



NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Regular Meeting of the Commission on Tourism

Wednesday, June 19, 2019 9:00 A.M. – Commission Business
1:00 P.M. – Director Interviews

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 FOUR OR MORE OF 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
- Las Vegas Convention and Visitors Authority, Las Vegas, 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 March 13, 2019 NCOT Meeting Minutes.

**D. For Discussion and Possible Action - FY20 1st Cycle Rural Marketing Grants
Recommended Allocation**

Discussion and approval of grant allocation as recommended by the Territory Advisory Committee. We received 205 applications associated with the FY2020 1st Cycle Rural Marketing Grant Program from 58 organizations requesting \$1,740,554.67. We are recommending awarding \$1,017,790.00 in FY20 funding.

Grant funds are intended exclusively to develop, promote and improve tourism to and within the State of Nevada. They may be used for no other purpose, and must be obligated and/or expended for invoices due in the same fiscal year as awarded. Grant funds will be used by the Division of Tourism on behalf of a grantee or distributed to political subdivisions of the state, to fair and recreation boards, and to local or regional organizations, which promote travel and tourism. For the complete grant guidelines, please visit TravelNevada.biz.

Proposed motion: The Nevada Commission on Tourism approves the expenditure of \$1,017,790.00 for the FY20 1st Cycle Rural Marketing Grants to the recipients as outlined in the staff recommendation (or as revised per Commission discussion).

**E. For Discussion and Possible Action – Approval of New Marketing Committee
Members**

- E1. Deny Dotson
- E2. Fletch Brunelle

**F. For Discussion and Possible Action – Media Recommendations – Fahlgren Mortine
Agency**

Fahlgren Mortine will present the media recommendations for FY 20. Recommendations are based on past performance and future market planning based on staff and NCOT Marketing Committee input.

G. For Discussion and Possible Action – Creative Update – BVK Agency

New creative will be finalized by June 30. BVK will provide milestones and image selections to date. Creative direction was previously reviewed and approved by the NCOT Marketing Committee.

H. Agency Reports

- H1. Chair Report
- H2. Division of Tourism
 - H2.1 Quarterly Staff Update (January - March 2019)
 - H2.2 Budget Update
 - H2.3 Upcoming Division of Tourism Activities

I. Upcoming Meetings

- September 24, 2019, 1:00 p.m. - Full Commission Meeting (Rescheduled date)
- December 11, 2019, 1:00 p.m. - 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.

Adjourn for Lunch

L. For Discussion and Possible Action – Interviews for the Director of DTCA

The Commission will interview the following candidates. The Commission will also discuss, deliberate, and possibly decide which three candidates should be submitted to the Lt. Governor as her recommendation to the Governor for appointment pursuant to NRS 231.210.

- L1. Demea Metcalf
- L2. Doug Brooks
- L3. Michael Glover
- L4. Yan Baczkowski
- L5. Rick Chapman

M. Commissioner Comments

N. 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.

O. 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.