



NEVADA COMMISSION ON TOURISM

Minutes

Meeting of the Territory Advisory Committee
Friday, March 5, 2021 – 10:00 AM

Meeting Location:

Nevada Division of Tourism
401 N. Carson St., Laxalt Building
Carson City, Nevada 89701

<https://us02web.zoom.us/j/86467046377?pwd=WnVlelZPcmR3YVRoek5paUhzQkIrdz09>

Meeting ID: 864 6704 6377 | Passcode: 531308

Present:

Shari Bombard, Chair of the Territory Advisory Committee and Rural Programs Manager
Sue Barton, Chair Reno-Tahoe Territory (via zoom)
Ben Rupert, Secretary/Treasurer Indian Territory (via zoom)
Dee Helming, Chair Pony Express Territory
Earl Jobson, Chair Las Vegas Territory
Tom Lester, Chair Cowboy Country Territory
Marvin Minnick, Chair Nevada Silver Trails Territory
Jane Moon, Rural Commissioner
Christian Passink, Director Sales and Industry Partners

A. Opening

Meeting was called to order by Chair Shari Bombard. Proper posting was confirmed, roll call was taken, and a quorum was determined.

B. Public Comment

Nnedi Stephens, Regional Representative, Office of Senator Jacky Rosen, made public comment via Zoom stating support for the Rural Marketing Grant Program and interest in seeing the process.

C. Grant Recommendations – Overview of Staff Process and Criteria

Chair Shari Bombard explained the staff process and criteria for preparing the Rural Marketing Grant Recommendations.

D. Review of FY2021 1st Cycle Rural Marketing Grant Program Staff Recommendations

Cowboy Country Territory Grant Recommendations – Tom Lester stated that the California Trail Interpretive Center was not currently open, with no opening date set. He recommended denying CC-21-01-019 and adding the \$2000.00 balance to CC-21-01-006. Dee Helming moved to approve the Cowboy Country Territory recommendations as presented, with the stated changes to CC-21-01-019 and CC-21-01-006. Earl Jobson seconded and Tom Lester recused himself due to conflict of interest. Motion carried unanimously.

Indian Territory Grant Recommendations – Tom Lester moved to approve the Indian Territory grant recommendations as presented. Dee Helming seconded and Ben Rupert recused himself due to conflict of interest. Motion carried unanimously.

Las Vegas Territory Grant Recommendations – Marvin Minnick moved to approve the Las Vegas Territory grant recommendations as presented. Tom Lester seconded and Earl Jobson recused himself due to conflict of interest. Motion carried unanimously.

Nevada Silver Trails Grant Recommendations – Dee Helming stated that grant NS-21-01-004 included an ineligible issue for Nevada Magazine advertising. The committee decided to keep the same award amount to allow a larger ad instead of reducing the award amount. Sue Barton recommended adding verbiage to grant NS-21-01-006's denial stating that it was being denied due to the event already selling out. Dee Helming moved to approve the Nevada Silver Trails Territory grant recommendations with stated changes. Sue Barton seconded and Marvin Minnick recused himself due to conflict of interest. Motion carried unanimously.

Pony Express Territory Grant Recommendations – Tom Lester moved to approve the Pony Express Territory grant recommendations as presented. Earl Jobson seconded and Dee Helming and Jane Moon recused themselves due to conflict of interest. Motion carried unanimously.

Reno-Tahoe Territory Grant Recommendations – Tom Lester moved to approve the Reno-Tahoe Territory grant recommendations as presented. Dee Helming seconded and Sue Barton recused herself due to conflict of interest. Motion carried unanimously.

State-Wide Grant Recommendations – Tom Lester moved to approve the State-Wide grant recommendations as presented. Marvin Minnick seconded. Motion carried unanimously.

E. Public Comment _____

There was no public comment.

F. Adjournment _____

Dee Helming moved to adjourn. Marvin Minnick seconded. Motion carried and the meeting was adjourned.

DRAFT