money when I first started and first started doing the grants. You know how many years ago that was. Eventually they're weaned off, as most special events have other opportunities to raise funds. That's why you see Lake Tahoe Shakespeare Festival which received grant money for about 20 years, getting a zero.

Frilot: But they got \$5,000 in the first cycle.

Sheltra: Correct Larry, and again, I'm not even so much talking about the money. It's more, you know, they took our money in the first quarter, there's no mention of us anywhere there on their website, not even in their sponsor section. That troubled me. Just something that we need to address, we should be there.

Hutchison: Commissioner Sheltra?

Sheltra: Yes sir.

Hutchison: Point really well taken. Everybody is nodding their heads around here saying yes that's a requirement, we're going to follow-up on that and make sure that's not going to happen in the future. That's a great point and we're all over it.

Sheltra: Great, thank you. With our website, that's something that we need to build in, because that's a great event. The Carson Valley Visitor's Authority, great example, looking at their VisitCarsonValley.org on how to highlight their relationship with us.

My final question I had, I was looking at the St. Peters Episcopal Church, it's the first time I've ever seen a church in all the years on the Commission, apply for funding and it looked like they were trying to put together a rack card to create some visitation towards their location. In the comment section, why we declined it was "funding for religious organizations is outside the scope of Rural Marketing Grant Program."

Two thoughts there. One is a question. The first thought was, I've been one of those people that's actually traveled—I remember when I went to Paris a few years ago, visiting the churches, it was not a religious pilgrimage by any means, but visiting the churches was part of my tour. I wanted to see the architecture. This particular church predates our statehood. It goes back to when we were a territory. Here's my question, does a statute say they wouldn't be eligible or we just arbitrarily called this out?

Frilot: I wouldn't say yes or no to either. What I would say is, we did have a similar request in the first cycle from a church in Goldfield. We have given grant money to the church in Austin, which is a tourist attraction and a cultural center. The problem with the

request from Goldfield and the request from this church is that the website that they are talking about, and want to promote is the actual church member website. We just don't think that that's appropriate for the tourism thing. Now, if they are going to create a separate website to drive tourism and special events, that's another thing. That was my thought, was to actually sit down with the applicant for this request and just talk to them about how this might work if it's a separate website from the membership.

Sheltra: When I look at how the funds will be used, I don't see that, but I'm assuming you're giving me more than was able to put in that small section.

Frilot: Yes. Because in the application it mentioned the website, that they were going to put in there—

Sheltra: Gotcha. Again, as I dove into this, I also went into that website, trying to learn about this organization. It looks like that this particular group is making a movement right now. I know this church well. I've been in it. Full disclosure here Governor, I was baptized in this church, so that's why it came across my radar.

Hutchison: So, what you're telling us Commissioner, is you're basically trying to get into heaven.

[crosstalk and laughter]

Sheltra: And sir, Larry and a few others will know this, I have a lot of work to do. When I dive into the website, it appears that they're trying to get this church listed on the National Historical Register right now. I don't know if their movement here is part of that, but I certainly would want to support them. Kari, I appreciate your comments that you were trying to help direct them for next time, where they could be eligible.

Frilot: Exactly.

Hutchison: Commissioner Sheltra, I think the takeaway is, I don't think there is anything in statute that says you can't promote a cultural or historic church building as a tourism attraction and they certainly qualify for the grants. As Kari was saying, it had more to do with the solely religious based website that was being pointed to as opposed to marketing materials to this historic site.

Sheltra: I very much appreciate that explanation and all of your time. Thank you Governor, I'm finished. Thank you Kari, Christian and Larry.

Friedman: Thank you.

Frilot: Thank you.

Hutchison: Commissioner Sheltra, great comments and thank you for taking the time to express them. Other comments from other Members of the Commission? We want to hear your comments and have the folks here to answer them. Or any questions, I should say.

Wagnon: This is John. Just wanted to echo what Commissioner Sheltra said about the time and energy that goes into this. I mean, it's an amazing piece of work. I agree that the comments on the side make it a lot easier to understand what each one of these grants represents. I'm amazed at how many grants come in and I think the time and energy and scrutiny that we put on them is appropriate. Great job, for everybody involved.

Passink: Mr. Chairman, if I may make a comment.

Hutchison: Yes, please.

Passink: Since it came up about the comment line, I just want to make it noted that, where it says 'funds will be used', that's taken verbatim from the grant application. That's in the words of the applicant. We do that so that it can't be misconstrued or that we somehow swayed your opinion in the comment lines. We leave that untouched in a lot of cases, even with typos. The comments on the other section is more of our reasoning, as to where we came to that amount and the funds will be used is in their own words, taken from that specific question in the application.

Hutchison: Thank you for that clarification, Christian, appreciate that. Other comments or questions from any members of the Commission?

Santos: This is Herb Santos. Going back to the St. Peters Episcopal Church. I would suggest that if there is not a rule within the Rural Marketing Program regarding a religious organization, I think that comment should be adjusted or more in tune with why this wasn't recommended. For example, there's a St. Mary's, it's in Virginia City, they've got a museum or had a museum in the bottom of their church. I would not want a church that had something that was of tourism value to be deterred from applying because they've seen that religious organizations are not allowed to get funding. If there's a rule, great. If there's not a rule, then I think we should edit the comments so it's not part of the record anymore. Those are my thoughts there.

Then, I was looking at Page 31, I was a little confused with the comments. On the Carson Valley Visitor's Authority. Up on the top of the first request for the Sports Marketing Campaign, it says they were awarded over \$20,000 in the first cycle.

There's a few things here. Was there a total request of \$15,500 and the \$12,500 or, they got \$6,000 plus the \$20,000 there, so they almost got 100% of what was requested, or were there other requests that aren't reflected in this one?

Hutchison: We're just taking a look at it now, Commissioner Santos.

Passink: Yes, they received \$20,000 in the first cycle. Commissioner Santos, you're trying to figure out how the breakdown was of the \$20,000?

Santos: It says they got \$20,000 in the first cycle but it says their total budget is \$15,500. I was wondering where that \$15,500—was that added into the \$12,500 below it?

Passink: Oh, the total budget is the total budget for this project.

Frilot: This is Kari again for the record. On the top one, where it says, requested amount, that's how much they're asking for from us. Recommendation is what we're planning to award. Total budget is the budget of that particular project.

Santos: But then in the comment it says they were only awarded \$20,000 which is more than what that budget was.

Frilot: What is meant by that is, in the first cycle, they were awarded \$20,000 for one or more projects that involved marketing and/or advertising. Because of limited funding, this particular project, we felt that because they were awarded so much in the first cycle, that they should reapply for this in the second cycle.

Santos: But the \$20,000 was for other projects?

Frilot: I believe it was two or three or four, as a matter of fact.

Santos: Okay. All right, I was just trying to figure that out because it wasn't making sense to me. That's all I had, thank you.

Hutchison: Great, Commissioner Santos, thank you very much. Your comments about adjusting the record, I think are good ones. Kari, if we could just reflect what you had said before, and maybe more accurately or more completely describe the reason for denial, that would be appropriate.

Frilot: I will do that.

Hutchison: Great. Thank you. Thank you Commissioner, again. Other comments or questions from any of the Members of the Commission?

Newman: And, with no other questions, this is Commissioner Newman, I would just like to thank Kari for stepping in. Christian, we hope you're feeling better. He was down and out for quite a while and rather seriously. Kari did a great job to step in and congratulations on your new role. She maintains, I will let everybody know, very thorough records on all of the first and second cycle grants. As we kind of touch base on 93 requests and 65 awards, we can't fund everything. We do try to push everything first cycle and then, you know, use the rest of the money available to us to continue some of these. We take them down to a point that we feel is enough money to make these projects successful. You know, if we just give below what is actually needed, we don't feel the project will survive or get any traction. These are vetted very well. Commissioner Santos and Sheltra, good points and good questions.

I will tell you in Elko, we do receive overnights from the Eureka show. We've actually created, in Cowboy Country, a postcard with the seven car shows that take place throughout the Territory. We distribute that at all of the car shows.

This whole process is very thorough. I give a lot of credit to the Territory Chairs because they put a lot of work, time and energy into doing this. I think the scope of the grant program, through the Territories, is gaining a lot of ground and those people who want to look for funding, I think they're aware of where to go to find this.

We continue to make progress. We continue to track what we've done. I think we're as fair as we can possibly be as we go through this process twice a year. Again, Kari, congratulations, you did a great job. Christian, you as well. We look forward to the first cycle and a little bit more money to be awarded.

Frilot: Thank you.

Passink: Thank you.

Hutchison: Thank you Commissioner Newman. Any other final comments here or questions from Members of the Commission? Going once. Going twice. We're saved and Claudia is going to make a final comment.

Vecchio: I just wanted you all to know, part of our FY '16, '17 Strategic Plan, one of the initiatives is to Boost Partnerships and as part of that, a thorough review of the grants process is going to be part of that. We would look for folks on the Commission who are interested in the grants, as well as people from throughout the statewide industry, to look at everything from the language to how they are determined and every aspect. It's a fantastic program, but it's pretty much been the same for a very long time.

There might be some new opportunities and new fresh perspective to take a look at how these dollars are spent. We'll be bringing together a group to take a look at that.

Lieutenant Governor, you asked how the industry knows about this. That's also part of our focus. TravelNevada.biz is the industry portal for all of this. That site is currently not one the industry looks to on a very frequent basis for programming and other opportunities that are available. To enhance that site will help increase the number of people who are aware of what we're doing.

Part of that site will be the grants, and a funding portal so our industry will know other sources of funding. There are a great number of other grants that are available federally and through various organizations that our partners could also use.

This year will bring a review of the grants process, and greater opportunities for communication.

Hutchison: Thank you. Were there any comments or questions of Claudia? I'll just make a couple of comments on the rural grants. In particular, Christian, your point about Southern Nevada not having as much participation. Since I have become Lieutenant Governor, I have made tours of all of those rural communities throughout Nevada. I've been to Mesquite and Laughlin and Boulder City and recently into Pahrump. They have an idea about what's going on but maybe not quite as educated. That's one of the things that I'm doing as well. As the Lieutenant Governor, when I'm out visiting the rural communities, I almost always host a business roundtable to let them know what's going on. I let them know we have money for these rural grants. Sometimes you pay attention to this stuff, sometimes you don't. I'm telling them, they should pay attention to this stuff because it's available.

I went down to Laughlin and they are really hurting, when it comes to tourism. It's really a tough situation down there. Anything that we can continue to do to reach out, obviously to all the rural communities. I wanted the Commission to know about my tours of the different rural communities. I was just in Elko and Tonopah. I do the same thing. I try to get these business roundtables organized. One of the things I say is, we have these rural grants, don't forget about them. If you're in those rural communities, it would be great for us to continue to do those kinds of things.

Looking at what the process of these rural grants, Claudia, is that what you want to accomplish in that committee? When was the last time anything was revised concerning these rural grants, Larry, do you know?

Friedman: There have been small revisions over the years. The basic grant guidelines have been around for a long time. Originally, Washoe and Clark County were not grant eligible at

all for example. That was a change that has been made. Small things have changed with the times but there hasn't been an overall review of all the grant guidelines.

Hutchison: That's something to think about then. As that committee gets formed, any Members of the Commission that would like to be part of that, please reach out to Claudia and let her know. If that's a process that you're interested in getting involved in, let us know.

Any other questions before we move on to a motion or any other comments that anybody else would like to make? Staff? Anybody? All right. Well then, hearing no further comments or questions, the Chair will accept a motion to approve Fiscal Year '16, Second Cycle Marketing Grant Recommendations, setting forth 65 awards as we have in our Rural Grant Recommendations, totaling \$294,677.

Cunningham: So moved.

Hutchison: Commissioner Cunningham has moved. Do we have a second?

Sheltra: Second.

Hutchison: Commissioner Sheltra has seconded the motion. Are there any comments on this motion? Or questions or discussions?

Santos: Herb Santos. Does that motion include the adjustment to the comment on the St. Peter's Episcopal Church?

Hutchison: Let's just make sure the motion is clear. Commissioner Cunningham, will you clarify that your motion does include Commissioner Santos' point that we make sure and remove from the comment section what is currently there for the St. Peters Episcopal Church and to reflect that it was a function of, not necessarily a religious organization making a request, but really the content of the website being just solely religious and really not promoting tourism.

Cunningham: I clarify that. You said it so well, absolutely, that's the motion.

Hutchison: Great, thank you. Commissioner Sheltra, will you accept that as part of your second?

Sheltra: I accept it as a second, thank you sir.

Hutchison: Thank you very much. Are there any afterword comments or discussion on the motion? Hearing none, those in favor signify by saying aye.

Group: Aye.

Hutchison: Any opposed, please signify by saying no. That motion unanimously. Congratulations to all recipients. Christian and Kari, thank you again, for all your tremendous work and for your information, update and answering our questions.

All right, let's move on now to Sub Item C, under our Agenda Item 3, which is Public Affairs Communication Plan. Claudia, please.

Vecchio: Good afternoon everyone again. Claudia Vecchio for the record. Again, through the strategic plan, we have six initiatives. One of them is to "Create and Convey Value." We've talked about this initiative for a long time. Our partners at the Abbi Agency have helped to put together a plan to ensure that over the course of the next couple of years that we undertake activities, from our standpoint, an educational and advocacy standpoint, which will help create and convey value around the tourism industry and around the activities of the TravelNevada agency.

What you have here is a brief plan. It's much more tactical in nature than you see in the strategic plan but this is the roadmap to accomplishing this particular initiative. Lieutenant Governor, you mentioned, business roundtables and that is exactly one of the key tactics in this plan. We need to make sure that we're getting out there above and beyond the territory meetings, that we're meeting with community leaders and others and in areas around the state, both rural and urban, to ensure that we are accomplishing the goals of this initiative. You'll see the goals are to raise awareness of the value of the tourism industry and creating jobs, driving the economy and raising the global brand perception of Nevada. Tourism is certainly a key job creator and that's a message that we want to shout loudly.

The next goal is to "Help Legislators and other influencers to understand the importance of retaining revenue generated dollars and revenue generated activities, while identifying solutions for innovative financing of other agencies." Because they will ask, "How will we do that?" I believe we can probably come up with some innovative ideas.

The third goal is to "enhance relationships between TravelNevada and key constituents." It is always important for us to identify the constituents and make sure that we have this great 360 degrees communication environment. The strategies are from an influencer standpoint, and we'll create this really robust outreach with influencers to engage our travel industry partners, all will be incredibly important to the advocacy side of this. Last, the external communications piece. Whether it's through media, outreach or web, digital ways we can communicate with our external audiences.

Those are the three key strategies. The plan includes the basic outline of the various audiences and then the tactics by audience. We're making the tactics and the messaging for each of these audiences as salient as we can make them. You'll see from an influencer's standpoint just trying to be at the right place at the right time. Such as doing speaking engagements to enhance the perception of this agency, through various award opportunities and to make sure we're talking to the right people and in the right way, through various educational programs.

"Nevada Tourism Industry", refers to identifying those industry champions. You'll see basic kinds of outreach activities there. The one thing I would point you to is the opportunity to create a Nevada Hospitality Coalition; there is potential there although we haven't secured this yet. Many states have these kinds of coalitions that are comprised of associations that would be like the Nevada Hotel and Lodging Association, the Retail Association, the Restaurant Association, the Resort Association, those kinds of things, to get together and to champion the cause of the Nevada tourism industry collectively. The strength of those united voices is extraordinary.

Then you'll see various things that we're doing in outreach to the tourism industry. The media has a fairly robust but specific type of media outreach. Last, events, to reach taxpayers and to other residents who we need to continue to engage in what it is we do and the value of tourism.

There are a number of basic key messages. We've been talking to the Abbi Agency about developing key messages and we will need to do this per audience and as the occasion allows. If it's a speaking engagement or other media events that we can provide key messages for those who are speaking on behalf of the industry. Those of you on the Commission who are interested in becoming engaged in this kind of program, we would provide you with those messages. We'll be assured that you have what you need to convey the right messages about the State.

We know that there are a number of different entities out there talking and using these same types of situations, but conveying different numbers. We want to be sure that the numbers that are conveyed are consistent and if they're not consistent there is an explanation why the numbers differ. We need to make sure that there are fairly consistent numbers out there.

Next, how are we're going to evaluate the program. We started a timeline here at the end of the plan. The items that are in red are, we're still not sure about. That's the budget process and the timeline around that. These are the dates that were in place for the last cycle, last time around. We're making some loose assumptions that this

will be the same this time but we'll update this timeline as we know better when the legislative process will ensue.

The one thing we recognize as an agency, the only way this will be successful is if we're successful as an agency and we provide the kinds of foundational numbers and foundational programming needed. As a simple example, we've had issues with the website in the past. If our website isn't doing what it needs to be doing, we can talk all day and night about the value, but people will latter back to these critical program components. We know that for this to be successful we need to be good at what we're doing. We need to be enhancing the trust of the industry, of all of you and everybody out there. We're very cognoscente of the need for us to be doing our jobs before this plan can have any traction at all.

This is the start. It's a draft plan. Any input you might have, of course, is very much welcome. Many of you have government relations backgrounds and other kinds of public affairs outreach, we certainly welcome your insights in determining how to best begin and execute this program.

Hutchison: Thank you very much Claudia. First off, I think this is a remarkable piece of work. It really shows a lot of thought and a lot of specifics, down to the point where you're talking about attending two previously unattended rural calendar events. That's impressive. The old adage is, when we deal with generalities we seldom succeed, when we deal with specifics we seldom fail. Sometimes we have these big goals that we never even talk about how we're going to achieve. I'm famous for doing that, we're going to the moon, y'all figure out how we get there. This is very specific. You know what my passions are in this, I've expressed them before. Because of my background as a legislator, we have to get the message out to the legislators about what we do and why it is they can't keep transferring all this money away from us. We've got to get in front of the executive budget folks, early enough to where they build in our budget, in the Governor's budget.

I didn't know how this all worked before I became a member of the legislature. We have a very strong executive branch model in the State of Nevada and the reason is, because the legislature meets 120 days, every two years. You've got 120 days to do everything over the course of two years. You get from the Governor's Office the Governor's Budget. The Legislature does not have enough time to create its own budget. They start with the Governor's Budget and then they pick at it or add to it or whatever. It's going to be very important that we get our views and our positions, at least heard before the budget is created. Then educate the legislators as to why we want that budget and why we want certain things left alone and not transferred away from us and what our story is. I think that's a great job putting that together.

I really think that we can really jump on this. I have no idea what happened in the past because I wasn't involved in elected office until 2012, but all I'm telling you is, we've got a good story to tell and we need to tell it at the budget level and we've got to tell it at the legislative level. I'm glad we're getting this out early, Claudia, and you men and women, are to be commended for all that you're doing.

The other thing I'll just say too, I think it's a really big game changer for us and it's all along this same point. That is, the Nevada Hospitality Coalition, that can be a major political influence. Just like NRA, both NRAs. You get together that coalition and 28%, 20% or whatever of our workforce is tourism based and related. The core of our world in the employment setting is tourism based. You get a coalition that represents that group, that's powerful. I'd love to be as involved as I possibly can be in helping to drive that. I like that "Conduct a Hospitality Coalition Meeting" is another one of the specifics you're talking about. Sometime, January through June, we're going to have a meeting and invite all the statewide players and say, this is our first meeting and we want to put this together.

Those are my comments. My question is, has this ever been attempted before? Has there ever been an attempt like this to put together a coalition of the hospitality industry?

Vecchio: Not to my knowledge.

Passink: Not to my knowledge.

Frirot: I mean, the one down south. And now they're really getting a strong coalition up north with the Lodging Association.

Carano: Hi, this is Commissioner Carano, we did try, the Nevada Hotel and Lodging Association and the Nevada Resort Association did try to work together there for a few years back in the Van Heffner days and there was a split, probably personality wise. Probably Governor Hunt-Bono would be the historian on that. The Nevada Resort Association on the other hand is a good coalition.

Hutchison: You're absolutely right. Commissioner Carano, you've got a great perspective on this. Can you think of any reason or any impediments here with this coalition or is this something that you think is something that would be positive and timely?

Carano: I do think it would be fantastic as long as there are clear objectives and it's not just a, hello, how are you, do we have anything to do. We're all very busy and we only have so much time to do meetings. I think with someone like Claudia running the show, we can get it done.

Hutchison: We can talk about this and we should. I welcome the comments of the Commissioners here. I think this is powerful. Because, you got to have political muscle to get things done in the legislator. We're competing with everybody in the State for money. Everybody. We're competing with everybody for the attention of the legislature over a 120 day period of time. You get a coalition of folks coming in and saying, we're the hospitality industry and the travel and tourism industry, and here's what we're behind. We're behind three legislative measures that will change a lot of things for the good in this State. Legislators are going to listen to that.

What I would envision, Cindy, to your point, is not sitting around shaking hands, saying hi to the same people that you meet at every cocktail and trade show. But say, as a group, let's identify three legislative bills that we can get behind. Let's lock arms and say, we're going to get behind this and we're going to recruit and get this bipartisan support for this. Here are the three things that changed our world. It's like what we did last session with the Aviation Tax Abatement Bill. We said, what is the one bill that will change and move the dial more than anything else on economic development in this State. Believe it or not it was tax abatement for the aviation business. They were all leaving Nevada and we were getting decimated. We could have a big impact by getting all that aircraft to come back and get it maintained, manufacture facilities. With the UAVs, all that kind of stuff going on. We as a coalition, a bipartisan coalition said, we're going to support that bill. That bill got passed and I sit on the Board of Economic Development. We've had 12, 15 companies that are relocated to Nevada because of that or are staying.

If we were to identify a handful of legislative bills that we could get bipartisan support for and the industry behind then, I don't know if that's happened in the past, it's certainly something to allow us to go forward in the future. One of the top three I would think, would be to lobby really hard not to transfer these funds out of our budget.

Vecchio: This is Claudia, I agree 100% with all of those comments. The challenge we have is that executing this plan can be done with the support and the foundation of the TravelNevada, Division of Tourism, but because we can't advocate, we stop at actually being able to manage this hospitality coalition. We could attend. In other states and in Ohio there are very active ones. It was often legislators were there, it's very much a legislative informational and advocacy session and we have to be quiet in that situation. While we can do everything that we need to do to get this going, we have to step back at that point and let Commissioners or some strong industry members take this and execute it. That's what makes this plan a little different from the other ones, we do start and stop with our ability to accomplish it.

Hutchison: Well, I'd love to get my fellow Commissioners comments on this. It seems that if NCOT can organize and staff this, you would get members of this Commission who would drive the advocacy train in a major way. I'll leave it at that with my comments. Other Commissioners, what do you think about this whole coalition idea and the Commissioners driving the advocacy for the Commission and the tourism industry?

Cunningham: I'll start. Jennifer Cunningham. I just applaud Claudia. I've been involved with TravelNevada and NCOT for 30 years now and it has never been identified as a priority for this organization. I think there are many times during legislative sessions where things maybe have slipped through the cracks because it was never addressed. I applaud you, I think it's a really proactive measurement to take. I think it's terrific. We don't want to lose any of our funding.

Hutchison: That's right. Thank you Commissioner Cunningham. Other comments from the Commissioners about this agenda Item, about the coalition and the Public Affairs Communication Plan? Anything in regard to that, but in particular, this coalition idea and if that's something you think that we got to get behind and support in a big way and the Commissioners will then drive the advocacy side of this.

Wagon: John Wagon here. Just as a general comment, I agree with the earlier comments. This is a great plan. I like the detail and I like where it's headed and the thought that went into it. In terms of, who's driving the message, it really has to be a combined effort between Commissioners and staff. Everyone plays a different role but we're all in this together in terms of driving the message and getting it in front of the right people at the right time. For sure, a lot of the heavy lifting falls on the Commissioners to get the message out. That's what we're here to do is to advocate for tourism, not just allocate budget and help with marketing strategies and things of that nature, but also be the champions for tourism in the State of Nevada. That's part of our job. I think we need to be coordinated and targeted in how we get that message out. We're all going to play a role in that process.

Hutchison: Thank you Commissioner Wagon. Other comments?

Carano: This is Cindy Carano. I just want to give you my full support, as another Nevadan. We're in, okay.

Hutchison: We'll do it. Thank you Commissioner. Other comments? Anyone else like to chime in on this? Anything regarding the coalition or the strategic plan? Going once. Twice. All right, thank you then. Anything else Claudia on this Public Affairs Communications Plan, Agenda Item 3C?

Vecchio: There is nothing else on that plan. I will just switch gears for one second to let you know that the fall/winter campaign is off to a tremendous start. The agency has provided some initial input on that and just know that the spots are resonating. People are visiting various web and digital channels and social media is active. We don't have a full report yet, but we'll send you some specifics in the 10 on 10 email tomorrow. I just wanted you to know, we're off to a rousing start.

Hutchison: We've seen the commercials and they're very well done. They're something to really be proud of. I wish they were a little longer, just so I could get my family to come into the room. It's like, I tell them to come in, oh it's done.

Vecchio: I think they're on the website too, but they're not as impactful as on the TV. When you see them on the website, it's not at all like when you're in a commercial break and then you see this gorgeous picture of the Pioneer Saloon with this wonderful lighting and it's different. I think that immediately attracts people. We can put together the best creative in the world, if it doesn't resonate, it's useless. But it seems like it is. Feel good about your approval of that. It looks like this campaign is off to a great start and I know that's not on the Agenda here but I did want to just give kudos to Greg and his team.

Hutchison: This falls under Public Affairs Communication Plan.

Vecchio: It kind of does, it's all our programming and the trust in what we're doing. I think the marketing side, we're starting out well.

Hutchison: Looking good.

### **Upcoming Meetings**

Hutchison: Thank you. All right. If there's no further comments under Agenda Item No. 3, we will close that Agenda Item and move on to Agenda Item No. 4, Upcoming Meetings. Claudia, anything we need to know other than what we see in our Agenda which is Wednesday, February 10, 2016 at 1:00 PM is a Marketing Committee Meeting and Wednesday, March 23, 2016 at 1:00 PM will be our next Nevada Commission on Tourism Meeting.

Vecchio: Yes, that March meeting is going to need to be changed and we'll let you all know what we're going to do with that. Julia, you had made a comment at our last meeting about allowing the folks from the agencies within the Department to go first. What I thought we might do is to have a focus on each of these agencies at the upcoming

quarterly meetings. I'll get with you all. I think the value of having the Arts Council and the Division of Museums and History and the unique commission on this is so we

can better strategize how to create tourism opportunities within these various agencies. I think we'll have a focus of each meeting on these different agencies and how we can better program around tourism opportunities for you. Hopefully this is taking your idea and maximizing it to allow some time for a better understanding of what it is that you all do.

Arger: Thank you Claudia, this is Julia. I appreciate that. I think so much of this is about communication and enlightenment and getting everybody on the same page here, or at least informed. I think that's a good first step.

Vecchio: Great. February 10<sup>th</sup>, the Marketing Committee, we'll be looking at spring/summer campaign and making some good decisions at that meeting. Then we will let you know about March 23<sup>rd</sup>. Yeah. That's all for upcoming meetings.

#### **Commissioner Comments**

Hutchison: Great, thank you Claudia. We'll close Agenda Item No. 4 and move on to Agenda Item No. 5. This is the time now and the itemized point in our meeting for any comments from the Commissioners. Members of the Commission, Commissioner comments. Commissioner Cunningham, you're usually the one starting it off here. Comments?

Cunningham: No, no comments at this point. Thank you.

Hutchison: All right. Any other Commissioner comments? I will just make one final observation. That is, great work on the Governor's International Tourism Summit. Absolutely outstanding. I know there was a lot of work and effort done there. I did not know that we had our own celebrity as part of the Commission. You know, when you walk around the international community and Larry is with you or near you, it's like having Tom Cruise. People are coming up, you know, passing out on sight, asking for autographs. I mean, he is a certifiable rock star in the international tourism community. So, we're fortunate to have him.

I'm making all these comments for the benefit of those of you on the phone because he's not in the room to say anything in response to this, but we've got, suffice to say, tremendous staff and tremendous individuals who we are fortunate to have on this Commission and helping the State of Nevada with tourism for sure. Claudia, all of you, all your staff, everybody here, thank you for all your efforts. Sure appreciate what you're doing for us. Any other comments before we close out Agenda Item No. 5?

Newman: Yes, real quick. This is Commissioner Newman. I would like to echo those sentiments, Lieutenant Governor. The Marketplace is my comment, what a huge success that is. It's grown tremendously in the couple of years we've added that to the meeting. I think it's the centerpiece and the foundation going forward. I will say that, even out in the rurals, Elko is a benefactor of meeting with some of those tour operators and the travel folks. So, well done. That was very well put together and very well attended and hopefully we'll be able to expand on that a little bit more as we go forward.

### **Public Comment**

Hutchison: Wonderful, thank you Commissioner Newman. Other comments from other members of the Commission? All right, hearing none, we will close out Agenda Item No. 5, we will now move on to Agenda Item No. 6, which is Public Comment. Are there any members of the public who would like to make public comment? Seeing none, we will close out Agenda Item No. 6 and move on to Agenda Item No. 7.

### **Adjournment**

Hutchison: The Chair will accept a motion for adjournment.

Santos: So moved, Herb Santos.

Hutchison: Commissioner Santos, thank you very much, has moved to adjourn, do I have a second?

Cunningham: Second.

Hutchison: Second from—

Sheltra: Second, Ryan Sheltra.

Hutchison: Second from Commissioner Cunningham, we'll give that to her since she's right next to me. Are there any comments or questions on this important motion? Hearing none, those in favor signify by saying aye.

Group: Aye

Hutchison: Any opposed, no. Thank you very much. We are adjourned.

The meeting adjourned at 2:32 p.m.

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