



## **NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING**

Regular Meeting of the Commission on Tourism  
Wednesday, March 8, 2022 - 3:00 P.M.

### **MEETING LOCATION:**

401 N. Carson Street, Carson City 89701  
3260 Joe Brown Drive (2<sup>nd</sup> Floor), Las Vegas 89109

### **AUDIO CONFERENCE:**

(877) 336-1831      Access Code: 6221873

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## **COMMISSIONERS**

Lt. Governor Stavros Anthony, Chair\*

Bob Stoldal | Brian Wadsworth | Charles Harris\* | Claire Muñoz  
| Donald Contursi\* | Edward Estipona\* | Jane Moon\*

Jill Lagan\* | Rafael Villanueva\* | Rick Murdock\* | Steve Hill\* | Tom Lester\*

\*Voting members

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This meeting is in compliance with Nevada Open Meeting Law and has been properly noticed and posted at the following location (At least three or more):

Nevada Commission on Tourism, Carson City, Nevada | Legislative Counsel Bureau, Carson City and/or Las Vegas, Nevada | Nevada State Museum, Las Vegas, Nevada | Nevada State Library, Carson City, Nevada | Nevada State Purchasing, Carson City, Nevada | Windmill Library Las Vegas, Nevada  
Reno Sparks Convention and Visitors Authority, Reno, Nevada | Las Vegas Convention and Visitors Authority, Las Vegas, NV | [www.TravelNevada.biz](http://www.TravelNevada.biz) | [www.notice.nv.gov](http://www.notice.nv.gov)

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## **STATEMENT OF THE COMMISSION**

- Action may be taken on those items denoted "For Possible Action".
- Items on this agenda may be taken in a different order than listed.
- Two or more agenda items may be combined for consideration.
- An item may be removed from this agenda or discussion relating to an item on this agenda may be delayed at any time.
- Public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the chair, and speakers are urged to avoid repetition of comments made by previous

speakers. Those wishing to make public comment via email should email their public comment to [kbenoit@travelnevada.com](mailto:kbenoit@travelnevada.com).

- No action may be taken on any matter brought up under public comment until that matter has been specifically included on an agenda as an item upon which action may be taken (NRS 241.020).
  - Meetings are audio-recorded as part of the public record. Speakers are requested to identify themselves before speaking.
  - Note: Please provide NCOT with electronic or written copies of testimony and visual presentations if you wish to have complete versions included as exhibits with the minutes.
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## AGENDA

### A. Opening

Call to Order and Confirmation of Proper Posting – Lt. Governor Anthony  
Roll Call and Determination of Quorum – Lt. Governor Anthony

### B. Public Comment

Public comment is welcomed by the Commission. A period of public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to three (3) minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

### C. **For Possible Action** – Approval of Minutes

Approval of the December 8, 2022 Minutes

### D. For Discussion Only – Welcome and Opening Remarks

*Brenda Scolari, Director, Department of Tourism & Cultural Affairs*

### E. For Discussion Only – Introduction of New Commissioners

*Lt. Governor Anthony*

Lt. Governor Anthony will welcome Commissioners Villanueva and Lester to the commission.

### F. **For Possible Action** – Nomination of Vice Chair

*Lt. Governor Anthony, Chair*

Lt. Governor Anthony nominates Rick Murdock for Vice Chair.

### G. For Discussion Only – Director's Report and Budget Update

*Brenda Scolari, Director, Department of Tourism & Cultural Affairs*

### H. **For Possible Action** – Adventure Center Proposal and Funding

*Brenda Scolari, Director, Department of Tourism & Cultural Affairs*

Director Scolari will provide an update on the federal grant award and construction estimates for Adventure Centers.

**I. For Possible Action – Rural Marketing Grants Update – Sliding Scale**

*Anton Eckert, Chief Industry Development Officer, Division of Tourism*

*Kyle Shulz, Research Manager, Division of Tourism*

Anton Eckert and Kyle Shulz will present proposed changes to the grant award evaluation process, with matches allocated on a sliding scale.

**J. For Possible Action – Rural Marketing Grants Update – Projects Related to Tourism Allocation**

*Anton Eckert, Chief Industry Development Officer, Division of Tourism*

Anton Eckert will present proposed allocation of PRT funds for territory strategic planning.

**K. For Discussion Only – Industry Development Update**

*Anton Eckert, Chief Industry Development Officer, Division of Tourism*

Anton Eckert will review Industry Development activities, including the upcoming Rural Roundup conference.

**L. For Discussion Only – Creative Development Timeline**

*M.E. Kawchack, Chief Deputy Director, Department of Tourism & Cultural Affairs, will introduce representatives from Noble Studios, Creative Agency of Record.*

Noble Studios will provide an update on the timeline for the developing new creative campaign to launch in fall 2024.

**M. For Possible Action – Upcoming Meetings**

*Brenda Scolari, Director, Department of Tourism & Cultural Affairs*

Proposal – change June meeting from June 8, 2023 to June 15, 2023 at 1 pm

September 8, 2023

December 8, 2023

March 8, 2024

**N. Public Comment**

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**O. For Possible Action - Adjournment**

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Kelly Benoit (775) 687-0621 or by email to [kbenoit@travelnevada.com](mailto:kbenoit@travelnevada.com). Materials are available online at [www.travelnevada.biz](http://www.travelnevada.biz).

Persons with disabilities who require special accommodations or assistance at the meeting should notify Kelly Benoit at the Nevada Commission on Tourism at (775) 687-0621 or [kbenoit@travelnevada.com](mailto:kbenoit@travelnevada.com)