



NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Regular Meeting of the Commission on Tourism
Wednesday, March 13, 2019 – 1:00 P.M.

MEETING LOCATION:

NCOT – Laxalt Building
401 N. Carson St. 2nd Floor
Carson City, NV 89701

VIDEO CONFERENCE LOCATION:

Las Vegas Tourism Office
4000 S. Eastern Ave. #240
Las Vegas, NV 89119

TELECONFERENCE NUMBER:

888-363-4735; Access Code 4878739

COMMISSIONERS

Lt. Governor Kate Marshall, Chair*

Cindy Carano, Vice Chair*
Herb Santos, Jr.*
Brian Krolicki*
Bob Cashell*
Richard Arnold

Phil DeLone*
Mike Vaswani*
Cynthia Mun*
Bob Stoldal

Steve Hill*
Denice Miller*
Pam Robinson*
Joe O’Neill

*Voting members

THIS MEETING IS IN COMPLIANCE WITH THE “NEVADA OPEN MEETING LAW” AND HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

Nevada Commission on Tourism, Carson City, Nevada
Legislative Counsel Bureau, Carson City and Las Vegas, Nevada
Nevada State Museum, Las Vegas, Nevada
Nevada State Library, Carson City, Nevada
Nevada State Purchasing, Carson City, Nevada
Las Vegas-Clark County Library, Windmill Branch, Las Vegas, Nevada
Reno Sparks Convention and Visitors Authority, Reno, Nevada
Websites: www.TravelNevada.biz and www.notice.nv.gov

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.
- 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.

AGENDA

A. Opening

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

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 17, 2018 NCOT Meeting Minutes

D. Marketing Update

Fahlgren Mortine will present an update on TravelNevada’s paid media initiatives, including an overview and current status of the FY19 media buy. Fahlgren Mortine will also review the highlights and outcomes from the FY19 buy that will guide recommendations for FY20.

E. **For Discussion and Possible Action** – Process, search parameters and timeline of the search for the Cabinet Position, Director of the Nevada Department of Tourism and Cultural Affairs

**F. For Discussion and Possible Action – Review and Discussion of the Position
Description for the Director of DTCA**

G. For Discussion and Possible Action – Discussion of Tasks and Selection of Search Sub-Committee

H. Agency Reports

H1. Chair Report

Welcome and Introduction of Newly Appointed Commissioners

Pam Robinson – representing counties under 100,000 in population

Cynthia Mun – representing counties over 700,000 in population

H2. Division of Tourism

H2.1 Legislative Session Update

H2.2 Quarterly Staff Update (October – December 2018)

H2.3 Request for Proposals Update

H2.4 Rural Roundup Update – April 10-12 in Fallon Shari Bombard, Rural Programs Manager

I. Upcoming Meetings

June 19, 2019 - Full Commission Meeting

September 18, 2019 - Full Commission Meeting

December 11, 2019 - Full Commission Meeting

J. Commissioner Comments

K. 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 3 minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

L. For Possible Action – Adjournment

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting **Dee Chekowitz-Dykes**, Executive Assistant, Nevada Commission on Tourism, (775) 687-0621 or by email to ddykes@travelnevada.com. Materials are available from the Nevada Commission on Tourism office, 401 N. Carson Street, Carson City, Nevada and online at www.travelnevada.biz

Persons with disabilities who require special accommodations or assistance at the meeting should notify Dee Chekowitz-Dykes at the Nevada Commission on Tourism at (775) 687-0621 or ddykes@travelnevada.com.