

MINUTES of the NEVADA COMMISSION ON TOURISM
November 16, 2015

The Nevada Commission on Tourism held a Commission meeting at 12:00 p.m. on November 16, 2015, at Hilton Lake Las Vegas, 1610 Lake Las Vegas Parkway, Henderson, NV 89011 and by teleconference.

Call to Order

Lt. Governor and Chair Hutchison called the meeting to order at 12:16 p.m.

Commissioners Present:

Lieutenant Governor Mark A. Hutchison, Chair
Cindy Carano, Vice Chair
Ryan Sheltra
Jennifer Cunningham
Rossi Ralenkotter
Herb Santos, Jr
Mike Vaswani
John Wagnon
Julia Arger
Bob Stoldal
Dallas Haun

Commissioners who are absent/excused:

Don Newman
Bob Morse
Richard Arnold

Staff present:

Claudia Vecchio, Director
Sarah Bradley, DAG
Bethany Drysdale, Director of Public Relations
Greg Fine, Director of Marketing
Janet Geary, Nevada Magazine
Sherry Rupert, Nevada Indian Commission

Roll Call and Determination of Quorum

Hutchison: Well good morning everyone, this is the time and place set for our public meeting of the Nevada Commission on Tourism. I want to welcome you to Lake Las Vegas, and to the great city of Las Vegas.

We're holding this commission in connection with our Global Tourism Summit. We're excited to have everyone here as part of this historical event for our State. Why don't we go ahead and have a roll call, Claudia, if you wouldn't mind to verify we've got an established quorum, please.

Vecchio: Thank you Lieutenant Governor. Bob Morse is not with us today, he wasn't able to attend. Jennifer Cunningham?

Cunningham: Here.

Vecchio: Cindy Carano? Cindy did you join us on the phone? She's not here yet.

Bradley: Hi this is Sarah.

Vecchio: Cindy Carano are you on the phone?

Vecchio: Dallas Haun?

Hutchison: Dallas is on the phone, Dallas you're on the phone correct?

Haun: Yes, I'm here, Hutch.

Hutchison: Okay.

Vecchio: Don Newman is traveling, he's tried to be here a couple of times, but I think he may be in the air.

Bradley: Can you hear me, this is Sarah Bradley.

Hutchison: Yes, we can hear you Sarah.

Vecchio: Ross Ralenkotter?

Ralenkotter: Here.

Vecchio: Herb Santos?

Santos: Here.

Vecchio: Ryan Sheltra?

Sheltra: Present.

Vecchio: Mike Vaswani?

Vaswani: Here.

Vecchio: John Wagnon is on the phone. Julie Arger?

Arger: Here.

Vecchio: Richard Arnold is not with us today, and Bob Stoldal is on the phone. Sarah Bradley is on the phone, so we do have a quorum Lieutenant Governor.

Public Comment

Hutchison: Great, thank you very much. Let's move then to Item No. 2, Public Comment. This is an opportunity for any members of the public to make comments before the Commission. You'll be limited to three minutes. Are there any members of the public who would like to make a public comment here in Las Vegas, at our meeting today? Do we have anyone in Carson City or the other locations? All right, well then we will close Item No. 2, Public Comment.

Approval of Minutes

Hutchison: We'll go onto Item No. 3, approval of the minutes. Commissioners you have before you a packet of our minutes for last meeting September 30, 2015. Are there any comments, or corrections, or revisions to the minutes, before we take a motion to approve the minutes? Anyone on the phone have any comments about the minutes? Hearing none, the Chair will accept a motion for the approval of the September 30th, 2015 minutes.

Santos: So moved.

Hutchison: Commissioner Santos has moved for approval of the September 30th, 2015 minutes. Is there a second?

Ralenkotter: I second.

Hutchison: Second by Commissioner Ralenkotter. Are there any comments or discussions on the motion? Hearing none, those in favor signify by saying aye. Any opposed, no?

Group: Aye

Cunningham: I abstain.

Hutchison: We have an abstention of Commissioner Cunningham, because she was not present, that will be noted for the record. Thank you. Are there any other members on the phone, did you all vote? Any members who are not in favor of the minutes being approved, just for the clarity of the record?

Sheltra: Governor Hutchison, it would appropriate if I would abstain as well, because I was not present.

Hutchison: Okay, thank you. Let the record reflect that Commissioner Sheltra as well has asked to abstain, since he was not present for the meeting. All right, the motion is passed unanimously. We will close out Item No. 3, and we will move on now to Item No. 4, Reports.

Reports

Hutchison: Chair report. I have already indicated how delighted we are to be part of the Global Tourism Summit, and part of that meeting is going to be a wonderful opportunity for us. I know many members of the Commission will be present as well for that opportunity. Thank you again to the staff, and for the hard work, and to everyone here who is here to be part of this Summit.

Ms. Vecchio, we'll turn time over to you now to move to Item No. C after I have a chance to introduce a couple of our new Commissioners.

Jennifer Cunningham. Commissioner Cunningham, we're grateful to have you as part of the Commission. Thank you for accepting the appointment and for serving. We know that you are of course the Interim Managing Director for the RSCVA and we'd love to hear from you, and give us a little update on yourself.

Cunningham: Thank you very much, Governor Hutchison and Commissioners and Claudia Vecchio. It's with pleasure that I am serving as a Commissioner at this time. I have been with RSCVA for about 17 years, serving in the capacity of tourism sales both international and domestic. In fact, back in 1985 was my first sales

mission to Hong Kong with our Executive Director of the Commission on Tourism, and some of the Las Vegas delegates. It's with a lot of enthusiasm that I can serve today, thank you.

Hutchison: Well, thank you very much Jennifer. We look forward to serving with you and benefiting from your expertise. Thanks again. We know that Dallas Haun is on the phone and Commissioner Haun, thank you again, for accepting the appointment to serve on the Commission. Of course, many of us know Dallas, he's the President of Nevada State Bank. Commissioner Haun, why don't you give us a few words of introduction here.

Haun: Yes, thanks, Mark. I'm the CEO of Nevada State Bank. I've been here eight years. Obviously our company having been in the State over 50 years, the tourism and all the good work that Rossi and this Commission has done is a big part of our core values, and a lot of our clients. It's with a lot of excitement that I get involved in this and try to contribute and be a meaningful part of this great team. Thanks.

Hutchison: Dallas, thank you again. Thanks for your willingness to serve. Your experience and your perspective will be invaluable to the Commission.

We also have Bob Morris who is not with us today, but Bob will be an invaluable asset to the Commission. He is President of Hospitality for Caesar's Entertainment. Bob will bring that perspective, viewpoint and with his years of his experience in the entertainment and hospitality industry will serve us well.

Welcome all of you Commissioners. It's with excitement that we greet you and we welcome you to the Commission. Having said that, Ms. Vecchio, please proceed with Administrative Reports.

Vecchio: Absolutely, thank you Lieutenant Governor. In our last meeting, we introduced the strategic plan with the idea of moving forward in FY '16 and '17.

We at that point tabled approval of plan to this meeting, and it was included in your packet for review. I'm just going to go through it a little bit for those of you who may not have had a chance to look at it, and give you the overarching approach and how we propose for staff to work with this. Any questions, concerns, comments you have of course are very much welcome.

We will continue to retain the Nevada brand as it is with the language and the brand pillars around “A World Within, State Apart” which is the overarching corporate brand and then “Don’t Fence Me In” as the tourism brand. So far that seems to be working very well for us. There doesn’t seem to be any reason to divert from our current course in that way. You’ll see in just a moment the evolution of the “Don’t Fence Me In” brand as it relates to our upgraded campaign. You have in your reports the overarching team messages, none of them are going to differ too much from the ones we have now.

The audience demo and psychographics, again, pretty much the same as we have been talking about for the past several years. There is a focus on millennial travelers without divorcing ourselves from our core Boomer and some Gen-X travelers. We will focus more on the psychographics of the adventure mindset, and Greg will talk a little bit about that. It doesn’t really matter how old you are, if you have the Nevada spirit, then that’s a tremendous visitor for us.

There are some overall key performance indicators in here. Obviously everything we do, we measure, and we measure both from the overarching standpoint, which is what you’ll see in here, and then we also measure on a programmatic standpoint.

This plan is not designed to provide all the tactics of what this organization will do, but provide a bigger picture roadmap. Then each of those campaign components and program components will live within a separate plan that will ladder up to these KPI’s.

I think an important opportunity for us is to clarify what this plan is. As we talk to our constituents, we will be able to clarify it through identifying the key initiatives. Some of them are sort of, evergreen initiatives, some of them are for this particular fiscal year.

There are six initiatives. The first is to “Amplify Domestic Sales and Marketing” and that really is everything that we do on a domestic standpoint, from a consumer marketing standpoint. You’ll see that we are and we continue to be a research driven marketing program. Some of the programs that we will be entertaining within that domestic marketing and sales approach include sales with the various consumer and trade components of our sales outreach.

The second initiative is “International Visitation” and I separated these because the brand needs to be defined for each of our markets a little differently. We certainly approach this with one brand, and one effort, but just because of the nuances, I split these two initiatives.

The third is to “Boost Partnerships.” That is accomplished through our grants and around the marketing programs that we do that really help to boost our industry. I can say we’re successful, if they’re successful. We aren’t successful without the entire industry working together and this is the initiative that helps to boost those partnerships.

The next is “Create and Convey Value.” This we have talked for a while. How do we help this State, our constituents within the legislature and the influencers to better understand the value of tourism and our industry. As the State diversifies and our economic development programs have tremendous traction in a number of different areas, how do we retain the value of tourism? We need to do a careful messaging and public affairs program around that. That’s the fourth initiative.

The next is to “Enhance Infrastructure.” From a ground and air standpoint, the infrastructure of the State of Nevada is critical. We are seeing some good movement forward in the air service and a lot of opportunity there as well. In ground with the highway infrastructure improvements and our fledging Rest Stop Program, that we’re still trying to get going and, from a virtual standpoint, the travel app, and the ways that we can provide way finding information around the State. So that’s what infrastructure is for.

And then the last is to “Run an Effective Business.” We need to be sure that we are operating a transparent and accountable financially sound business, so the next time auditors come knocking at our doors, we are golden. I think we are in a very good place to do that, but we need to be sure that we’re running a business that you all can be proud of, and that we know is solid.

All these things work together but these six key initiatives ensure we’re doing what we need to be doing in the highest possible manner. Outlining these initiatives takes up most of the plan. Then we go into our sales initiatives and the things that the international and domestic sales folks are doing. You have a list of the consumer and trade shows and then Addendum A is our legislative authority and how we are funded.

So if there’s anything you’re not seeing, anything you don’t like, if there are things that we can do to change this, as all plans are, this is a dynamic

document, and always updatable. You know, we will work on this throughout the year. I'd like to provide a framework from which our programs can live and people will be very clear about what it is we're trying to accomplish here, both internally and externally. Any questions?

Hutchison: Thank you Claudia. Commissioners, as you know, we've seen this strategic plan before. We wanted a little more time, to review and evaluate it before we acted on it. Are there any questions, or comments, thoughts about it, anything? Ryan you look like you're going to say something? No. Rossi, do you have...

Ralenkotter: Just a couple of points. First of all, looking at this, this definitely allows all of us to be marketing and promoting the destinations within the State, as well as the State of Nevada. That really does give you the initiatives that need to happen.

I just want to again re-enforce the infrastructure. We're having that conversation in Southern Nevada right now, the infrastructure of moving our visitors into the State and into our cities, and that's very, very critical.

And then on the international side, the fact that there are many times when we need the representation of the State in those countries to give us that credibility of moving forward, as well as when we look at some of the national organizations, so that fits very well I think. This is something that both Reno and Las Vegas can tie into, and it gives us a good framework for where we want to go into the future. My compliments to staff.

Hutchison: Thank you. Comments.

Santos: Thank you Governor. I just want to add compliments to your team for the numbers on Page 5. All the increases that I see in just the ROI everything is up, so that's just a congratulations. Kudos to your team.

Vecchio: Thank you for that. If I could just add, the team we have at TravelNevada is an extraordinary group of people and I'm very fortunate to work with them. They're smart, they're strategic and they're tons of fun. I think that kind of shows in what they're doing, and I appreciate that.

Hutchison: Good, thank you. Other comments Commissioners? Any questions, anyone on the phone who would like to make any comments or observations, please.

Carano: Yes, sir, this is Cindy Carano.

Hutchison: Hi Cindy.

Carano: How are you? Sorry that I wasn't able to be there today.

Hutchison: That's okay.

Carano: Congratulations, Claudia on this tremendous strategic plan. I think it would be a great framework for the rest of the State as well. I'm wondering how do you foresee this going forward? Is it this is a base work for how many years and how often will you will update it?

Vecchio: Thank you Commissioner Carano, Claudia Vecchio for the record. It really is a framework for the next biennium because it's based on our current budget. Should that change, we can change this somewhat. You know I think these are pretty basic initiatives that most DMOs would be involved with. But how we program around these various initiatives may change if the budget changes. This is planned to be in place through FY '17, and then we'll relook at it as we look at our budget for '18-'19.

Carano: Okay, that's great, thank you.

Vecchio: We'll talk a little bit about how we engage all of you, and our industry in moving us forward in just a second, but that's a great question.

Hutchison: Thank you Commissioner Carano. Thank you Ms. Vecchio. Other questions, comments, observations, thoughts, accolades, complements? Yes, Commissioner Arger, please.

Arger: Julia Arger for the record. I just have a question, is the role of cultural tourism addressed at all in this specifically? Or is that outside the parameters?

Vecchio: Yes, Claudia Vecchio for the record. Cultural tourism would go into both the international and our domestic marketing as an integrated program. This strategic plan is at the 30,000 foot level, and then how we develop those particular programs like cultural tourism, sports tourism, will all ladder up underneath. So you will see those plans, which are more detailed plans once we have this all figured out. Then we'll start on those, when we figure out we construct those per initiative.

Arger: Thank you.

Hutchison: Thank you Commissioner Arger. Other questions, observations, comments?

Wagnon: This is John Wagnon, I just wanted to jump in and also congratulate Claudia. The strategic plan is really a tough project and you know, the plan is awesome and I think it will be great for the entire State, including places like Lake Tahoe. So awesome job.

Hutchison: Thank you John. Other comments, anyone else on the phone would like to make any other observations or comments? My last comment is, you talked about this before, but we've really got to focus this upcoming legislation session on teaching the legislature and the executive branch of government the value of what we do because we're always subject to moving funds around like we talked about before.

And Commissioner Santos is right, that Page 5 summary of what we have on our strategic plan here really ought to be the focus of what we use for educational purposes and that we just get as many means and opportunities. We want to spend some time and do that. I just want to keep it on the radar screen and that's a priority for us as we roll into the 2017 legislative session and as the Governor builds his budget, over the 2016 cycle, all right.

Vecchio: Absolutely.

Hutchison: Great, all right, if there are no other comments or observations or thoughts or complements, we will accept, and I think Claudia we're looking for the approval of the strategic plan, right.

Vecchio: Right.

Hutchison: Even though as you said this is not something that we can't modify and manipulate as we see necessary in the future. We're still going to have this go forward, this is the vision, this is the outline framework of what we want to do over the next biennium. The Chair will accept a motion to approve the Fiscal Year 2016-2017 Strategic Plan as outlined in our materials.

Cunningham: So moved.

Haun: Seconded.

Hutchison: Commissioner Cunningham has moved, and was that you Commission Haun?

Haun: Yes, sir.

Hutchison: Commissioner Haun has seconded the motion. Are there any comments, or observations, or questions on the motion? Hearing none, those in favor signify by saying aye.

Group: Aye

Hutchison: Any opposed? No. Motion carries unanimously. Thank you very much. Next subject, Fiscal Year 2016 budget update. Please, Ms. Vecchio.

Vecchio: Lieutenant Governor if I might, this is not in the right order as it's listed on here. If I might, can I move 2016 Committees up next?

Hutchison: Yes, you may.

Vecchio: Thank you. Commissioner Carano mentioned this, and I think it would be very helpful for us as a staff to have Commissioners who are interested in a particular key initiatives to champion it, or to be part of a group that champions an initiative. I don't want to have a whole bunch more committees by any stretch of the imagination. But I think it would be great for us to have a group of people who are interested in infrastructure, who are interested in conveying the value, who are interested in the international component work with our staff. Then, we'll have somebody who is a Commissioner, who is a leader in our industry to help with that initiative.

So again, I don't necessarily want to have six more committees. We have a marketing committee, so the initiative, "Amplifying the Domestic Sales and Marketing" component is well taken care of with our marketing committee.

But if there are Commissioners, and you don't have to tell me today, who want to be part of one of these groups, then we would welcome the opportunity to have you help spearhead these various initiatives. That's really what this is about, so that we can work collaboratively to make sure we accomplish the goals with each of these areas.

Hutchison: Ms. Vecchio, let me just - are we talking about - you know, we already mentioned, we already have a marketing committee. We're talking about creating an international marketing committee, an infrastructure committee, you know, a values committee so to speak, partnership committee, or is this is something short of that?

Vecchio: You know that's a good question, and something that we can talk more about. Some of these efforts will need to have a committee. To convey value will need to have a committee because advocacy is not something that we as an agency can do. We need our constituents help with that to determine what that approach looks like.

With infrastructure, there are so many other groups working on this. In that case, you have somebody informing us of what's happening and just making sure that we are a part of this. That doesn't need to be a whole committee because that effort doesn't really take a whole committee, and I'm sorry about the nuances with each of these being different, but...

Hutchison: Commissioner Ralenkotter is already right in the middle of all that with his other responsibilities. Does it make sense for Commissioner Ralenkotter to update us like you have and give us the high points of what you think we ought to do? Does that make sense?

Ralenkotter: It does and I think if you look at the other initiatives that are part of this vision plan, there's expertise almost in all of us, plus some of our staff. We'll have a chance to look at this, but on the infrastructure side especially, it's a state-wide initiative, so we can report back on that.

Hutchison: Thank you. Let's just have a little quick discussion here. I'd like to just know what the Commissioners' thoughts are. I know what the Commission's thoughts are about - is this something - how do you think it make the most sense to structure this?

Does it make sense for us to actually create separate subcommittees or is this something that we want to just sort of lend our expertise as Commissioner Ralenkotter just mentioned, you know to these various functions already within your staff, and not to do this so formally. I'd like to try to nail this down.

This is for possible action, but I don't know we're ready for possible action right now, because I think it's important for someone to just understand the structure and what ultimately we may want to reach. My understanding in terms of why this is on the agenda is you're looking, Ms. Vecchio, for expertise and also Commissioner buy-in and Commissioner participation, right, in these various areas that are so critical to what we're doing. What's the best way to do that? That's what you're asking right?

We've got a marketing committee. Do we need to have other committees or does it make sense just to have input when you all meet internally with other Commissioners. I'm interested in counseling with all the expertise and all the experience here. I'd love to hear some comments from Commissioners.

Stoldal: Mr. Chairman?

Hutchison: Yes.

Stoldal: I'd suggest as the plan calls for the - a couple of the next steps are dealing with more specific and cultural tourism. I'd suggest we need a committee on that as well.

Hutchison: Okay, thank you. Cultural tourism, Bob was that you?

Stoldal: Yes, Bob Stoldal for the record. Cultural/heritage tourism I think, as it's also described around the country, is getting close to about a 90 billion dollar part of the tourism dollar, and I just really think we need to emphasize that as we expand our horizons in the State.

Hutchison: Great, thank you very much. Other comments about what we're talking about just structurally.

Carano: This is Cindy Carano. We have to be short of lobbying, because we cannot be a lobbyist. If we have a committee are we subject to open meeting laws. If we were to be assigned to meet with our business networks and key people around the state to actually educate them as to how tourism affects the state's total economy, is that an open meeting?

Hutchison: Thank you very much. That's a question Sarah for you in terms of, if we do create committees on these various action points, like a marketing committee, is that subject to the committees open meeting law?

Bradley: It is, and the Commission also has the authority to create advisory groups, which would be people that maybe perhaps aren't always on the Commission. You know like other members and stakeholders, but I think even those groups would also be subject to the open meeting law, if they're created by the Commission.

The general rule is, if there's a subgroup of any kind created by the parent body that's subject to the open meetings laws, that those other groups also would be, that's the rule I go by generally.

Santos: Does it make a difference - Herb Santos for the record, does it make a difference if on those committees just one commissioner on it, versus multiple commissioners on it? So if you have one commissioner on the committee are you still open to open meeting law?

Bradley: As far as I understand it, yes, because there's the authority to create an advisory council, so I think that advisory council can be made up out of Commissioners or non-Commissioners, or whatever the Commission prefers. And then because the main body is subject to the open meeting law, and the intent is to kind of carry out work for the Commission, generally speaking those other committees would be subject as well.

Stoldal: Mr. Chairman.

Hutchison: Yes, can you just identify yourself for the record?

Stoldal: Bob Stoldal for the record. I clearly think these sub-committees would be governed by the open meeting law, but I can't imagine why that's an issue. It's just a matter of the logistics of posting material. I can't imagine anything really untransparent, if that's a word that we need to be with regarding these committees. So the open meeting law's not a problem.

Hutchison: Yes, I agree. There's nothing wrong with noticing these meetings and we can do that, we do it all the time. That should not necessarily make consideration as to whether we create them or not create them. I agree with that. Ms. Vecchio.

Vecchio: Well, the consideration is the staff time required to accommodate all these new meetings. We'll do what we need to do, because we want to accomplish these goals, but that's the hesitation of conducting a number of new committees. But we will do what we can do to accomplish what we need to accomplish.

Hutchison: Thank you. Other comments.

Sheltra: Governor, quick question.

Hutchison: Mr. Sheltra, please.

Sheltra: I have a question for Sarah going back to Cindy Carano's question, just a clarification. So I understand and this resonates with the lobbying of the

legislature, I understand staff can't lobby, but Sarah is it true that the Commissioners cannot be a voice for NCOT down in Carson City?

And, where I'm going with that, why that's important, NCOT doesn't have a voice. In this last session and the several before, I've watched our body be striped of a lot of money on transfers, because there's nobody there to defend it, and it's not in Claudia's ability or in her job parameters to be able to lobby. Somebody has got to be down there and be a voice for tourism in Nevada.

Bradley: Yes.

Sheltra: Sarah, I guess a clarification, could we not - there's some pretty powerful people now, there's obviously been one in Rossi, but there's definitely some good people that would be great down there in Carson City. Is that indeed the case? Or could we be down there as an advocate for NCOT?

Bradley: I think I'd want to research that, because I'm not aware of the prohibition. It's my understanding staff members and the State employees are asked sometimes to speak on their issues, and obviously they speak on them in a certain way, you know what I mean. I guess the question is can you go down there sort of uninvited and say what your agenda is. Many Boards hire a lobbyist. I just would want to look into that and kind of give you a better answer. My thought is I don't think it's prohibited, but I just want to make sure that that's the case.

Sheltra: Sarah, down in Carson City you see Assemblymen come over to the Senate and lobby for their constituents and then vice versa. It's just hard for me to believe the Commissioner on an \$80 a day - whatever it is that gets in our way would be banned from that. That's something I think we'd want to research and great point Claudia to bring this up. I don't think we should go into another session without some sort of support to the staff, so there is a voice down there.

Bradley: Yes, I can look into that and let Claudia know what I find out. I'm happy to do it.

Sheltra: Thank you.

Carano: This is Cindy Carano, my question about the open meeting law. There's nothing that prohibits me to go to the State Senators or Assemblymen that I

know in my District to just have a one-on-one with them, and just talk to them about these facts and figures, or is there?

Bradley: I'm not aware that there is, and the way it works, and I think part of it would be where we're all coming from is where the idea of prohibition is. As Commissioner's you're all individual citizens unless the Commission authorizes you to take a position on behalf of the Commission.

If you personally go to people that you know, approach them, and you say hey, these are my concerns as a personal citizen, you know that's never ever prohibited. I think part of the time we get nervous maybe, or what you want to be clear about is when you're taking positions on behalf of the Commission, you know, you want to know that the Commission has actually authorized you to do that. To go and say I'm a Commissioner on the Commission, this is a concern we have, you know, I'm speaking on behalf of the Commission right now. That's usually I think where the distinction comes in.

Hutchison: Sarah, this is Mark Hutchison and Claudia this is a question for you. Just historically what has NCOT done in this regard, advocacy before the legislature law, and issues regarding NCOT? I mean have we just not had a voice?

Vecchio: Yes, we certainly - we put together our budget, and I talk to Legislators all the time and while we can't advocate, but we can educate, and so we do a certain amount of that. I also meet with leaders involved in tourism. But it's very different coming from me, than it is coming from you all and people who are in positions of power. You can advocate in the way that advocacy is done in 2017. There's very definitely, as Ryan pointed out, a difference in what I'm able to do, and the parameters around what anybody on my staff can talk about and what a true advocacy approach is.

Hutchison: Great, thank you.

Stoldal: Bob Stoldal, question.

Hutchison: Yes, Commissioner Stoldal, go ahead.

Stoldal: The question is, what's the executive branch of the Governor's role in this, as far as determining budgets and directions of - and individuals or the NCOT going in a different direction than the executive branch?

Hutchison: Right, so the question is what is the executive branch rule, the Governor's Office's rule in ruling NCOT's budget and our shared objectives and goals? My understanding is, and my experience has been that the Governor's budget is the Governor's budget, that's how we're funded. That's what we go the Legislature with. We would need to have discussions with the Governor's Office specifically to build into his budget, what we think we need in terms of funding. And I would expect we can go defend that in front of the Legislature.

Stoldal: The point that you made well.

Hutchison: Your point is a good one, which is I'm not just talking about legislature, we're also talking about getting with the Governor's staff and educating them, they can show we're also rowing in the same direction, right. So that we won't have to talk about transfers that maybe particularly hurtful challenges in that regard that we've had in the past. Commissioner Sheltra.

Sheltra: Is David Peterson in the room?

Vecchio: No.

Sheltra: Okay, I don't want him to speak, and absolutely the Governor's budget is the budget. But I think the fear was, and maybe Claudia you can bring some light to this, in the last session it was, I believe it was in front of IFC, but it was at the very last second, well past the executive branch, there was a money grab that pulled money away from NCOT that the Governor's staff never saw. There was a pool of money there, there was nobody there to defend it and maybe you should chime in right now, so it's a little more factually accurate.

Vecchio: That is factually accurate. We do have a budget, and we go into the session to present our budget. Then the session happens as it does and we get money taken even after that budget's been determined. So until the final bell rings, there is opportunity for money to be taken away from us. That's really where you all can be so incredibly helpful throughout the session and make sure that they know that a revenue-generated source needs to stay with the revenue-generating source. That's when advocacy becomes very important.

Santos: Question, Herb Santos for the record. I think what would be helpful for me would be to have some type of really clear cut understanding as to what we can and can't do as Commissioners in a legislative session. I'm wondering whether or not or is it even feasible for us to even consider having a kind of a lobbyist to monitor what's going on in the legislature and be able to report back and so that these type of things don't happen. We need to have that

presence there, talking to various Legislators and Senators so what happened in the last session doesn't happen in the future.

Vecchio: That's a Sarah question. I'm not sure when you can use our funding to do that. We've had an intern do that in the past but it certainly has not been at the level that we wanted.

Hutchison: Okay, are there other comments on this, if so, I welcome other comments or suggestions, but I think we've got to move on. I want to try to kind of put a bow on this. But before I do that, any other thoughts or comments on this topic that we've been discussing, these committees we've been focused on? I think really the lobbying side of this came about when we were trying to convey this industry value that you put in here, Ms. Vecchio. Just before I summarize and ask for thoughts on my summary here, is there any other input from any of the Commissioners on this topic?

Arger: Governor, Julia Arger.

Hutchison: Yes. Julia, please.

Arger: Perhaps you could consider looking at, instead of multiple committees, have a committee, a strategic plan committee or one committee that oversees and keeps in touch, works with the staff on the strategic plan. The makeup of that committee could be people interested in various aspects of those six points. Then you're consolidating but you're expanding at the same time.

Hutchison: Good. Good comment, thank you. Any other comments? Well here's what I would suggest that we do. I'd like to be able to talk more about this at the next meeting, but now that we've got Commissioner input and talked about what you raised here, Ms. Vecchio, here's what I would suggest.

One, let's have recommendations come back and we can work with, certainly with me and others who may be interested and determine what that structure looks like. So the first thing would be what does the structure look like in terms of implementing what you're suggesting here with these committees? Is that a committee? Is that something that Sarah needs to take a look at, evaluate that so it's within our purview? I think it is with the statute that's been cited here and is within our authority. Or, does it make more sense just to have a larger, as Julia suggested, a larger committee for our strategic plan, and then we have Commissioners who are more interested in areas that may peek their interest to be part of that larger committee?

And, clearly what we've got to have is some thought about this legislative session. Sarah if you could do some research and report back to the Commission in terms of what exactly can we do as Commissioners in legislative sessions, in particular lobbying or advocating on behalf of NCOT before the Legislature and any restrictions or anything that we need to be concerned about.

Claudia if you can have some suggestions in terms of what we've done in the past. When I've been in session, you've been all over this stuff, the NCOT's been on it, the Department's been on it, you've been on it. Does it make sense for us to look at doing something else including taking potentially hiring a lobbyist, or is our staff enough to do that? I don't know whether an intern is enough to handle that because of how the session moves. We could perhaps do that.

What I heard Commissioners, is we're very interested in the legislative advocacy part of this bringing industry value consideration to the legislature and the executive branch. We also talked about a committee on cultural/heritage tourism. We have a marketing committee. I mean, we can just find out a little bit more and can we talk about that and actually bring back a structure and suggestions to the Commission, and then we can know exactly what our role is Legislature, and then we can maybe accept a motion to formalize that one.

Are there any comments on that, Commissioners, and anything that we should be directing staff to do, that you would like to see or would be helpful for you, before our next meeting? Have we kind of flushed this out? Okay, it sounds like we're ready to move on then. Thank you, let's close out that subsection of our reports under item four. We can move next to our Fiscal Year '16 Budget Update.

Vecchio: This is Claudia Vecchio for the record. One of the initiatives is to run an effective business. It really is around how we budget but I think even more importantly how we convey the use of the budget. Those of you who are financially predisposed, if you wanted to look at what I've included in this report, it's just behind the strategic plan, is a budget summary of the various line items that we have as an Agency. The ones that are highlighted in sort of salmon color or red colored line, are those that are transferred out of Tourism to other groups including within the Department of Tourism and Cultural Affairs which we are statutorily obliged to do. This is what we do currently to showcase our budget. If there's another, better way for us to convey the information that is tremendous, please let us know.

What we will be doing moving forward now that we have a plan, in the quarterly reports that you get in advance of this meeting, all of the reports from the staff will be laddered back to those key initiatives and to the KPIs. We'll show you how the programming is accomplishing the goals, but I am not sure if there is a better way to show how our budgeting is and how to show we're running an effective business.

What I can tell you here is that David Peterson is tracking everything. You know we are funded by lodging tax funds, state-wide lodging tax and we are tracking about \$800,000 ahead of where we projected to be, so that's good news. To utilize those funds we need to put together a work program, and determine where those funds will be best allocated.

From a budget standpoint, on this report you can see from FY '14 and '15, what the actual spending was in those lines and then the FY '16 legislative authority and FY '17 as well. What you can't see is the real detail in all of those and the Category 31. This represents our marketing and advertising areas. So if there's a better way to convey this, if there is something you want to see that's not here, we are all ears, let us know and we'll devise whatever it is that you'd like to see.

Hutchison: Commissioners, any comments on the budget format or what you'd like to see in addition to what we're seeing here at this point.

Ralenkotter: I think it would be good if we had percentage changes in the budgets between the fiscal years as well as for cost.

Sheltra: Governor, Commissioner Sheltra just for the record, I'd like to throw a plug. I realize now is not the time and place, but since you offered it up, I'd just like to throw a plug for the Rural Grants Program, it's flat with no growth, and just consideration in the future that we invest more money in the rural communities.

Hutchison: Thank you. That's been a life blood for those rural communities and we get great positive feedback from them whenever we have opportunities to provide that kind of funding, I agree.

Carano: I second that as well.

Hutchison: Thank you Commissioner Carano.

Ralengkotter: Just another question for Claudia. Do you receive funds, because you're just like us, taxes are your number one generator of income. Do you augment on a set period of time if you see your projected room tax, or is that determined - how is that handled within the State going back to the additional funds?

Vecchio: Yes, we're notified and this is really David Peterson's portion of it, I'm probably going to stumble, but we are notified of the collections, I believe on a quarterly basis. If we know we're tracking ahead of it, then we just keep it in our reserve account until it's determined what we're going to do with it. Then we go back to the IFC with the work program outlining how we propose to spend each dollar, and then they approve that change, is that what you're asking or does that make sense?

Ralengkotter: Well, I am. If it is like with us, at the end of our fiscal year, we do the reports on our budget and audit and bring that back to the Board, there's hopefully some funds that weren't spent.

The second part of it is that we're now seeing increases in room taxes above what has been budgeted. So is there a set time to go back to the legislature to get approval or it's just whenever you believe that you have seen a trend happening if the dollars are there, and you have to put it against a program.

Vecchio: Yes, it's the latter. We have historically done a work program toward the end of the year, so we would do a work program in the spring, which is when we are planning to spend another amount on a campaign. We would do a work program in advance of that. We do not at that point know what's going to take place at year's end, but we do know moving along that we have additional funding and if we have seen that it's in our best interest not to wait until the end of the year to spend that, we seize the opportunity. That's why we sometimes do this in the springtime.

Ralengkotter: And the closer you get to close of your budget, the less time you have to spend those funds.

Vecchio: Exactly.

Ralengkotter: So if you had a priority list of let's just say the grant program, knowing that you would like to increase it by X, that you would have some triggers to go back say okay we want to augment this at this time for these reasons, and have some real programs that you can put in place and justify that versus that at the end of the fiscal years and not be able to do a campaign or a program.

Vecchio: That's exactly right. So three years ago, that's how we funded the Discover Your Nevada Program and how we funded a couple of international offices. We've had a million to 1.5 million that we've been able to put into these new programs, and that has been the foundation for some of these programs. Once those dollars are spent and they're in our budget, providing all the planets align, that then continues on in our budget until the next fiscal year. Those funds remain in our budget. We're a performance-based budget, so that can go up or down but that's how that works.

Hutchison: Thank you, other comments, questions.

Carano: This is Cindy Carano, the transfer to Nevada Magazine, you have \$50,000 in 2016. It's been self-sufficient for the last two years and so I'm wondering what the \$50,000 is going for?

Vecchio: Janet can answer that but the \$50,000 is really for a direct marketing campaign to help them continue to get subscribers. They've been doing a tremendous job and creative ways of finding new subscribers but this is an opportunity for them to really boost their subscribers. Janet has some good statistics about how they have done that to date.

NCOT has funded Nevada Magazine at a much higher level than we do currently but these are funds to allow them to do that campaign. That's was only for one year. After that they're on their own but in FY '16 Tourism is providing additional resources. They also have some other activities that they're doing to raise subscriptions above and beyond. This was a fairly narrow type of outreach legislatively. I think it was written as just a direct mail campaign, so our hands were tied for a little bit of the digital and other kinds of outreach which Janet and her team are doing. That's what this is for, to boost subscriptions.

Hutchison: Thank you. Other questions or comments? All right, hearing none, let's go ahead and close out that discussion on the Budget Fiscal Year 2016, and move to the Governor's Global Tourism Summit Agenda Review, please.

Vecchio: Yes, and thank you all for being here. We're very excited about this Global Tourism Conference and the opportunity for us to reevaluate how the Division of Tourism is relevant to our urban partners. Certainly Rural Roundup is a staple people love and plan the year around making it to Rural Roundup which is April 13th to 15th in Laughlin in 2016.

The Governor's Conference on Tourism, seemed to be getting a little stale so we created a focus on international tourism. That is such an extraordinary opportunity for this state and seemed like it was good way for us to be relevant and to provide some education and great business opportunities for our urban partners.

We put together I think, a pretty good program for this year. I just wanted to run through it quickly with you. Hopefully you'll be able to participate in some of this. Prior to the conference that started today, between Friday and Sunday, Larry, Terry and David, probably the world's most extraordinary Fam trip leaders, led a Fam trip group to Pahrump and Beatty and I know they had just an extraordinary time. Larry said it was just an incredible group of people and they're getting to see a wonderful part of the State. That was a great way to kick off this conference.

We do have some 55 buyers from 12 countries around the world here who will participate throughout the conference and it's a wonderful opportunity for our industry to meet one-on-one with them. This is a relationship based business, and so getting to know these people is incredibly important, and that's a big part of this.

This morning we had some activities that our partners could participate with the buyers in. They went out to Hoover Dam. I'm not sure how they participate in the spa, but I'm sure that they can connect in a greeting room in the spa. But otherwise that's all fun. And then in golf, we have a few folks braving the weather today to play golf.

This afternoon we'll have an opening session, and we are fortunate to have Chris Thompson who is President and CEO of Brand USA here with us today, and he's going to talk about Brand USA and how they are presenting the US to our global partners. They're doing an extraordinary job. It's fun for those of us who have watched them grow through this critical part and see them find solid footing. We as an agency will be working with them more in the future than we have in the past, because I think they're really at a point where they know the business and they're doing some extraordinary things.

Then we have, as Rossi mentioned, the Southern Nevada Tourism Infrastructure Committee which has been put together by the Governor's executive order to look at the issues and opportunities in the area of infrastructure. Len Jessop who is the President of UNLV is also the Co-Chair of this Committee will be here to provide some update on what they've been doing. They're doing some really exciting things, so that's tremendous.

Cocktail reception, just as an FYI to all of you here, we have decided not to hold the reception outside in the Florentine Gardens. It will be held upstairs in the pre-function area which is just the periphery around the ballroom. The dinner is in the ballroom and will be casual. There's nothing going on for dinner, just the chance for everyone to network with one another and enjoy your great dinner.

Tomorrow morning we start bright and early. Tomorrow is a jam-packed day. We've crunched this down into one full day, and it is a full day for sure. We start out at 8:00 a.m. with Kelly Craighead who is the Executive Director of the US Office of Travel and Tourism. She's a tremendous advocate for the industry on the policy arm of what we do. She's an extraordinary partner in Travel and Tourism and she'll talk about what they're doing with the US Department of Commerce and we're lucky to have her here.

Then we'll move onto the International Tourism Panel. Lieutenant Governor Hutchison will moderate that. We have some great Las Vegas area international marketers who will talk about what they doing and how important this international arena is to their business.

Next we have the ever popular Nevada Marketplace that will be downstairs, and there's actually two rooms because it's grown so much, but we have opportunities for Nevada partners to meet one-on-one with the international buyers and everyone is excited about that.

Those who are not in the sales arena will have another couple of sessions. Bethany and her team along with several LVCVA PR representatives as well as one of our group, the folks from PACE which is our Canadian group, will be talking about how to generate earned media in both traditional and social channels.

We have the sales side, we have the PR side, and then we have the research side. US Travel Association has just launched their Global Travel Review and their Senior VP of Research will be talking about that. We'll talk a little bit about our research program. A jam-packed program, something for everyone.

Then at lunch we'll have a futurist and he was just in Palm Springs talking about what he calls the Shift Age, and this transformation of 2010 to 2020 and how he sees the global economy evolving. It's a fascinating insight into where we are as a culture, and as a people. The Governor will be here at 1:45 to give his address to the industry.

We'll then give you an update on TravelNevada programs and that is much of the things you'll see today, but we'll talk about our campaign and our programs and how our constituents and our partners can be involved.

We have breakout sessions in the afternoon, and we'll have our rep firms which we've always done in the past, a very popular breakout session, we'll split into two because there are so many. Then we have US Commercial Services representatives from China and from Costa Rica as well as Andrew Edelfsen talking about the partnership with US Commercial Services. They have a wonderful new program that is very much targeted to smaller destinations, and they will talk about that as well as the importance of working with US Commercial Services in global markets.

I'm excited about the session on protocol which we'll do in the afternoon as well. You know, you can think and do all the sales and marketing, but if we go in and we don't shake hands the right way, we don't look at people, we don't address them in the right way, we've lost. We have Shirley Dawson, from the International Protocol Academy, to talk through protocol.

That ends the day. So, a lot is going on. I so appreciate the staff. I can't say thank you enough to Dee for everything she's done with this. We were lucky enough to get a great event planning team working with us the JGS Group and they've been a tremendous help here. The hotel has just gone above and beyond. They, GM Douglas Brooks, Tamara Warren and Ellen Saepoff and everybody here is just an extraordinary team and so we thank them for everything they've done. If you need anything during the time you're here, I'm here, Dee's here and the JGS Group, who I'll introduce when we have our opening session this afternoon, we are here to make sure that you get what you need.

Hutchison: Thank you.

Vecchio: The program that you have has the group of the buyers who Larry and his team have so brilliantly put together, along with our partners at the LVCVA. A lot of their group is here and their reps are here as well. It's a tremendous group of buyers. I don't know where else you can go and have these appointments for \$250. I think it's an extraordinary opportunity for our industry. Thanks to Larry for everything he does.

Hutchison: Thank you Ms. Vecchio. Thank you to the staff. We thank you for all the hard work; we know it takes a lot of effort to put together this extraordinary

Summit. I know I've got a photograph and a text from Senator James Oscarson, when he went around with the rural tourism element of the Summit, and he was just delighted, and thought it was a great opportunity for him and the rural Nevada outreach that the conference reached. So, thank you for doing that. We're off to a great start, thank you.

Any comments, Commissioners before we move on? Let's move on into the PR Update, if you could cover the media and the public affairs and Visitor's Guide.

Vecchio: Before we start the PR update, you may be wondering where all our international reps are. We always have two hours of international presentations at this meeting. They are out experiencing Nevada, so we won't be having our international updates. But we so rarely give you an opportunity to get a full report from our great staff so that's what today is going to be. It's a chance for them to provide some updates to you.

Drysdale: Hello, for the record Bethany Drysdale, Director of Public Relations for Travel Nevada. To get started, I just want to do a quick recap of some of our media coverage we've had in the last six months, working with our agency, Fahlgren Mortine. Marty from Fahlgren is here in the second row. She's been putting in a lot of work on our behalf, along with the Abbi Agency which is our local representation in Reno. Between those two groups who work with our staff, I think we've had some fantastic success. So I'm going to start with a quick highlight reel of that.

[Playing music]

[Video playing]

Drysdale: What you saw there began with the Jet Blue launch. We did a big media event in New York and talked about that over and over again, so that's what the beginning coverage was about. We really got not just great coverage, but great relationships started there, and those are continuing on. I'm very pleased with the success of that.

Some clips that didn't make it into the highlight reel, because they came in after the fact, but I just thought they were too good to not share, this is Weather.com. We established a really great relationship with them at the Jet Blue launch and had some meetings with them after the Jet Blue launch. Now they're coming to us for photos. They're coming to us for information, which is exactly what we want. We want to be a resource, we want to be recommended as a resource, and that's exactly what's happening.

This one is *Lonely Planet*. This is a travel guide positioned as a local authority on travel. When you get a *Lonely Planet* Guidebook, you know you're really in the kind of insider's, non-touristy view of a destination. They came out to Nevada, and we got really extensive coverage on Northern Nevada, Carson City and Virginia City. There's the Capitol and they went out to Genoa, and did an extensive article about Nevada on their website.

Before we move on, forgive me, I didn't have these slides in here, so we're going to take a break from the slideshow for a minute, because I want to talk about the public affairs plan that we're putting together. You talked about the strategy. We certainly have a good strategy now moving forward. But I don't want to lose sight of some of the tactics that we're putting together behind the scenes. We are very actively working on the tactics that will go to implement the strategy.

We are working on talking points for all of you, for our staff, for people in the tourism industry, so they know what they're talking about. They know how influential the tourism industry is, how important it is. We'll be putting together those talking points in a very digestible forum, so that anybody at a party, at a ball game, if tourism is brought up, they can talk with authority about it.

We'll be talking about the ROI of what we do. The tourism industry is of course very important that we talk about that, but then also about what Travel Nevada does to affect that. What we do as an agency, and what you do as a commission to make this revenue ongoing.

We're working with legislators, with influential decision makers, and that's where we hope that we will be able to get each of you involved with that, and we do appreciate any input that you have on that.

We're also working with the Nevada Broadcaster's Association on a Public Affairs PSA program. We'll be doing this through next Fall, we've already started this program, the first PSA will go out in December. What this is, if you aren't familiar, the Nevada Broadcaster's Association buys time from all the in-state media networks, TV and radio, and they put together PSAs. We can put them together, or they can do it for us, and we will be interspersed among all the remnant time that's out there on the TV stations, radio stations, all of that, throughout the State. We'll be doing about one PSA a month. That will be both about the tourism industry, and positioning us as a resource for the traveler. It may be about safe winter travel, or about travel ideas for Spring

Break. It will be a mix of both, the business message that we want to put across and then the tourism message as well, letting Nevadans know that Travel Nevada is a resource for them as well.

That's a very brief summary on the Public Affairs Plan, but I do want you to know that we are working on the plan and tactics that will affect the strategy.

Then moving onto international; very exciting to have so many of our international reps here. They've been working tirelessly, I don't know how they got away from their offices to come here, because they've been doing so much with us.

I just want to show some quick highlights of what we've doing internationally. This first clip is from a *Canadian Geographic* travel reporter. He came to Nevada and he wrote a story about State secrets, some of the top secrets, and I know you can't see that at all, but it's just a very quick recap of what that article was like, very extensive throughout Nevada. You know Canada, of course is a very important partner to us. This was a great statewide article that we were able to secure.

Another win, this was actually a really fun one for us. This was in Australia. Tim Robards was the first Bachelor for Australia, the show *The Bachelor*, the Australian version. He is a huge fitness pro, and he's very photogenic, and very media-genic. *News Corps*, which is the largest news outlet in Australia, sent him on assignment here to do some things in Nevada, very active, athletic things that you do here, just outside of Las Vegas, and he will be writing a story about it.

He also profiled us for a website that he has put together to promote his athletic talents. What was really great about this is the added value that we're able to get from this. He and his fiancée did social media throughout their visit here. Instagrams, they have a social following in Australia, and it's really the market that we want. We want the young, active adventurous travelers from Australia to come here. That's exactly what their audience is.

They did all their great social media posts while they were here. Then he happened to be invited on the *Daily Edition*, which is an afternoon lifestyle television program in Australia. And, totally unbeknownst to us, he sang our praises about how wonderful Nevada is. This is really a free extra spot that we got from him. He talked about all the great things that he did in Nevada, what a great State it is. The reach of the show was about 231 viewers, and

the ad value out of this is \$293,000 on top of what he did out of our agreement. This was just added value, which is so wonderful for us.

This next one is from the UK, *Brides Magazine*. The audience for this was about 45,000 readers, of course interested in weddings and planning their weddings. We had Mustang Monument which is on the lower right-hand side there included as a great wedding destination in Nevada.

So coming soon we'll be working again with Australia on *Weekend Sunrise*, which is their equivalent to the *Today* show. They'll be coming out here and broadcasting their weather segments and life segments from Lake Tahoe and Virginia City, actually over Thanksgiving weekend. We'll be hosting the host over Thanksgiving weekend, and be doing those live stand-ups.

Brazil is putting together a ski media tour for us. We'll be working on that in the coming weeks.

We are so proud that our Instagram account has reached almost 10,000 followers, so we're putting together a 10,000 follower promotion. The idea behind this promotion is, that the active individual takes about 10,000 steps a day, which is the goal for any active individual. We're taking 10 Instagram users and letting them take over our account to show us what they do in Nevada during their 10,000 steps. It may show them hiking up through Red Rock Canyon to get their 10,000 steps in. It may be a walk down the boardwalk in Virginia City and the people they interact with while they take these 10,000 steps. This will be what we do to really celebrate the 10,000 followers. Instagram has been a really, really wonderful avenue for us. You know a picture says a thousand words. It's really more than that for us, we get so much interaction on there, and people care about the comments. People commenting, "*Wow, this is so great, I thought about maybe going to the Valley of Fire, but I didn't know how beautiful it was, now I'm going to go.*" So it's those comments that we just absolutely look for, and we get a lot of those through our Instagram account. Kudos to Kaitlin Godbey, she is the one who runs our account and she is just absolutely stellar on it.

We're putting together the 2016 Visitor's Guide. It will go to press in December, so it will be hot off the press the first week in January, so we're working on that, *Nevada Magazine* is actually putting it together for us, they're designing, printing, all of that. I believe there may be opportunities still for advertising in it.

Geary: Yes, there is always opportunities.

Drysdale: Always opportunities for advertising. So if you or anybody you know is interested in being in the Visitor's Guide, of course contact Adele Hoppe with *Nevada Magazine*.

I put Chris Moran's contact info on there, because she is the one really collecting updates. We are going to press soon, so I would ask that any updates be sent immediately. She is the one really putting together all the updates, and moving forward too, not just for this year, but next year, we always want to keep it just as fresh as possible, so for next year's Guide, the following year's Guide as well.

And then, because everybody that I work with is so busy working, you don't get to see their faces very often, so I just wanted to put them up here, and let you know who our team is. Chris Moran is our PR specialist, and she is the one working on the Visitor's Guide. She does a lot of our press tours, our international tours, sending out press releases, really everything to keep our office moving. Kaitlin Godbey on the lower left is our social media goddess. She is fantastic in getting the word out via social media. Felicia Archer represents the cultural affairs side of what we do. She works very closely with the Arts Council, the Museums, and the Indian Commission. She is the one who is really getting the word about everything to do with Museums and Arts and all that wonderful stuff. And then, Angela Froelich, our administrative assistant is here at the conference. She really is the one who keeps us on track, making sure that we are doing everything by the rules, and people here are getting reimbursed and paid, and everything that needs to be done. So that is our group right there, and I'd be happy to take any questions.

Hutchison: Great report, thank you Bethany. One question I have. How is this Visitor's Guide going to be distributed?

Drysdale: It's distributed through all the CVBs throughout the state, hotels, welcome centers, quite a bit in state and then it's also available by request on the website, we get a lot of people requesting - they want a map, and they want a Visitor's Guide in hand. We distribute that way as well. Actually Janet, you have other distribution avenues?

Geary: Yes, we will be distributing 40,000 of them through rental car agencies at the airport. Security people will be handing them to people that are renting cars there at McCarran Airport as well.

Hutchison: Thank you.

Drysdale: For those on the phone, if I can just repeat that, Janet was saying that 40,000 Guides will be distributed through the rental car agencies at the airport, so you can know something coming into Nevada as well.

Hutchison: Great, other questions, comments, Commissioners on Bethany's PR update? Any comments or questions from our Commissioners on the phone? Okay, it sounds to me like you did a great job, thank you Bethany.

Drysdale: Thank you.

Hutchison: Okay, Claudia, are we going to move to marketing now?

Vecchio: We will, but just one brief comment about PR involving the Public Affairs Program. The Public Affairs Programs in Creating and Conveying Value and how this all comes together, is more than just a Public Affairs Program. It really is how we communicate and build our partnerships with all of our statewide industry members. I don't think we've done a particularly good job of our industry newsletter for letting people know what we do, and how we do it. So that is very much under scrutiny at the moment, how it looks, and the information that we convey in that.

Then also our TravelNevada.biz website, which has never been really that portal I want it to be where the industry will come and see programs and see what's happening at a national and local level and find talking points that they can communicate to their legislators and others that they talk to.

We're really working on both of those things and as we go into plan, we'll be talking about more tactics. There are things that we have done in the past that we simply need to do better in terms of engaging our industry. That will be, very definitely part of that.

We talked about the distribution plan of the Visitor's Guide. We have spent a lot of time talking about print, and whether or not print seems to be important, and whether or not the Visitor's Guide continues to be important. The tremendous thing is, is that the millennials really like this printed guide, and so we are printing 150,000...

Geary: 200,000.

Vecchio: We're up to 200,000 Guides. We have a distribution plan, but also we're finding that millennials are gravitating toward this printed guide and see it as

retro, which is great. It continues to be an important piece. A lot of people were talking about that we shouldn't have to do a new Guide anymore; I think that's a mistake at this point. Jennifer and her team have done some focus groups in the Bay area, and found the same kind of situation, so we continue to think that it is important.

Next up, we're going to have Greg Fine our Director of Marketing show you what we've done in the marketing standpoint. We'll also have the first iteration of our new campaign which is launching today. He's going to show you where we are, so I hope you'll like it, because it is out there.

Hutchison: Right, take it away.

Fine: Good afternoon Commissioners Greg Fine, Director of Marketing, Travel Nevada, Nevada Division of Tourism. As Claudia mentioned, our new campaign breaks today. And unlike what Bethany was talking about, the 10,000 steps, I don't think at the Laxalt Building on the second, third or fourth floors has logged anywhere close to that on a daily basis, as we've been very well focused on getting this new campaign launched with the Fahlgren Mortine team and the Abbi Agency.

I know you've all seen this in various iterations. You've seen the rough edits. You've seen the conceptual material. I wanted to bring the real thing to life. We're very proud of it. This is new work that Fahlgren has put together for us, and so with that, I will just roll through it.

[playing "Don't Fence Me In" video]

So that's one of our first 15 second cliffhanger spots that we're running as a series that's going to be coming out in our digital realm and so, with that...

[continuing with video]

That's "Wild Night." That was shot at Goodsprings, just outside of Las Vegas, if you've never been to that particular establishment, I really recommend you go, it's a fantastic place. What a great place for a setting for a TV spot.

[continuing with video]

So as you see from those spots, we're introducing the idea of "more stories than souvenirs." The emphasis is in planting the seed that we want our visitors to realize that there's more to Nevada than just a tchotchke to come

home with. It's those stories that are authentic, real experiences that take place that hit you in the heart and last forever. Because broadcast is such the big dog in the media world, we're using that to start planting that seed. These spots are opening up in five markets, the Los Angeles, San Francisco, Boise, Salt Lake City and Phoenix. They're breaking today.

Augmenting our broadcast buy, and I think this is a really smart opportunity for us, is we're buying spots during previews of blockbuster movies, particularly for the winter blockbuster airings, as a way to offset some of the higher costs of broadcasting. We had good return on that over the summer and so we're continuing with that practice for the winter buy.

Now, we're introducing this idea of "more stories than souvenirs" and these characters, you saw there. We want our campaign to flesh out this promise through these characters, these quirky people, these interesting folks that make Nevada so rich.

We've also developed a series of additional videos that will be seen throughout the website in particular, but also in the digital realm. This is a spot we do with a Las Vegas gentleman.

[playing Don't Fence Me In video]

So you see we kept going with our hero couple there, Jenny and Mike who are really talented, hard core adventurers. Following our broadcast shoot, we did a blitz covering the state, covering just about every square inch of the State, talking, interviewing and videotaping real Nevada characters, mountain bikers, fly fishermen, rock climbers, so on and so forth. So all those people are highlighted in separate videos as well, talking about the aspects of the state that the travelers can expect to enjoy, and those will be seen primarily online, on Facebook as well as on our website.

I talked about the video aspect here. Video play is just an extremely important role for us. Every time we roll video, our views and our impressions increase exponentially. This is going to be difficult to see and it's a little complicated, but you'll see at the very top under emblem there it says, dreamer, planner, doer, and then ambassador. That's what we've identified as being the four stages of our sales funnel so to speak. In video in the blue underneath each one of those screens represents how we're incorporating video throughout this process in order to retain engagement and make those impressions, and to get people to understand what they can expect from the state.

As Claudia mentioned, print is not dead. These are a couple of example pieces that we're running in *Outside Magazine* which is one of our always on 24/7, 365 partners as well as with some regional publications where we're running print ads.

We have about a \$400,000 buy, is that correct? Yes, about a \$400,000 buy in our digital advertising for this winter. One of the things that I am very appreciative about Fahlgren is they always come to the table with a really interesting piece of technology. Last summer, it was this interactive compass, that was a really interesting thing and the people that engage with us stayed on our site longer and they moved through more pages. Fahlgren came to us knowing that the research has shown that our website, DMO's websites in particular are kind of middle of the pack, as far as what millennials are turning to when they're making their travel decisions. The idea is, instead of forcing them to go to the website, let's bring the website to them.

So this particular piece of this digital ad here, if you'll start at the top left and work your way down and picture that this is all taking place within a couple seconds of when somebody is on *Outside Magazine* or whatever other really high end publication or well-regarded publication, digital publication, this digital unit is essentially bringing the new TravelNevada.com homepage to the viewers. We're not asking them to leave their site. In effect, they are able to click on each one of those respective characters on the top right state there to be served video content, and more messaging and encouragements to find out more about those, either food, adventure, wanderlust, or originals. So this is bringing the site to them and engaging them in a way that we have never done before, and we're looking forward to seeing how this carries forward.

This is the newly designed TravelNevada.com. The middle, larger screen is the homepage, which you just saw from the digital unit, then again you can click on each one of those characters and be served those four respective buckets. And then, that very bottom frame, the center frame is our social networks that are displayed on the homepage as well. We've got a lot going on here, a lot of information. It's easy for people to find what they're looking for, if they're not familiar with these characters, or if they're not coming here from any other realm outside of the organic realm. The site is a new turn of events for us that we're really quite eager to see how it performs.

This is kind of the hidden gem in all this. Our CRM, our database, and how we get to know our customers and understand their wants and needs is baked

into this website in ways we've never done before. We have an itinerary creation process here that allows people to tell us what they're looking for, what they want from their trip, when they're going to take their trip, and then we ask them to re-engage with us afterwards. This information is going to be a powerful tool for us to start these one-on-one conversations, either through social or through email marketing. We can tailor a message to somebody. If they're a golf enthusiast we're not going to send them a motorcycle route. If they're a skier, we're not going to send them golfing information, or maybe we will, if we want them to do one in the morning and one in the afternoon, but we can work on that. So it allows us to work and invest heavily in that relationship piece that allows us to form a tighter bond with our customers.

And then finally we'll be introducing in December the new mobile app. The fascinating thing about this is that it too will allow us to gain a considerable amount of information based upon our user's activities, but it can also be used in an off line environment, accounting for Nevada's spotty cell phone coverage, so they get the information they're looking for and the plans that they built out for their trip.

Santos: They can do that on the airplane in airplane mode, right?

Fine: I hope so. Yes, so it all downloads to their phones.

Cunningham: Greg, I have a question.

Fine: Yes.

Cunningham: Who are you working with for your website development? Who is doing that?

Fine: That's Fahlgren. They truly bring a fully integrated approach to what we're doing and the effects of that have been just phenomenal, because everybody is talking to everybody. There this really a coordinated effort moving forward, not just you know a little columns moving forward at an unsyncopated paces. Everybody is marching at the same pace, and I really credit Falhgren for being able to keep all those reigns in hand, and keep everyone moving forward like that, so it's been really quite wonderful.

That is it for the new campaign that has launched today and will run through February 29th. If I can answer any questions, I would be glad to do so.

Hutchison: Greg, thank you very much. Commissioners have questions. I just note that, Greg we can add a new word to our dictionary, unsyncopated. That's

something that's kind of developed over the course of your career, that unsyncopated style.

Fine: Did I use that before?

Hutchison: You just did.

Fine: I didn't know if that was a habit that I developed or something.

Hutchison: Let me start with a question, LA, San Francisco, Boise, Salt Lake City, Phoenix. Some of those are obvious, some of them aren't in terms of why those markets. What was the thinking behind, I mean I get LA and San Francisco, what about Boise, Salt Lake City and Phoenix?

Fine: Those are our primary drive markets, and research has shown that there is a predominance of our audience that are there, and that they're receptive to our messages in particular.

Hutchison: They're already living that lifestyle, I guess the way they live and they're willing to travel somewhere else to replicate or to see something even more.

Fine: Very much so, and from just a geographical entry into the State, those are the main thorough fares that bring you into the State.

Hutchison: Great, thank you. Other questions, yes, Jennifer.

Cunningham: For the record, Jennifer Cunningham. In the past you've shown your commercials in state, in Nevada, is that the plan as well this time?

Fine: Yes, it is. They're being shown in a limited fashion, I forgot to mention that, yes in Reno and Vegas.

Hutchison: Other questions for Greg about the marketing campaign, thoughts, comments, observations? It's tough for folks on the phone I know to see the visual on this. You know we've seen this in our different Commission meetings and it just looks terrific. It's a finished product now and it's in great shape. Other comments, Commissioners?

Wagnon: This is John Wagnon. You know I wasn't at the last Commission meeting, but I did sit down with Greg and take a look at the ads, and I will admit that I was a little concerned about the direction these ads were taking, whether or not we would be able to capture the essence of the "Don't Fence Me In" brand

strategy. I would say that from what I've seen so far, the campaign not only captured it, but took it to a new level, and I congratulate and applaud the team and the agency for taking an already great campaign and elevating it to another level. So good job you guys.

Fine: Thank you.

Hutchison: Thank you. Other comments? I'm sure you've fully evaluated the frequency of our media buys, the digital and the broadcast side, I'm no professional here, but I know that if you run a political campaign, you've got to run the frequency enough where it naturally moves the needle. In tourism, what's been the analysis in terms of the frequency in these markets? Are we positive and confident that we're going to move the needle?

Fine: Well and Chris, you may be able to answer this better than I and with a lot more dots and zeros. Fahlgren's approach has been very much that they're going to make sure that the impressions and the audiences are there, and that the buy is made in such a way that they are being seen on a variety of different channels. So whether it's broadcast, or digital, whether it's Facebook, or whether it's you know through a public relations piece or whether it's a social post, the frequency in the reaches is definitely there. I think, if I'm not off base on this, we want to touch somebody about six times prior, before they can make a decision. That's how the strategic end of that buy is made is in order to touch somebody at a variety of different levels, and make sure that they are getting the message, and then they can act upon it.

Hutchison: Thank you. I'm not seeing any other questions or comments, Greg great job, thank you all for your work. I know this was a ton of work and a lot of energy and effort and we can't thank you enough, we're impressed and we're happy that we're moving forward in a good way.

Fine: Thank you. Before I step away, I'd like to introduce Charlie Littlejohns. Charlie is part of the Madden Media Team, and we contracted with Madden a little over a year ago to help develop and manage our Cooperative Marketing Program. Charlie, Natasha and Howard are here and Charlie is going to give you a brief overview of success to date and how he sees the program evolving and where the things are going. So, Charlie?

Hutchison: Welcome, thank you Charlie, Madden Team, welcome.

Littlejohns: So for the record, Charlie Littlejohns, Regional Account Manager for Madden Media, good afternoon Commissioners.

Hutchison: Good afternoon.

Littlejohns: As Greg touched upon, we are managing the subsidized marketing coop for the State. In the coop itself we have five different components available. We have a newspaper insert, and then we have four digital components as well. Two of which are highly inspirational pieces, the first one is called Amplified Story Telling. This is a really great way of making a brand new audience aware of your destination or business through the art of storytelling. We also have video marketing through YouTube available as well, another high-end inspirational tactic. The other two, cyber targeting and prospecting is the first one. This is very much about kind of moving people from being inspired about what you do as a destination or business and to move you into that consideration period. Now we're looking at other destinations or businesses. It's a great way of getting people more aware and really moving them down to consideration. And then finally, what we call in this Conversion Funnel is moving people to visitation, that is then Search Engine Marketing.

We have started this coop program the earlier part of this year, and we're not quite done with a full year as of now. But, we're very, very pleased with the progress it's making at the minute. We have 23 partners booked in total of which there are 41 individual bookings across those partners, because some are doing more than one component at a time.

We've got Jennifer, who is one of our partners doing some site retargeting with us. We've got Lake Tahoe Visitor's Authority on board, as well as some of the group in the Reno Hotel Casinos, and some rural partners like Virginia City, Lander County, Boulder City. So, we've got a really good plethora of partners right now that we've been working with.

Of those components by far the most popular one at the moment is the newspaper in service, that Claudia and Greg have touched upon. Print is certainly not dead. We initially had planned on just doing a spring insert, we'd used the popularity of that, and now actually integrate in the markets to what Greg was talking about. We actually sold out that insert at 20 pages, and so due to that popularity, we then added a full insert as well which dropped just yesterday.

The insert's been hugely successful and really in my opinion two-fold for that success. First, the insert is tangible you know, it's something you can hold in your hand. You can show to your Board and the decision makers where you're putting your money to as a partner. And secondly, by booking an offer

into the insert. We offered added value of a way of lead generation. We then supplied partners leads on a weekly basis for four months. That actually averaged out to 3,500 leads per partner. There are two reasons why they've taken off as well as they have.

For the digital components, that's been a kind of longer conversation. There's been an awful lot of building accountability and trust between myself, Madden Media and the partners, and also a quite lot of education, especially around the rural partners side. It's getting them to be aware of what the opportunities are, and how they can be of benefit to their communities. We're getting really good traction now on all of those, and that's proven successful, as you can actually see from those success story printouts there. This is going to be really, really great now for me to use to move into 2016, because other than just the education side of this, there has been some hold back from partners, because they wanted to see real life, Nevada partners' examples before they were going to take that leap of faith themselves.

We've now got a number of partners doing stuff across all the components digitally. I've got a really good basis now to build a plan for 2016, and I think it's going to go from strength to strength.

Hutchison: Great, thank you very much Charlie. Any questions of Charlie or follow-up at all? I appreciate your presentation, thank you so much.

Littlejohns: Thanks.

Hutchison: And thanks for being here at the Summit and helping us.

Littlejohns: Thank you.

Hutchison: Claudia we've got another update?

Vecchio: Janet Geary.

Hutchison: Let's move to *Nevada Magazine*.

Geary: Yes, good afternoon everyone and I'm so glad to hear so many people say print is not dead. [Laughter] I'm Janet Geary, Publisher of *Nevada Magazine* and for the new Commissioners, I would just like to give you a brief program description of what *Nevada Magazine* is all about.

As Claudia mentioned earlier, we are an enterprise fund. For those of you that don't know what an enterprise fund is, we run *Nevada Magazine* like a business. We collect revenues from our subscribers and our advertisers, and we spend that to promote the magazine.

These are last two covers, just so you can see, if you haven't seen them. You should have one of these in your welcome bags now. That is our November/December issue, on the right. And the other one, the green one we did win an award for that at the Nevada Press Association, so I put that in there as well.

Nevada Magazine was actually started in 1936. We'll be 80 years old in 2016. Besides two years during World War II, we have published every year since then. We're very proud of the legacy that we're taking care of now for the State of Nevada, and for *Nevada Magazine*.

We do publish the magazine six times a year. We have 10,000 subscribers and we sell 10,000 on newsstands throughout the State and throughout the western United States, we even have some newsstand sales in Hawaii. We also produce the Events and Shows publications that you see in the Las Vegas airport. If you look at the kiosks around the McCarran Airport baggage claims, that is our magazine. That is our *Events and Shows*. We also publish a *Northern Nevada Events and Shows*, which is distributed in the Reno/Tahoe airport as well as Welcome Centers, Visitor Centers, AAA offices throughout the State.

We also do a *Rides Guide* once a year, which is a motorcycle guide that we give out to motorcycle retailers for them to give to their customers. It's also given out at all the motorcycle events throughout the State.

We do the *Visitor's Guide*, along with Bethany and her staff. We actually do the design, print, and help with the distribution of the *Visitor's Guide*. So that's what the magazine does.

And obviously our mission is to educate the people that read the magazine, the general public about the State of Nevada, where to go, what to do, the history of the State is very important to us, and we always have historical features in our magazine. With our 80th year coming up, we are increasing our historical stories to include businesses. The Hoover Dam that is turning 80 this year as well.

As I said, the magazine publishes 145,000 copies of the *Events and Shows*, which are distributed throughout the State. But we don't stop just with print. We also do a great deal on social media. We have NevadaMagazine.com, which is our website. We have a very active Facebook page. We update that at least on a daily basis, sometimes two or three times a day depending on how people want their event or a photo that they've taken to get out to people.

Our Facebook reach last week, just in one week was 38,848 people who visited our page. We are also very active on Twitter and Instagram and Pinterest, and we want to keep our online visitors engaged with the happenings in the entire State. We also print a newsletter, a bi-monthly newsletter that we send out to 22,000 individuals who have opted in to receive our newsletter. Some are subscribers, some are not, but we tell them what's going on in the State.

Just recently we had our Nevada Press Association awards, and I just wanted to - and I don't have any staff here, but I just wanted to let you know our staff did an extremely good job. We are up against a lot of magazines in the State with a lot of money behind them, *Las Vegas Magazine*, *Las Vegas Weekly*, *Reno Magazine*, *Edible Reno/Tahoe*, and we received the General Excellence Award, which is the highest award that you can receive. They only give that to one magazine, so we were very pleased to get the General Excellence Award.

Megg Mueller, our Editor, got first place award for the Best Entertainment Writing. We got the Best Special Project award for the *Nevada State Travel Guide*, and a December Star award to our production manager, Danny Miller. He's the one that created our website. He also does the design of the *Travel Guide*. He's just a really great addition to our staff and we couldn't do it without him. They only give one of those out a year too, and we were very proud that Danny received it.

Under subscriptions, we are doing a direct marketing campaign. To address Commissioner Carano's comment earlier, we did receive a \$50,000 transfer, a one-time transfer from the Division of Tourism to build our subscription base. It's been very steady since I've been there for eight years, but we haven't been really able to grow it. What we're doing is a direct mail campaign right now. We're preparing 60,000 direct mail letters to the entire rural area of Nevada, and some of the rural areas in eastern Utah and northern California and sending them a subscription offer to *Nevada Magazine*.

We also are doing a Val-Pac. We've done two of them already, we're going to do another one, they've been successful for us. We send out 30,000 Val-Pac coupon offers. We just did a reader survey just about two weeks ago, we're starting to receive responses. We sent it out to 4,000 *Nevada Magazine* subscribers and have gotten over 500 responses to date. We want to find out what people would like to see in the magazine, as well as how often they come to Nevada, how they spend their money, so we can give that information not only to our advertisers, but to Claudia as well.

I also host a radio show on Friday mornings in Reno at the Reno Town Hall. It is on ten stations throughout Nevada and the West, and it's streamed live several times a week on Nevada Matters Media. If anybody would like to be on my show, I know I've asked before, but not had any takers from up here. If you'd like to be on the show, I'd love to have you. I've had people from all over the state come on and talk about their events. I had the Cowboy Poetry people on last week. I try to get people from all over the State to let my listeners know what's going on in the State. Any questions for me?

Hutchison: Great, thank you Janet. Any questions of Janet, Commissioners.

Santos: Herb Santos, on your radio show, are you going to do some calls and have guests on the telephone as opposed to being there live.

Geary: Oh, yes, absolutely. A lot of my people are from all over the State, so no, they don't have to come to the station. All you have to do is call in between 9:00 and 10:00 on Friday morning and I'll put you on the air, and you can tell me what's going on with you know whatever events and things that are coming up. Absolutely, I would love to have you.

Hutchison: We should feel free to use this Commission as a resource. You can always call up and just make an assignment and ask if they could come on board, right?

Geary: Okay, I'll remember that. Thank you.

Hutchison: Right, good. Thank you very much Janet. All right, Claudia I think we're now going to move to Department Agency Updates.

Vecchio: We always have a great opportunity here from those who are within the Department of Tourism and Cultural Affairs, and so Bob Stoldal, are you still on the phone with us?

Stoldal: Yes.

Vecchio: Excellent. Could you give us an update on what is happening with Museums and History?

Stoldal: I'm asking Peter Barton to take over, Peter?

Barton: Good afternoon Commissioners, thank you Mr. Stoldal. This is for the record Peter Barton, Administrator for the Division of Museums and History. Just very briefly, we're just now analyzing our first quarter Fiscal Year '16 results, and are pretty pleased with what we see as the continued uptick in attendance, and revenues in virtually every category.

We've launched a number of new programs and new exhibits in this last quarter, which I attribute to contributing to those increases. We've moved away from the 2014 Sesquicentennial exhibits, and launched new exhibits and a couple of programs.

We're now of course focused on the holiday events at museums. Every one of the seven museums post some special holiday event. Perhaps most notable are the special holiday trains that we run in Carson City and in Boulder City. Last year we launched a new holiday train in Boulder City called the Pajama Train, which sold out, and we've expanded it this year. In the first 15 minutes the tickets went on sale online, we sold over 200 tickets. So it's a virtual sell out now, I think before the first event actually launches.

We're under way with our own mobile app and native app. We have a web based app, and again native app that visitors will be able to download and access and provide enhanced content and accessible content as they visit our museums. We're training staff on this app, the week of November 30th, and hope to launch by January 1st.

In the last couple of months, we had the wonderful opportunity to host Dr. Charles Sehe. Dr. Sehe was on board the USS Nevada, the battleship on the morning of December 7th, 1941. He was injured in the Battle at Pearl Harbor, but recuperated and stayed on the Nevada throughout the Second World War, up and until it was decommissioned. At age 92 and residing in Mankato, Minnesota, he wrote the Governor and said, on my bucket list is a wish to visit Nevada. He came out spent two or three days with us last month, and we toured him around the city. He visited schools. He had planned to visit with the Governor, but a travel mishap caused them to miss each other, but he was honored at the State Capitol and throughout Carson City.

Museums continue to work with a large group of State agencies on the preservation and reuse of the former Nevada State Prison here in Carson City, closed in 2012. There's been some legislative action to reflect and evaluate the resource and see what it's best possible new uses might be, and that may include some portion of the facility becoming a State museum.

Those are the highlights, and I know you've got a lot on your agenda today. If there are questions, I'll be happy to answer them, otherwise, I think that's it for the museums.

Hutchison: Commissioners, any questions on the museum report.

Sheltra: This is Commissioner Sheltra, I would just like to congratulate Peter's team in Carson City. Peter, I saw you guys won a big award for the restoration of the Glenbrook, wasn't it?

Barton: Thank you Commissioner Sheltra, and thank you for bringing that up. The restoration of the Glenbrook Steam Locomotive was honored as one of two international awards for the most significant railroad restoration project of 2015, and we were honored and we received an award in Illinois at the Association of Tourist Railways and Railway Museums conference in late September. It was a nice tip of the hat from our colleagues in the field that said "well done" to the Glenbrook restoration.

Hutchison: Thank you, again. Any other questions? All right, Peter thank you very much. Nevada Arts Council?

Arger: Thank you Governor, Julia Arger, Chair of the Nevada Arts Council. I'm looking at my watch, and I'm looking at the agenda, and it's really hard to be in two places one time, so I'm going to make this really brief. But I also am going to make a request that making this department agency updates to go further to the top of the agenda, like get an A or a B position, because we are often squeezed in the end.

I would request that our report be given into the minutes as requested [Addendum A], and I would like to introduce one of the Board Members on the Nevada Arts Council Board. The Board is made up of nine Board Members, four from Northern Nevada, and four from Southern Nevada, and one from the Rurals, all appointed by the Governor. We have Irma Varela-Wynants from Las Vegas here and did have Bill Hooper, but he had to leave about 15 minutes ago, so I wanted to welcome them, and thank Claudia for

inviting them to join the Summit. I will give my report to Dee and have it in the minutes, thank you.

Hutchison: Thank you Commissioner Arger, and we're happy to even roll this over to the next meeting, if you preferred it that way. If you prefer that, we can maybe get a little bit more of an update from you on that, and spend a little time.

Arger: I would appreciate that, because I've never been able to give a full report.

Hutchison: Let's do that then. Why don't we roll that over to the next meeting and we'll give you more time. We'll give you star billing on that, all right? We will take care of that. Next is Nevada Indian Commission.

Vecchio: Sherry Rupert is here today representing the Indian Commission.

Hutchison: Sherry come on up.

Rupert: Good afternoon Mr. Lieutenant Governor and members of the Commission. I am Sherry Rupert, Executive Director of the Indian Commission. I just had a few things. This month of November is American Indian Heritage month, nationwide. The Nevada Indian Commission's contribution to the month was our American Indian Achievement Award banquet, and silent auction. It was held at the Governor's Mansion Saturday evening. It was a wonderful evening, and we also celebrated 50 years of service for the Nevada Indian Commission. The Commission was established in 1965 under Governor Sawyer. We've had 12 Executive Directors, and I'm the longest standing Executive Director for the Commission. We had numerous Commissioners that we acknowledged at the event.

I also wanted to mention, the last I was here I talked about the Stewart Indian School and all of the support that we gained through the last legislative session. I just wanted to report that in the past, we do tours on request of the facility. Those were mainly students coming from Southern Nevada visiting the Nevada State Museum, the Capital, the Legislature and then now they come out to Stewart,. That was mainly in May. Well, since all of this support by the Governor and by the Legislature, we have held tours from May until last Friday. I have to take a look at the numbers, and look at what that increase is, but we've definitely increased our tours out at the facility.

We're also working on a master plan of the facility so that way we can come back to you and let you know what we have in the inventory, what are the potential future uses of those buildings and put some numbers to the

rehabilitation of those buildings as well. I think that will help us as we move into the legislative session and talk more about the construction and development of that facility as a cultural heritage destination.

We are planning for the National Indian Education Association Convention. With the great help of the RSCVA, we were able to get that convention here in 2016. We are moving forward with that and one of the things that we're offering are cultural tours at the beginning, and at the end of that convention. That's it for me. Thank you.

Hutchison: Wonderful, thank you Sherry. Questions or comments. Sherry, thank you very much, thanks for all your great work. All right, Ms. Vecchio.

Vecchio: Yes, finally on the agenda today we have a proposed 2016 calendar of marketing committee and regular commission dates. You may not have had a chance to look at these, so we don't need to do any action on those today. But do take a look at these. Those of you who are on the marketing committee, you know who you are, but otherwise, the regular Commission meetings are March 23rd, June 29th is a teleconference, September 21st as a regular meeting associated with whatever date we have conference next year and then last, a teleconference on December 14th. Those two teleconferences are designed for grants review. Then we have two marketing committee meetings, those are in advance of the campaigns, so that that committee can better get involved with the planning of those campaigns. Please take a look at your calendar and let me know if there are good days, bad days, we can try to massage this so that everybody can participate in these meetings.

Hutchison: Thank you, are you looking for a motion to approve these dates today? Or is this something that's information now, we can take that up later and have people email you if there's issues or problems?

Vecchio: That's probably going to work for the best. If you're prepared to make a motion on that today, that's great. If you still need to look at this and check on those dates that will certainly be fine.

Hutchison: Why don't we roll this over so everybody can look at this. If there are issues please email Claudia, or give a call to Claudia and let her know so we can take that into consideration. And then we'll set these after the first of the year.

Vecchio: Perfect.

Hutchison: Thank you. Is there anything else under agenda item number four that needs to come before the Commission, Ms. Vecchio?

Vecchio: Just a peripheral item. Those of you who are interested, we have "Don't Fence Me In" logo shirts we will be ordering. We will provide those to you as State Commissioners so you can be brand ambassadors for our state through your wardrobe.

Hutchison: Good. And how do you get those? Through the website? Is that what you do?

Vecchio: Well, we can take orders from you today and make that happen, but they will eventually be ordered on a website.

Hutchison: Okay, great. Does that close out that agenda Item No. 4?

Vecchio: It does.

Upcoming Meetings

Hutchison: No other reports. All right, well then we'll close Agenda Item No. 4 and move to Agenda Item No. 5, Upcoming Meetings. Our next meeting will be on December 9th, 2015 at 1:00 p.m. and that will be a teleconference only meeting. Anything that you know about that, Ms. Vecchio?

Vecchio: That purpose of that meeting is to approve grants. We'll take up a couple of issues that had tabled from this meeting at that teleconference meeting. We'll get all that information out to you shortly.

Hutchison: Great, thank you very much. That will conclude Item No. 5. We'll move to Agenda No. 6 now.

Commissioner Comments

Hutchison: This is the time for any comments from Commissioners on any matter that you feel is relevant to our Commission here today. Any comments? Commissioner Santos.

Santos: Thank you Governor, Herb Santos for the record. I want to comment on two things. First, I had the honor to participate at the Governor's Mansion for the Brazilian delegation. I was totally impressed with Larry Friedman and his ability to interact with the folks from Brazil. If there was a way to clone him

and put him in every State of Nevada area airport. It was just wonderful watching the interaction. He's a rock star to those folks.

The second comment I want to make, I've been married for 29 years and I have learned that my mother-in-law is one of the foremost authorities and critics in the United States. [Laughter] I purchased the *Nevada Magazine* subscription for her and she told me this last magazine, she read it from cover to cover. Not only did she thoroughly enjoy every article she read, she learned about something about Nevada. Having lived in Nevada since 1956, right around there, and hearing her say that she learned something and didn't have something bad to say about something was incredible. [Laughter] So, *Nevada Magazine*, you certainly met your mission with the last issue.

Geary: Thank you.

Hutchison: Commissioner Santos you know this is all on the record. [Laughter] No motion to strike? You're comfortable with the record as it stands?

Santos: I'm going to live with my words.

Hutchison: Thank you. Other comments from other Commissioners? Julia, please.

Arger: Yes, I wanted to let you know that Nevada lost three of its Arts and Cultural treasures this fall. As I mentioned at the last meeting Tim Jones, Nevada Arts Council, Board member from 2001 to 2013 serving as Chair during the latter six years died very unexpectedly at the end of September.

Hilman Tobey, Paiute Elder, Master Carpenter, and Ceremonial Pipe Maker died earlier in the month. Tobey, a long-time resident of Reno's Sparks Indian Colony was in his 101st year, having passed the century mark in January of 2015. He is featured in the Nevada Arts Council's Nevada stories video called "Pipe Makers of the Great Basin."

And finally, Vahe Khochayan co-founder of the Reno Chamber Orchestra as its Music Director and Conductor for nearly 30 years also passed away in September. The Maestro received the Governor's Arts Award for Artistic Achievement among other recognitions throughout his career. Nevada has lost three very significant treasures, thank you.

Hutchison: Thank you Commissioner. Are there other Commissioner's comments? Anyone on the phone who would like to make any comments, Commissioners on the phone?

Group: None. No thanks.

Hutchison: All right, hearing none, then we will close out Agenda Item No. 6, and we'll move to Agenda Item No. 7.

Public Comment

Hutchison: This is the time set for public comments. Are there any members of the public here now in the meeting who would like to make any public comments. I'm hearing none, we'll close out Agenda Item No. 7. We'll move to Agenda Item No. 8, which is Adjournment.

Adjournment

Hutchison: The Chair will accept a motion to adjourn.

Santos: So moved.

Hutchison: Got a motion to adjourn, do I get a second.

Sheltra: Second.

Hutchison: Second, all those in favor signify by saying aye.

Group: Aye.

Hutchison: Any opposed? No. Motion is carried and we are adjourned. Thank you very much everybody.

The meeting adjourned at 2:21 p.m.

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

ADDENDUM A

NEVADA ARTS COUNCIL A VERY BRIEF REPORT TO THE NEVADA DIVISION OF TOURISM NOVEMBER 16, 2015

Nevada lost three of its arts and cultural treasures this fall:

- *Tim Jones*, a Nevada Arts Council (NAC) Board Member from 2001-2013, serving as chair during the latter six years, died very unexpectedly at the end of September. A recipient of the National Association of Counties' 2010 Arts Advocacy Award, Jones was president of Cultural Alliance Nevada, and served on the board of the Pioneer Center for the Performing Arts and The Holland Project's advisory committee. As much as Jones believed profoundly in the power of creativity, lifelong learning and advocacy, his deepest joys were his children and grandchildren.
- *Hilman Tobey*, Paiute elder, master carpenter, and ceremonial pipe maker died earlier in the month. Tobey, a long-time resident of Reno Sparks Indian Colony, was in his 101st year, having passed the century mark in January 2015. He is featured in NAC's Nevada Stories video, "Pipe Makers of the Great Basin."
- *Vahe Khochayan*, co-founder of the Reno Chamber Orchestra, and its music director and conductor for nearly 30 years, also passed away in September. The Maestro received the Governor's Arts Award for Artistic Achievement, among other recognitions throughout his career.

Grants Management Update

During the second quarter of FY16, NAC awarded 65 grants to organizations, schools, artists and educators in the Professional Development, Nevada Circuit Rider and Artist Residency Express and Jackpot grant categories.

- Encouraging the continuing education of Nevada's cultural workforce, *Professional Development Grants* supported the attendance of artists, educators and administrators at the National Arts Marketing Conference in Salt Lake City; the Broadway Teachers Conference in New York; and the Arts Northwest Booking Conference in Boise; among others convenings.
- *Nevada Circuit Rider Grants* supported consultancies for the Friends of the Rainbow Company in Las Vegas to develop marketing and fundraising campaigns, and the Carson City Cultural Commission to develop a master plan and assist with its formal adoption.
- *Jackpot Grants* supported projects by A Public Fit (a theatre company) and Sin City Opera, both of Las Vegas; the "World Music Fest" presented by TACH International in Reno; as well as visual arts exhibitions in Fallon and Las Vegas.

Grant Workshops

NAC staff is on the road between November 30 and December 15, presenting 11 grant workshops in Carson City, Reno, Minden, Fallon, Winnemucca, Elko, Henderson, Las Vegas and North Las Vegas. Co-sponsors include Churchill Arts Council, Great Basin College, City of Las Vegas, Green Valley Library and Humboldt Museum, among others. In response to requests from constituents who work during the day, this year's workshops are scheduled

for late afternoon, early evening, and one on Saturday. After the first of the year, staff will provide Artist Fellowship workshops for artists in Reno and Las Vegas, and additional grant and community specific workshops in Ely, Eureka, Yerington, Pahrump and Mesquite.

2016 Poetry Out Loud

More than 2,400 high school-aged students from 12 counties and the Nevada Virtual Academy have registered for the 2016 Nevada Poetry Out Loud Program. Now in its 11th year, Poetry Out Loud encourages students to learn about poetry through memorization and performance of classic and contemporary works. Semi-finalists from district competitions vie for the title of State Champion at the Nevada State Finals on Saturday, March 19 at the KNPB Channel 5 studio in Reno. Registration is open through December 1 for all Nevada public, private, charter, parochial and alternative schools, as well as home school associations.

NV Energy Receives Business and the Arts Award

175 businesses and arts leaders, including Paul Caudill, CEO of NV Energy, gathered at New York City's iconic Central Park Boathouse to celebrate the 2016 BCA-10 Awards. Presented by the Business Committee for the Arts, the gala featured stories from CEOs whose companies are transforming businesses and communities by partnering with the arts to foster innovation, engage employees, and enhance the quality of life.

In his remarks, Caudill said, *"We understand that supporting a rich cultural life is not just important to our customers – it is good for business. Funding the arts provides educational opportunities for Nevada's children, and increases the probability that as these kids leave to go to school, or pursue technical training opportunities, they are more likely to return home to raise families and help our rural communities remain healthy."*

Attending the event included representatives from The Discovery Museum, West Las Vegas Arts Center, Holland Project and Western Folklife Center, as well as from NV Energy and NAC, whose nomination resulted in the award. NV Energy is the first business in Nevada to receive this recognition.

Technical Assistance and Outreach Activities

NAC staff was involved in a number of presentations, gatherings and meetings during the last quarter, including the following:

- The residency by *U.S. Poet Laureate Juan Felipe Herrera*, featuring a public workshop at the Clark County Flamingo Library and a public reading at the Nevada State College, was secured through a collaboration of Las Vegas organizations and NAC assistance. This was the first official visit to Las Vegas by a sitting U.S. poet laureate.
- NAC staff, with representatives from the *National Endowment of the Arts* and the *Institute of Museum and Library Services*, discussed grant opportunities available to Nevada's nonprofit organizations at a workshop hosted by Congresswoman Dina Titus and the Smith Center in honor of the Endowment's 50th Anniversary. The workshop attracted about 40 representatives of arts organizations and museums in Las Vegas.
- At the *Arts & Culture Summit* of the *City of Las Vegas' Latino Network Steering Committee*, staff presented an overview of the agency's support of Latino artists, available services and outreach programs.

- NAC facilitated a meeting for the *Carson City Arts & Cultural Coalition* to assess its role in the community. After nearly ten years of providing input to the city's cultural commission about the community's arts sector, CCACC developed its first mission statement, "To unify artists for the economic benefit of Carson City."
- The NAC Administrator served on a public funding panel at the *Alliance of Nevada Nonprofits Conference* in Reno.
- NAC staff attended the daylong workshop, *Seeking Justice Through Art: A Convergence of Creatives for Community Organization*, sponsored by the Left of Center Art Gallery, the Social Justice Council of the Unitarian Universalist Congregation of Las Vegas, and the Las Vegas Urban League. This was an opportunity for the Arts Council to expand its program into new communities in southern Nevada.

NTI Traveling Exhibitions

Traveling the state? Check out a visual arts exhibit of the Nevada Touring Initiative (NTI) at the sites below. NTI expands access to high-quality curated exhibitions and complementary lectures and workshops for residents and visitors alike in Nevada's rural and urban communities.

- Through January 22 at the Churchill County Museum, Fallon – *Wally's World: The Loneliest Collection in Nevada*
- Through January 8 at the Humboldt County Library, Winnemucca – *A Brushwork Roundup: Western Paintings and Drawings by Craig Sheppard*
- December 21 – February 12 at Western Nevada College, Carson City – *Panorama: Selections from the Nevada Arts Council's Artist Fellowship Program*
- December 21 – February 12 at the Ely Art Bank, Ely – *One Is Silver, the Other Is Gold: Celebrating 25 Years of Nevada Folklife Apprenticeship*