



NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Regular Meeting of the Commission on Tourism
Thursday, June 15, 2023 - 1:00 P.M.

MEETING LOCATION:

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

AUDIO CONFERENCE:

(877) 336-1831 Access Code: 6221873

COMMISSIONERS

Lt. Governor Stavros Anthony, Chair*

Herb Santos* | Brian Wadsworth | Charles Harris* | Claire Muñoz

| Donald Contursi* | Edward Estipona* | Jane Moon*

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

*Voting members

This meeting is in compliance with Nevada Open Meeting Law and has been properly noticed and posted at the principal office/location of the public body under NRS 241.020(4)(a):

401 N. Carson Street, Carson City, Nevada 89701 (Nevada Commission on Tourism, Carson City, Nevada),

3260 Joe Brown Drive (2nd Floor), Las Vegas, Nevada 89109 (Travel Nevada, Las Vegas, Nevada)

and online at www.notice.nv.gov under NRS 241.020(4)(b). Additional online or physical postings may be offered as a courtesy.

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.
 - 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. Comment at the beginning of the meeting may relate to items within the scope of the Nevada Commission on Tourism or any agenda item. No action may be taken on items raised in public comment which are not otherwise included on the agenda for 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 encouraged to avoid repetition of comments made by previous speakers.

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

Approval of the March 8, 2023 Minutes

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

Lt. Governor, Stavros Anthony

E. **For Discussion Only** – Director’s Report

DTCA Director, Brenda Scolari

F. **For Possible Action** – Sponsorship Fund

Discussion and possible action relating to creation of a Travel Nevada sponsorship fund for distribution in Fiscal Year 2024.

DTCA Director, Brenda Scolari

G. **For Possible Action** – Carson City Adventure Center Expenses

Presentation of new Adventure Center site location and request for approval of additional expenses and possible action.

DTCA Director, Brenda Scolari

H. **For Possible Action** – Creative Campaign Presentation

As part of the Integrated Agencies of Record, Noble Studios will give an update on the creative campaign for possible action.

Chief Marketing Officer, Caroline Sexton

I. For Possible Action – Media Recommendation Presentation

As part of the Integrated Agencies of Record, Fahlgren Mortine will provide FY24 media recommendations for possible action.

Chief Marketing Officer, Caroline Sexton

J. For Possible Action – FY24 Marketing Grants Recommendations

Presentation of staff and Territory Advisory Committee recommendations for FY24 marketing grants for possible action, including approval of the same.

Industry Development Specialist, Abigail Ortiz

K. For Possible Action – NV Energy Tourism Incentive Program

Presentation of renewable energy programs and discussion of eligible tourism sites for possible action.

Adam Grant, Director, Electrification & Energy Services

L. For Discussion Only – UNR College of Business Nevada Tourism and Hospitality Supply Chain Report

Presentation of UNR graduate class study of Nevada’s tourism supply chain.

Fredrick Steinmann, Director, University Center for Economic Development

M. For Possible Action – RFP Approval for representation in Mexico

Presentation of scope and contract limits for an RFP for representation in Mexico providing trade and media services and possible action.

International Market Manager, Yennifer Diaz

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. Materials are available online at www.travelnevada.biz.

Persons with disabilities who require accommodations or assistance at the meeting are encouraged to contact Kelly Benoit at the Nevada Commission on Tourism at (775) 687-0621 or kbenoit@travelnevada.com as soon as possible before the meeting.