



## NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Regular Meeting of the Commission on Tourism  
Tuesday, June 15, 2021 - 1:00 P.M.

### MEETING LOCATION:

<https://us02web.zoom.us/j/83017029246?pwd=RXJwRlZlM2RPM3dwQ1Z1aGVvQUhiZz09>

Meeting ID: 830 1702 9246 | Passcode: 176987

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### COMMISSIONERS

Lt. Governor Kate Marshall, Chair\*

Bob Stoldal | Brian Wadsworth | Charles Harris\* | Cynthia Mun\* | Edward Estipona\* | Herb Santos, Jr.\* | Jane Moon\* | Jill Lagan\* | Jerry Schefcik | Julie Pazina\* | Kristin Windbigler\*  
Rick Murdock\* | Steve Hill\*

\*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 [jgrundy@travelnevada.com](mailto:jgrundy@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 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 March 16, 2021 Minutes

### D. For Discussion Only – Director’s Report and Budget Update

Brenda Scolari, DTCA Director

### E. For Possible Action – FY22/23 Strategic Plan

Brenda Scolari, DTCA Director

Presentation of the strategies and programmatic focus for the biennium proposed by the Travel Nevada leadership.

### F. For Possible Action – Destination Development Program

Christian Passink, Sales and Industry Partners Director

After a process of discovery in Lincoln County, the Industry Partners team presents an application process for Nevada’s rural communities.

### G. For Possible Action – Upcoming RFPs

For consideration, the approval of RFP initiation for contracts related to:

- Representation in Latin America – Yennifer Diaz, Market Manager
- Ad Evaluation Study – Kyle Shulz, Research Manager
- Website Usability Study – Kyle Shulz, Research Manager
- Digital Agency of Record – Mary Ellen Kawchack, Deputy Director

### H. For Possible Action – Marketing and PR Expenditures

Mary Ellen Kawchack, DTCA Deputy Director

Presentation of the recommendations for FY22 spending related to marketing and PR efforts.

## I. Commissioner Comments

## J. **For Discussion Only** – Upcoming Meetings

July Recovery Committee  
July Commission Workshop  
August Commission Meeting

## K. Public Comment

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## L. **For Possible Action** - Adjournment

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Jessica Grundy (775) 687-0631 or by email to [jgrundy@travelnevada.com](mailto:jgrundy@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 Jessica Grundy at the Nevada Commission on Tourism at (775) 687-0631 or [jgrundy@travelnevada.com](mailto:jgrundy@travelnevada.com).