



NEVADA
COMMISSION
ON TOURISM

NOTICE OF PUBLIC MEETING
Department of Tourism and Cultural Affairs
Nevada Commission on Tourism
Commission Meeting & Strategic Planning
Session

MEETING LOCATION:
401 N. Carson Street 2nd Floor Chambers
Carson City, NV 89701

Wednesday, January 21, 2015 – 12:00 PM

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

Commissioners:

Lt. Governor Mark A. Hutchison, Chair*

Ryan Sheltra, Vice Chair*

Brian Ayala*

Christopher Baum*

Cindy L. Carano*

Lorraine Hunt-Bono*

Don Newman*

Rossi Ralenkotter*

Herb Santos*

Mike Vaswani*

John Wagnon*

Julia Arger

Richard Arnold

Bob Ostrovsky

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 and Las Vegas, Nevada

Legislative Counsel Bureau, Carson City and Las Vegas, Nevada

Nevada State Library, Carson City, 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 after discussion of each action item on the agenda and before voting on the item. Because of time considerations, the period for public comment 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 asked 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 after discussion of each action item on the agenda, but before voting on the item. 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.

3. Approval of Minutes

- a) October 27, 2014 Commission Meeting Minutes – **For Possible Action**
- b) December 10, 2014 Commission Meeting Minutes – **For Possible Action**
- c) February 21, 2014 Strategic Planning Meeting Minutes – **For Possible Action**

4. Reports

- a) CHAIRMAN'S REPORT
- b) DIVISION OF TOURISM REPORT
 - 1. Quarter Highlights
 - 2. FY15 Budget Update
 - 3. Governor's Conference on Tourism – Conference Evolution – **For Possible Action**
 - 4. Legislative Session
 - 5. Statewide Air Service Committee
 - a. Identify goals and objectives, industry sectors represented – **For Possible Action**
 - 6. Fall/Winter Campaign Overview

5. Strategic Planning – Facilitated by OnStrategy – **For Possible Action**

Continuation of the strategic planning process to help ensure overarching goals and objectives are identified and incorporated into the Division of Tourism's long-range planning.

6. Next Meeting – April 15, 2015

In conjunction with Rural Roundup in Carson Valley. The meeting will be held at the Old Historic Courthouse, Commission Chambers at 1616 Eighth Street in Minden. The start time will be 10:00a.m.

7. Commissioner Comments

8. Public Comment

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9. 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, Laxalt Building, 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.