



NEVADA COMMISSION ON TOURISM

**Thursday, June 20, 2018
1:00 P.M.**

MEETING LOCATION:

**Laxalt Building
401 N. Carson Street, 2nd Floor
Carson City, NV 89701**

**Video Location
Grant Sawyer Building #5100
555 E. Washington Ave.
Las Vegas, NV 89101**

Phone Conference Call Number:

**888-363-4735
Access Code 4878739**



TRAVEL NEVADA

NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Regular Meeting of the Commission on Tourism
Wednesday, June 20, 2018 – 1:00 P.M.

MEETING LOCATION:

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

VIDEO CONFERENCE LOCATION:

Governor's Conference Room #5100
555 E. Washington Ave.
Las Vegas, NV 89101

TELECONFERENCE NUMBER:

888-363-4735; Access Code 4878739

COMMISSIONERS

Lt. Governor Mark Hutchison, Chair*

Cindy Carano, Vice Chair*
Herb Santos, Jr.*
Denice Miller*
Bob Cashell*
Richard Arnold

Don Newman*
Mike Vaswani*
Bob Morse*
Bob Stoldal

Rossi Ralenkotter*
Phil DeLone*
Brian Krolicki*
Julia Arger
*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
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 Hutchison
Roll Call and Determination of Quorum – Lt. Governor Hutchison

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 29, 2018 NCOT Meeting Minutes

D. FY19 1st Cycle Rural Marketing Grants Status Update _____

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

- E1. Kristin Windbigler
- E2. Carl Ribaudó

F. Brand USA Update _____

Brand USA Representative will provide overview of Brand USA's mission and of TravelNevada FY19 Programs.

G. Introduction of New Creative Team _____

TravelNevada undertook an extensive Request for Proposal process to award contracts in four service categories. Representatives from each team will present an overview of the services each will provide in the coming four years.

- G1. Fahlgren Mortine – Media Buying and PR/External Communications
- G2. BVK – Creative Development
- G3. Noble Studios – Web/Digital Development Services including Customer Relationship Management

H. Agency Reports _____

- H1. Chair Report
- H2. Division of Tourism
 - H2.1 Quarterly Staff Update (January – March 2018)
 - H2.2 FY18 Budget Update
 - H2.3 FY19 Legislatively Approved Budget Update
 - H2.4 FY19 Sales/PR Update
 - H2.5 Arts, Culture & Heritage Guide
- H3. Nevada Magazine Update
- H4. Arts Council Update

I. Upcoming Meetings _____

August, 2018 - Marketing Committee, Date TBD
September 19, 2018, 1:00 pm - Full Commission Meeting
December 12, 2018, 1:00 pm – 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

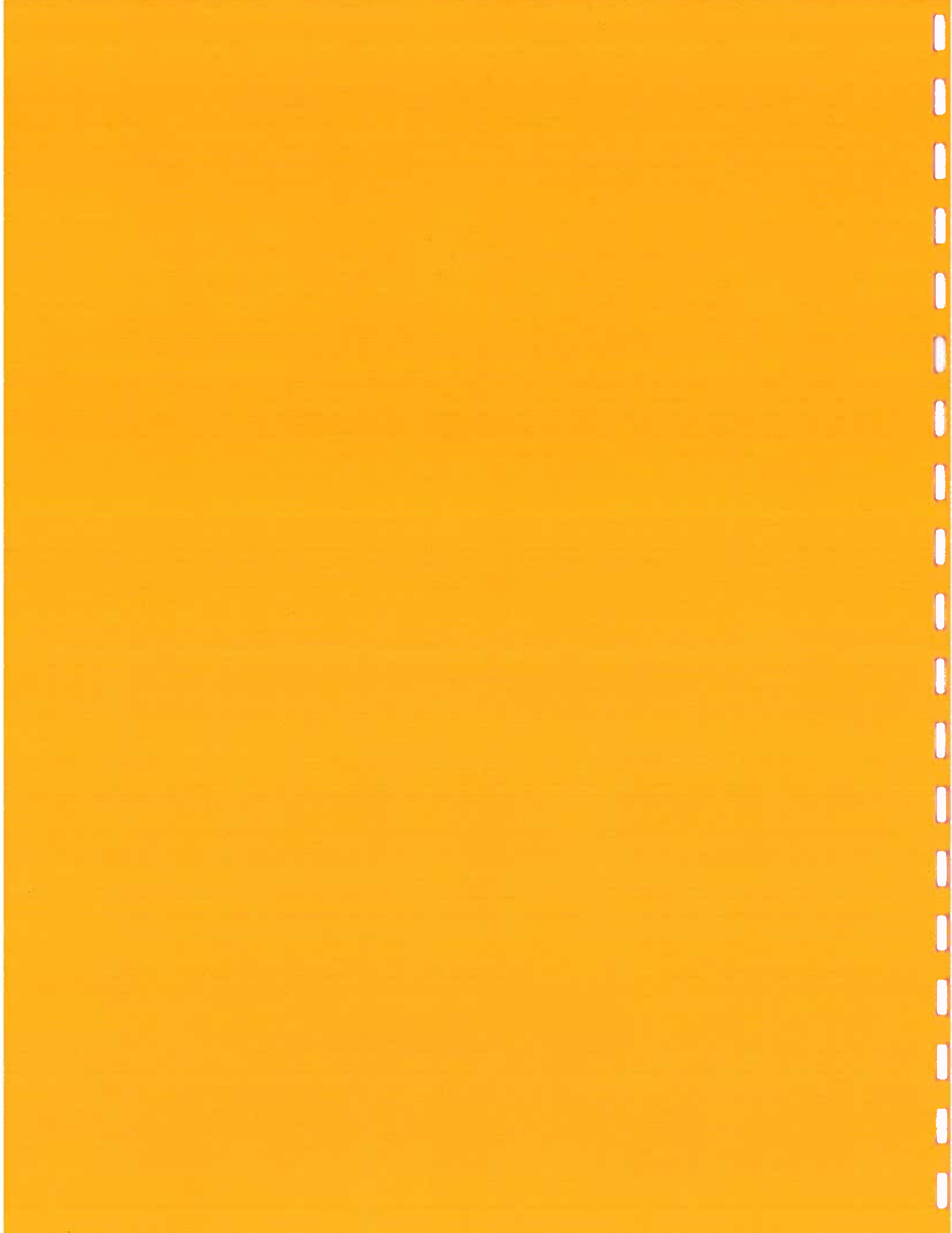
Persons with disabilities who require special accommodations or assistance at the meeting should notify **Dee Chekowitz-Dykes** at the Nevada Commission on Tourism at (775) 687-0621 or ddykes@travelnevada.com.

March 29, 2018
NCOT Meeting

Draft Minutes
For Approval



NEVADA
TravelNevada.com



MINUTES of the NEVADA COMMISSION ON TOURISM
March 29, 2018

The Nevada Commission on Tourism held a Commission meeting at 3:00 p.m. on March 29, 2018 at 401 N. Carson Street, Carson City, NV 89701 and by video conference to 555 E. Washington Avenue #5100, Las Vegas, NV 89101

Call to Order

Lt. Governor Hutchison, Chair, called the meeting to order at 3:00 p.m.

Commissioners Present:

Lieutenant Governor Mark A. Hutchison, Chair
Cindy Carano, Vice Chair
Don Newman
Rossi Ralenkotter
Herb Santos, Jr.
Bob Cashell
Brian Krolicki
Bob Stoldal
Denise Miller

Commissioners who are absent/excused:

Phil DeLone
Bob Morse
Mike Vaswani
Julia Arger
Richard Arnold

Staff present:

David Peterson, Interim Director
Kari Frilot
Sherry Rupert
Sarah Bradley, DAG

Roll Call and Determination of Quorum

HUTCHISON: Well, good afternoon everyone. Hope you're all doing well on this great Easter break, and enjoying the spring time. It's beautiful in Las Vegas, and I know it's beautiful in Carson City as well today.

We will go ahead and call the Nevada Commission on Tourism meeting to order. This is the time and place for that meeting. I would just ask that we all take a look at our Agenda, and we'll begin with roll call. Mr. Peterson if you would call roll to make sure that we've got a quorum.

PETERSON: Thank you, Lieutenant Governor. Lieutenant Governor Hutchison?

HUTCHISON: I'm here.

PETERSON: Vice Chair Carano?

CARANO: Present

PETERSON: Commissioner DeLone is not with us today. We'll mark him absent, excused. Commissioner Morse is also not with us today. We'll mark him absent, excused. Commissioner Miller?

MILLER: I am on the phone.

PETERSON: Thank you. Commissioner Newman?

NEWMAN: Present.

PETERSON: Commissioner Ralenkotter?

RALENKOTTER: On the phone.

PETERSON: Thank you. Commissioner Santos?

SANTOS: Present.

PETERSON: Commissioner Cashell?

CASHELL: On the phone.

PETERSON: Thank you. Commissioner Vaswani is not here today. We'll mark him absent, excused. Commissioner Krolicki?

KROLICKI: Here.

PETERSON: Thank you. Commissioners Arger and Arnold are also not here. We'll mark them absent, excused. Commissioner Stoldal?

STOLDAL: Present on the phone.

PETERSON: Thank you. Okay. We do have a quorum, Lieutenant Governor.

HUTCHISON: Great. Well, thank you everyone for being present today. Again, welcome. We will move off of Agenda Item A and move on to Agenda Item B.

Public Comment

HUTCHISON: Public Comment. Are there any members of the public here in Las Vegas who would like to be heard or to address the Commission at this time? I don't see any. Vice Chairman Carano, if you could do the same thing in Carson City?

CARANO: Do we have any public comment today?

CUNNINGHAM: This is Jennifer Cunningham. Just stepping in for Phil DeLone, and I'm not sure if this is where I can make a comment about the recommendation we had for the Marketing Committee Representative? Or do you want to wait until that Agenda item?

HUTCHISON: Why don't we go ahead and wait for that Agenda item and then you can give us your analysis on that, Ms. Cunningham. That would be great. Thank you very much. But thanks for being on the phone and being part of the meeting today.

CUNNINGHAM: Okay.

HUTCHISON: All right. Anyone else in Carson City at all, Vice Chair Carano?

CARANO: No, sir.

HUTCHISON: Okay. Great. Well then, we'll move off of Agenda Item B and move on to Agenda Item C.

Approval of Minutes

HUTCHISON: Approval of the Minutes. You have two sets of minutes before you, Commissioners. We first have the August 16th, 2017 minutes, and we'll start with that one. Does anybody have any questions, comments, or any revisions that they would like to make to the August 16th, 2017, minutes?

CARANO: Seeing none.

HUTCHISON: The Chair will accept a motion then to approve the August 16th, 2017, minutes. And again, Vice Chair Carano, if you could just recognize whoever is speaking down in Carson City, that will make our record clear.

CARANO: Commissioner Newman.

NEWMAN: Yes. I would make a motion we accept those minutes.

HUTCHISON: Thank you Commissioner Newman. Is there a second?

SANTOS: Herb Santos for the record. Second.

HUTCHISON: Commissioner Santos, thank you very much. Any comments on the motion? Those in favor signify by saying, aye.

GROUP: Aye.

HUTCHISON: Any opposed, nay. Motion carries unanimously. Thank you. Next minutes before you, Commissioners, are the minutes for the December 4th, 2017 meeting. Are there any questions, comments, or additions to those minutes?

CARANO: Seeing none.

HUTCHISON: All right. Chair will accept a motion then to approve the December 4, 2017 meeting minutes.

CARANO: Commissioner Santos.

SANTOS: Motion to approve.

HUTCHISON: Thank you, Commissioner Santos. Is there a second on that motion?

CARANO: On the phone?

RALENKOTTER: Rossi. I'll second it.

HUTCHISON: Thank you, Commission Ralenkotter. Any questions or comments on the motion? Those in favor signify by saying aye.

GROUP: Aye.

HUTCHISON: Any opposed, nay. Motion carries unanimously. Thank you very much. That takes us off of Agenda Item C.

Project Related to Tourism Grants

HUTCHISON: We move now on to Agenda Item D. Mr. Peterson, I'll turn some time over to you to introduce this Agenda item please.

PETERSON: Thank you, Lieutenant Governor. For the record, David Peterson, Interim Director of Tourism. Included in your packets as a supplemental legal sized handout, are the FY '18 Projects Relating to Tourism recommendations. I want to let you know that we had our first open meeting of the PRT Evaluation Committee back on March 1st, with thanks to Kari Frilot and Sarah Bradley, our Senior Deputy Attorney General. With that, I'm going to turn over the presentation of the PRT Grant Recommendations, and a brief overview as well of this particular grant program for our newer Commissioners, to Kari Frilot.

FRILLOT: Thank you, David. For the record, Kari Frilot, Real Programs Manager with the Nevada Division of Tourism. Good afternoon, Governor, Commissioners. I come before you today to request approval of the Projects Relating to Tourism Grant recommendations that were in your meeting packet.

The Projects Relating to Tourism, or PRT Grant Program, is designed to develop publically owned property, facilities and infrastructure within Nevada to support and attract visitors to this State, and/or to improve the visitors' experience. It's sort of like a capital expenditure program. The program is funded once a biennium at \$200K from room tax revenues, and is administered by the Nevada Division of Tourism.

The first year this program was funded was 2002, and it's funded every other year. We did have one special year where we used some additional funds that we collected from the revenue from the license plates that we used to have. Applicants must submit online grant applications to the Division of Tourism. The deadline for this grant cycle was January 19th. The applications were reviewed by me, then I put together a Committee which was made up of three rural representatives, one from three different territories, who did not submit grant applications. This was an open meeting that took place, as David said, on March 1st.

The Committee reviewed and discussed each of the projects and at the conclusion of that discussion, we came to a consensus on the recommendations that are before you today. This year, we received 35 applications requesting

more than \$477,538. More than double what we have. We're recommending 25 of these projects for funding using the full \$200K we have available. I'd be happy to answer any questions.

HUTCHISON: Ms. Frilot, thank you very much for your presentation. Commissioners, do we have any questions concerning the tourism grants presented by Ms. Frilot?

SANTOS: Herb Santos for the record. I note that we basically were able to fund 41% of the applications based on how many folks had submitted requests, and I'm just curious as to whether or not we're at a point with the amount of requests that we have, of trying to figure out a way to increase that \$200K to a higher number so that we could fund more projects. I know that for some of the folks that applied, it was recommended that they submit their request for the Rural Marketing Grant program. I don't know how much that was out of the extra \$277K—would have reduced it, but it seems like—are we a point where we should maybe look at increasing that amount of money from \$200K to a different number?

FRILOT: For the record, Kari Frilot. That's an excellent question and I'm going to defer that over to our Interim Director, David Peterson. I think he might have some information on that.

PETERSON: Thank you, Kari. For the record, David Peterson. Yes, Commissioner Santos, we're actually looking at doing an additional \$100K, we think, for the '20-'21 budget. I don't want to get ahead of my discussion about the budget, but it will have to go in as an item for special consideration with the change-over to the new Governor. But that is our plan is to, at this time, propose adding \$100K to the \$200K. But if you feel differently, we can surely bump that up to \$400K as well.

SANTOS: As long as it's being increased because it looked like there was a lot of other good projects that could have used some help, and also some programs that could have used a little bit more money too. For the record, I would just say that I whole-heartedly support increasing that.

PETERSON: For the record, Dave Peterson. We will definitely look at that. Thank you.

KROLICKI: Mr. Chairman?

HUTCHISON: Commissioner Krolicki, please go ahead.

KROLICKI: Mr. Chairman, awfully good to see you. I miss seeing you regularly.

HUTCHISON: Great to see you too. Thanks.

KROLICKI: Just a couple quick questions. First to point, I know how much work goes into not only evaluating these requests, but the energy that goes into presenting the request. Kudos to everyone for submitting then enduring this process.

On Page 5, the very top Indian Territory, it's the Airport Exhibit in Reno, which I think is wonderful because I think everyone just kind of is desperate to get out and find their bags or get to their car, so people don't doddle. Could you just explain to me where that is? Is it literally in that seating area? And is that getting rid of the sitting area, if that's the case?

FRILOT: Kari Frilot for the record. It is downstairs in that waiting area that's right at the base of the escalators that come down to the baggage area. I believe that they do want to retain some of the seating. Sherry Rupert is very familiar with the project. I believe they're going to retain some of the seating, if not all of it, but it will take up that entire area. We're hoping to do something both with the floor as well as the walls, and to reuse a lot of the existing exhibit that we have and add to it.

KROLICKI: Great. I was just trying to get a visual because that is the only seating area there and if people are waiting for people, they'll have ample time to actually look at the exhibit. You know, other than the gaming apparatus on the other side, I don't know where else you sit. I didn't know if it was against the wall to the left when you come down the escalators? Or there is some kind of statue, or literally taking up most of that space that's currently for seating.

RUPERT: Sure, if I could. This is Sherry Rupert for the record. I am the Chair of the Indian Territory, as well as the Executive Director of the Nevada Indian Commission. We are working on this project, and Kari is correct, it's—as you arrive at the Reno Tahoe Airport and you descend the escalators, to the right-hand side is the seating area there. We have that entire area in there, but seating will remain in there. Then there's a little bit of seating in front of the slots, and then there's a little bit of seating on the south wall as well.

The airport really wants to keep some seating in there, but we have some great ideas on how to incorporate some of the elements of the existing exhibit at the top of the escalators and bring that down. We're also looking at more flat screens so we can change those out regularly with the seasons, and with the different events that are happening in Indian Territory. We're looking at an interactive floor where it would have a map of Nevada with the different tribes

on it, and then if you were to step on that map—which we think is going to be really cool for kids as they're waiting for their loved ones—if they step on a certain part then a photo of an activity, or that landscape, will pop up. We're also going to have wall exhibits with—say for example, the Tule Duck that we have now, my husband is going to donate a bow and an arrow for the wall display cases. It's going to be a lot different and a lot bigger than it is now.

KROLICKI: Sherry, thank you. I think that's wonderful. My question turned into a marketing opportunity for you. This is probably a good time for me to note that my wife is a Member of the Indian Commission. I don't think there's any conflict of interest, but just to error on the side of caution.

Mr. Chairman, on Page 11. Kari, this is an unfair question to you and I hate to do that, but on the two items, the Thunderbird Lodge and the UC Davis Environmental Center at SMC, I know they weren't funded because they've been previously well-funded. So, again, I get that. Do you recall what those amounts were in previous cycles?

FRILLOT: Kari Frilot for the record. I believe Thunderbird Lodge received \$15K, and that was to make the entryway ADA approved — if that's the right term. On UC Davis, they have received, I believe, three awards in a row in this grant program, right around \$8K each, to help them with different exhibits that they put together. Over a six-year period, they received about \$24K. That's to the best of my recollection.

KROLICKI: Thank you. I guess because the Thunderbird Lodge request was ADA and not theater related, I am a little disappointed. I mean, Thunderbird Lodge is one of the most extraordinary treasures we have in the Reno/Tahoe area, and that is a way to showcase it and get some folks up there who normally don't. Again, I'm not going to attempt to unwind this, but I hope—and I certainly understand that the \$100K is too large, but I wish we could have done something on that. That's an editorial comment.

FRILLOT: Thank you. I feel the same way. It was very hard to decide which ones got funding and which ones did not, and I felt that there were others that did not have the access to the kind of funds that Thunderbird Lodge might have access to.

KROLICKI: Mr. Chairman, thank you. Those were all my questions.

HUTCHISON: Thank you, Commissioner Krolicki. Other questions by Commission members there in Carson City?

CARANO: No, sir.

HUTCHISON: Thank you. Ms. Frilot, can you just take us through the situation with the Las Vegas territory? I see that the number of requests was only two and there were no awards for either one of those. They were the only territory that didn't receive funding. I don't know, it seems like there should have been more requests, you would think, coming out of that territory. Please walk us through the Las Vegas territory situation.

FRILLOT: Thank you, Governor. Kari Frilot for the record. As far as the Moapa Valley Revitalization Project, they received, I believe, \$20K in the last Projects Relating to Tourism grant cycle. That was significant. In fact, they received another award during the previous cycle too. On the other one, it was a marketing kind of a grant that they wrote, so I suggested that they resubmit this project in the Marketing Grant Program. In this Projects Relating to Tourism grant program, historically, usually the only ones who submit are the Moapa Valley people, and occasionally Mesquite. That's just the nature of the program, I guess, and how it goes across. They get more involved with the Marketing Grant Program in that territory.

HUTCHISON: Thank you for explaining that on the record. I think that was important so everyone understands that really this is not the marketing side and the Las Vegas territory goes after as much as we'll see in the future here. This is more the capital expenditure side of things. All right. Any other questions before we come off our discussion and move to a motion?

PETERSON: Lieutenant Governor, for the record, Dave Peterson. I think one of our Commissioners on the phone, is trying to ask a question, but we're not hearing them in Carson City.

STOLDAL: This is Stoldal for the record.

HUTCHISON: Please proceed, Commissioner Stoldal.

STOLDAL: Oh. All right. Two points. I had similar questions that have been asked and would recommend it would be helpful going forward if there could be some box that would show the past awards since that seems to be an important criteria, if they've been successful in the past, it's held against them or there's an effort to maybe move the money to somewhere else. So, if that's an important criteria, I'd really like to see how much they've got in the past.

And then, secondly, the Convention Authority in Las Vegas certainly does a tremendous job, but I'm wondering about the outlying areas such as Moapa Valley and some of the more rural areas of Clark County, whether there's an effort to reach out to market this program and the availability of these funds.

HUTCHISON: Ms. Frilot, if you could please address the outreach efforts in the Las Vegas territory, please?

FRILLOT: Kari Frilot for the record. The outreach to that area is quite extensive. The Las Vegas Territory has become a lot more involved with their rural areas, as opposed to focusing on, downtown, but certainly I can take a look at increasing that outreach to those locations and work with the Las Vegas Territory to do that. I thought that was a nice suggestion as well, on the past awards.

STOLDAL: Thank you.

HUTCHISON: Thank you. Is that something we can just add pretty easily then, Ms. Frilot, as far as accounting what has been previously granted?

FRILLOT: Fairly easily. Yes.

HUTCHISON: Great. Thank you. All right. Commissioner Stoldal, anything else?

STOLDAL: Thank you.

HUTCHISON: Thank you. Any other members of the Commission, either on the phone or in Carson City? All right. I'm hearing none. The Chair will accept a motion then that the Commission approves the expenditure of \$200K for the Fiscal Year 2018 Projects Related to Tourism Grants, to the recipients as outlined in the staff recommendation that we have just reviewed.

KROLICKI: I'd move for approval.

CARANO: That was Lieutenant Governor Krolicki.

HUTCHISON: Thank you, Commissioner—Governor Krolicki. Is there a second?

SANTOS: Second. Herb Santos.

HUTCHISON: Thank you, Commissioner Santos. Are there any questions or comments, or discussion on the motion? Hearing none, those in favor signify by saying aye.

GROUP: Aye.

HUTCHISON: Any opposed, nay? Motion carries unanimously. Thank you very much. We'll move off of Agenda Item D.

Marketing – Visual Storytelling Concept Update

HUTCHISON: Agenda Item E, Marketing Visual Storytelling Concept Update. I will, Mr. Peterson, initially turn this over to you for introduction.

PETERSON: Thank you, Lieutenant Governor. For the record, David Peterson. Back in February, the Marketing Committee met, and it was at that time that the Marketing Committee directed staff to move forward with a second visual storytelling 30-second TV concept, involving David Lowe who is a Park Ranger at the Spring Mountain Ranch Park. In your packets after the yellow sheet is the working storyboard concept, and I'm going to have Brenda Nebesky, our Interim Deputy Director, walk everyone through it at this time.

NEBESKY: For the record, Brenda Nebesky, Interim Deputy Director. As you know, since November we've been airing a broadcast spot featuring Aurel Baker heli-skiing in the Ruby Mountains as part of our media buy. The commercial is a powerful example of visual storytelling and is attention-getting because it uses no dialogue but tells the story of her "don't fence me in" moment in the grandeur of that location. The spot has been supported by print and digital ads that further tell the story, her personal Nevada story.

We tested a similar concept in the fall and are in production on a spot featuring David Lowe, the Park Ranger at Spring Mountain Ranch, and his, "don't fence me in" moment in the beauty of the rock formations overlooking that historic park. As Dave mentioned, the storyboard is in your packet. I won't step you through it frame by frame, but I'll explain the concept, which is, it contrasts the park's proximity to Las Vegas. It's 30 minutes away, and the chaotic sounds of modern life against David Lowe's silent appreciation of a, "only in Nevada" sunset in this stunning desert landscape. The message relies heavily on sound editing.

The video is in final editing stages, but we're on track to air in April, and it really delivers on the promise, the same visual and emotional impact of the Aurel spot, which was award-winning. We had promised to bring the storyboard before you and I wish we had the full edit to show you. We're close, but not quite there. Do we have any questions about the project?

CARANO: This is Cindy Carano for the record. Explain to me where we're airing all of these because I guess I don't see the current one. I haven't seen it lately. Where are these being aired and for how long?

NEBESKY: They're in six major markets which include, LA, San Diego, San Francisco, Boise, Dallas and Phoenix. Those are the primary markets. I would have to check with our media buying recommendation and see if we're airing in any secondary.

PETERSON: I think Salt Lake City.

CARANO: And generally, we air it locally as well? We have in the past?

NEBESKY: We have not.

CARANO: In the past we have been.

NEBESKY: We have in the past.

CARANO: Okay. That's why I haven't seen them. So, that's where we're spending our monies, in the major markets?

NEBESKY: Yes. It is.

CARANO: Okay. Thank you.

HUTCHISON: Any other questions, Commissioners? I think this is just an informational item, and we'll have more to discuss and consider once we complete the project. Is that right? In terms of the Commission's input?

NEBESKY: That is right, Lieutenant Governor. Yes.

HUTCHISON: Any other questions at this point, Commissioners? Thank you very much. That takes us off Agenda Item E, and we move to Agenda Item F, Arts and Cultural Guide Update.

Arts and Culture Guide Update

HUTCHISON: Mr. Peterson, I will again turn the time over to you for introduction.

PETERSON: Great. Thank you, Lieutenant Governor. For the record, David Peterson. I'm very excited to include in your packets the near-complete Arts, Culture and Heritage Guide. Brenda has done an amazing job working with Sherry Rupert

and her staff at the Nevada Indian Commission, Tony Manfredi and his staff at the Nevada Arts Council, and Peter Barton and his team with the Division of Museums and History, to get this guide in a position where it is today. With that, I'm going to have Brenda take a little bit of time to walk everybody on the Commission through the guide, what's behind it, and talk a little bit about what we're going to do with some of our over-run copies for the Department itself. I'll turn it over to Brenda, please, if that's okay with you Lieutenant Governor. Thank you.

HUTCHISON: Please proceed.

NEBESKY: For the record, Brenda Nebesky. Included in your packet are the interior pages of the Premier Edition of the Nevada Arts and Culture Guide. Meredith Publishing spent weeks in Nevada capturing the images and interviews representing 20 communities throughout the State. Though it was impossible to include every cultural tourism opportunity, I think the guide succeeds in guiding the potential visitor through the rich spectrum of art, performance and heritage available, even in unexpected places.

Seventy-five-thousand copies will be distributed in the May Edition of *Midwest Living*, a readership that has been surveyed to express a very high interest in travel. Meredith is also promoting the state in ads in seven of their lifestyle brands, including *Rachel Ray Everyday*, *Martha Stewart's Living*, and *Shape Magazine*. An additional 25,000 will be distributed through the Department of Tourism and Cultural Affairs, through our sister agencies.

Final edits are underway right now, including an interactive cover which will feature augmented reality. With the quick download of an app, you can then see the cover image come to life on your iPhone or tablet device. We're very excited about utilizing that technology. We'll have copies of the final guide available at the next Commission meeting, but we're very proud of this outreach to the arts, culture and heritage audience with this significant publication partner.

HUTCHISON: Thank you very much.

NEBESKY: Any questions?

HUTCHISON: Any questions, comments from Commission Members? Or did we complete the presentation?

CARANO: Seeing no questions here.

HUTCHISON: Any questions of any Commissioners on the phone? Okay. Thank you very much for the update. That takes us off Agenda Item F and moves us to Agenda Item G.

Approval of New Marketing Committee Member

HUTCHISON: This is a possible action item, Commissioners, Approval of a New Marketing Committee Member. Mr. Peterson, please introduce this item for us as well.

PETERSON: Thank you, Lieutenant Governor. For the record, David Peterson. As you all may recall, Mr. John Wagnon stepped down from the Marketing Committee last November. Based on names that were provided by some of the Marketing Committee members and direction from the Marketing Committee back in February, staff has included two resumes in your packet, it's after the orange sheet in your packet. The first resume is Kristin Windbigler, she's the Executive Director of the Western Folk Life Center. The second resume you have in your packet is Mr. Carl Ribaudo, who is the President of SMG Consulting. I know that Jennifer is on the phone and she brought Carl's name forward, and Commissioner Newman may wish to talk about Kristin. I'll let them both comment if you'd like.

HUTCHISON: Let's do that. Ms. Cunningham, why don't we start with you?

CUNNINGHAM: Okay. Thank you. The reason I thought Carl would be a great committee member, first off, for those of you who don't know him, he served as the Executive Director for Ski Lake Tahoe for the past 30 years. He's had experience with the ski product both nationally and internationally. He was one of the original founders of the Regional Marketing Committee, which is now Regional Air Service Corporation, and very instrumental in working as a region and for the greater good of the entire region.

I'd say his strength is truly in strategic planning and execution for tourism destinations, and he's worked with over 40 destinations. The reason that appeals to me, and I think it would be applicable is, the destinations that he's representing includes small regional, small rural ones like Nevada has, regional, urban, and he's also done work with the State of California in developing their marketing strategies. He's highly regarded, highly respected, and he's also extremely enthusiastic and excited about the opportunity to do something with TravelNevada and to serve on the Committee.

HUTCHISON: Great. Thank you very much, Ms. Cunningham. Any questions or follow-up by members of the Commission of Ms. Cunningham on this candidate?

SANTOS: Herb Santos for the record. Jennifer, is Carl part of the group that just took over the Reno Events Center?

CUNNINGHAM: Oh. Same initials. No. He's not affiliated. His stands for, Strategic Marketing Corporation, and SMG is just SMG. Same initials, different perspective.

SANTOS: All right. I just wanted to make sure because the company that's taking over the event center would be one of my landlords with the Reno Big Horns. I didn't know if I had a conflict. This guy has nothing to do with that.

CUNNINGHAM: No.

SANTOS: Just wanted to make sure. Thank you.

HUTCHISON: Thank you, Commissioner Santos. Any other questions of Ms. Cunningham?

PETERSON: None in Carson City, Lieutenant Governor.

HUTCHISON: Thank you. Any Commissioners on the telephone who have any questions of Ms. Cunningham concerning this candidate? All right. Hearing none. Commissioner Newman, we'll turn some time over to you now.

NEWMAN: Thank you, Lieutenant Governor. I brought forth the name of Kristin Windbigler. At the time, I didn't even know if we had a single applicant. Having just recently worked with Kristin in her first year for the National Cowboy Poetry Gathering, was very impressive. Her background for the last few years was with the Ted Talks, the Ted Conferences, and she was responsible for the translation into—I'm not sure how many—300 translations, 40 languages. She's very skilled in the international markets, and I think with the direction that we've been heading and her background, and just getting to know her and working with her, I was very impressed.

I reached out to her and she was very excited and willing to serve. I brought her name forward and I think she would more than adequately, and very capably, represent us going forward.

HUTCHISON: Thank you, Commissioner Newman. Commissioner Newman, if I could follow-up? Knowing the Marketing Committee as you know it and this Commission,

what particular strengths do you think that she brings as far as an addition to the Committee?

NEWMAN: Don Newman for the record. I think the cultural, arts and tourism side of things. Certainly the feel and what the Gathering is all about, that cultural tourism aspect would be very heavily represented by her, as well as rural Nevada. She comes from the Sierra region of California, has spent time in Nevada, resides in Elko now, and has a willingness to serve. She is a very cultural feet on the ground person, and would be a good candidate.

HUTCHISON: Wonderful. Thank you very much. Commissioners, other questions at this time for Commissioner Newman on this candidate?

PETERSON: None in Carson City, Lieutenant Governor.

HUTCHISON: Thank you. Any Commissioners on the phone who have any additional follow-up or questions for Commissioner Newman concerning this candidate? All right. Hearing none. Commissioners, if any of you would like to make comments about who you think may be a good fit here and why, and we can kick this around a little bit and then we'll just simply see if there is a motion on either one of these candidates that could get a second and the support of the Commission. At this time though we're still discussing just any pros and cons, or your feelings or view points on any of these candidates. Any Commissioners like to make comments in Carson City?

CARANO: Yes. This is Commissioner Carano. I have a question about the Marketing Committee and how it rounds out. We have, I know, Rossi Ralenkotter, Jennifer Cunningham, Commissioner Newman and Lieutenant Governor. This is one seat that is open, and are there any other members?

PETERSON: For the record, David Peterson. Right now we have the Lieutenant Governor, we have Cathy Tull from the LVCVA, Jennifer Cunningham from the RSCVA, and Commissioner Newman. Those are the four people that we have on the Committee. I don't know that there's a maximum number of people. It's not in statute that you must have five, four, six. One or both could be considered to come on to the Committee.

SANTOS: This is Herb Santos for the record. If both of them have good recommendations from other members of that Committee, and we have two people that are ready, willing and able, I would think that maybe offering it to both.

CARANO: Commissioner Krolicki.

KROLICKI: Thank you, Madam Vice Chair and Governor Hutchison. It wasn't clear to me. I thought these were two people being presented that we were approving or not approving, not necessarily competing one against the other. I know this isn't an exact science in how these people get there, but I think they both bring wonderful attributes, and very different and complementary attributes. I've known Mr. Ribaldo for probably 20-something years and, you know, I love the old salt, old being experienced, that institutional knowledge, I think, is critical. He's seen multiple campaigns over multiple entities, and I think that kind of eye and steady hand is critical. I've never met Kristin, and, Don, you're one of my heroes, so if you think this person fits and would be great and brings a perspective, I'm all for that. That makes this easy. I just don't have the benefit of having met her before. I appreciate, Jennifer, your job in explaining the attributes of Mr. Ribaldo. Sometimes they're hard to see, but you did a very good job.

CUNNINGHAM: Thank you.

KROLICKI: I am teasing, Carl, if you're listening.

HUTCHISON: Thank you, Commissioner Krolicki. Commissioner Newman, please.

NEWMAN: Yeah. Again, the person we're replacing was, in my opinion, one of the brightest individuals. John Wagnon was such a visionary and brought so much forward to the Marketing Committee with Reno/Tahoe and the ski industry in the State. I think that that background is very much warranted and would be very welcomed as we move forward.

The opportunity to add two is, I think, to our benefit and our advantage. I would just say there was a circumstance where, with four, we had a stalemate. I don't remember if it was two or three passes at trying to resolve a situation. Now because we're going to six, the odds are probably a little longer of six being in that three-three vote. I think six members would be a great idea.

KROLICKI: We did have a tie vote.

HUTCHISON: And in your wisdom and leadership how did you resolve that, Commissioner Krolicki?

KROLICKI: I was Chairman. I used the power of the gavel, sir, and I highly recommend it. If you have it, take advantage of it. You know what? That situation was actually startling to me that it came down to a tie vote. There was great advocacy, Rossi

Ralenkotter was very much involved in that conversation. But I think that is an incredibly unusual situation, and that's, again, at the discretion of the Chair we accomplished what we needed to do. The more eyes and the more experience of people willing to do this who can add value, God bless them. And if we can avoid having to make a difficult decision, I'm all for "the more the merrier" especially with the caliber of these two.

HUTCHISON: Thank you, Commissioner.

CASHELL: I think we should go for both of them.

SANTOS: Herb Santos for the record. I would like to see both of them, but I want to make sure we're okay with the Attorney General's Office because the "for possible action" item is the approval of New Marketing Committee Member as opposed to Members, do we run into any problem there?

BRADLEY: It is agendized as a single item. I would prefer that it be a single item, a single person at this time, but one thing I did want to add as well, it's not just the even number tie, another issue would be the quorum size. Right now with four and five, you would have a quorum of three, but if you add one more person and make that six, you actually have to have a quorum of four which sometimes can be challenging.

I guess I would have to recommend an odd number, not so much for the vote issue, but because it's easier to get a quorum. So, seven if you want to add these two and then maybe an additional person in the future, it's just easier to get a quorum for a meeting when you have an odd number because it's the same amount whether you have seven or six. I do think the way it's agendized, I was under the impression it was one person going to be selected, not that I want to make a hard decision for you. Perhaps we can add it to a future item, to add an additional Member if that's what you would like. Or maybe even an additional two Members.

KROLICKI: Mr. Chairman? I appreciate Deputy Attorney General's opinion, and it is one of caution and care, and I always appreciate Sarah taking care of this group. I do believe this is a body that is flexible. It's a discretionary item and I think there's almost more courtesy involved in having the entire Commission buy in to who is their Marketing Committee. I respectfully would suggest Mr. Chairman, I do think it's well within your discretion to add those numbers. Certainly we can do a process and we can agendize, and close this business in a special process three-months from now. I appreciate the process and the quorum issue is

legitimate and important, but I think having caliber of people trumps, forgive the word, process in this case.

HUTCHISON: Thank you very much, Commissioner Krolicki. I appreciate your insight, having been intimately involved in these matters for so many years and running the show. You've got a lot of insight here and a lot of creditability with me, and I tend to agree. I think we can move forward with approving two Members if we would like to do that. I feel comfortable doing that and suggest that unless there are other comments at this time—before I make a motion I'll give everybody a chance to make another comment if they'd like in Carson City and then on the phone, and then I'll just accept a motion. But any other comments at this time before I formulate a motion?

CARANO: Hi. This is Commissioner Carano. We had one on the phone that we didn't acknowledge, and I think Commissioner Santos has a comment.

HUTCHISON: Why don't we take the comment on the phone.

CARANO: Commissioner Stoldal, was that you?

STOLDAL: No. Thank you.

CARANO: Okay. Thank you. Commissioner Santos?

SANTOS: This is back again to the Attorney General. I just want to make sure that we don't run amuck of anything. The way I look at the Open Meeting Law, it specifically says, a Committee Member. Is there a way we get around that language so that we do not violate anything in the Open Meeting Law?

BRADLEY: The simplest answer is to have another meeting where it's agendized. I mean, one of the issues is, the Open Meeting Law requires a clear and complete Agenda, and one of the most important areas in that clear and completeness is that the public understands what action the Committee might take. In reading this, I think as a reasonable person, I think it's easy to read that it would be one person. It doesn't say, one, I'll admit that. I think though the history that there was one person that left and it's agendized singularly I think there could be a question of what the public was aware of. The risk that you run is a potential Open Meeting Law complaint. And if that came in and was reviewed, you know, there's a question.

So, yes, as Commissioner Krolicki said, my advice is sort of conservative in saying, hey, let's be really careful this time and if you want to do another future

meeting, by all means, let's do that. I'm not saying there is going to definitely be a violation or not. I can't really say until a complaint comes in, but you know my advice is always, let's stay really far from the line rather than getting close.

KROLICKI: Mr. Chairman, if I might? You may want to just put this on the next Agenda. If the desire of this group is to suggest these two people going forward, you can still utilize their best efforts and insights, and we can do the DAG duty next time we gather.

SANTOS: Herb Santos for the record. Is it possible just to create an Agenda for a telephone meeting instead of waiting for our next meeting? One agenda item to say Members instead of Member, so we just do a short telephone meeting for a vote on this one item?

BRADLEY: Yes, absolutely. It just requires an Agenda to be drafted and published, and that requires three working days prior. Literally, within a week let's say, to two weeks, we could have a meeting. I don't know if there's even another candidate in the mix, but you could consider adding and making it seven if you think that wouldn't be too large, to help make sure it's easier to get a quorum for those meetings and that you have the adequate representation you want. Ideally, I think I would recommend that just because I don't want there to be an issue. I can't say that there will be if you do it differently today.

SANTOS: Herb Santos for the record. Is that a hard thing for the office to do?

PETERSON: For the record, David Peterson. No. It's not a hard thing for us to do. But if I could just point out, the next Marketing Committee meeting is in August, so we wouldn't have an issue if we re-agendize this item on the June Commission meeting agenda. It could be accomplished without a special meeting.

BRADLEY: Ideally, it would probably be wise if we could add their names to the Agenda. I'm not sure if we had their names already, but a perfectly clear and complete Agenda would probably say, "discussion and possible action to add the following individuals to the Marketing Committee." That may be something to consider as well.

HUTCHISON: Great. Well, in light of what Mr. Peterson has said about when our next Marketing meeting is, and it doesn't sound like our Marketing Members would need to contribute substantively until that time, why don't we just re-agendize this and make it clear. We'll work with our DAG and set forth exactly what we need to set forth, and we'll just roll this over to the next Agenda. Any additional

comments on that? Sounds like that's the consensus where we ended up, and probably the wisest course in terms of the advice from our lawyer.

STOLDAL: Bob Stoldal. Are we going to wait until August?

HUTCHISON: We're going to do it at the June meeting.

STOLDAL: Okay.

HUTCHISON: Okay. All right. So, we'll roll over that Agenda item then to our June meeting and have that fully agendized.

Agency Reports

HUTCHISON: That takes us from Agenda Item G then to Agenda Item H, Agency Reports. I'll just start off with my Chair report which is, just in interest of time, fairly brief. I wanted to alert you all to what we're doing internationally. We continue to work internationally, as you know, and one of the beachheads since I've been Chair of the Commission, has been to India. You know, we have Governor Krolicki and Governor Hunt who are so instrumental in China, and continue to feel that influence, even today.

The next international beachhead force, in terms of major market where we didn't have offices was India, and in 2016 as you recall, we opened the TravelNevada Office there. I'll be going back, and I hope to be going back with some of you as well. Certainly, the invitation is open. Commissioner Santos, I think there may be some opportunities with you, and as I said, anyone else and others who would like to go on that Trade Mission in September. We're looking forward to that and let us know if you have any interest at all, Commissioners, love to have your involvement to promote the Silver State in India.

This summer in June, we've got another exciting project on the horizon. We'll be working with the creative team at the TravelNevada, and we'll be hitting the road to highlight the state's small tourism businesses across the state. You know, as a lifelong Nevadan, there's a lot of places I still want to explore and experience. We're going to try to document that with the media, as well as our social media through TravelNevada, and our own individual media experiences. But again, we're going to give you more information on that, but would love to have you involved as we travel around the state. Mr. Peterson, I'd ask you to coordinate the calendaring of that with members of the Commission who could join us and be involved in that as much as possible so we can all, as a

Commission, promote these great small tourism businesses across the state in the month of June.

That's my report. Are there any questions or any comments at this time? Otherwise, you can work with me and work with Mr. Peterson, and be involved in India and be involved in our summer tour throughout the state. Let's go on to Division of Tourism then. Mr. Peterson, we've got four different sub-agenda items that I'll turn the time over to you to introduce and to direct as you see fit, sir.

PETERSON:

Thank you, sir. For the record, David Peterson. Agenda Item H 2.1 is the Quarterly Staff Report Update for October through December. In your packet, it's after the light blue page labeled Agency Reports. You'll find the updated and streamlined second quarter FY '18 Report. The new format itself follows the FY '18, '19 Strategic Plan that you all approved back in December. I wasn't going to go through everything in there. If you have some specific questions, of course I can answer, or we've got staff to answer. But the one thing I did just want to touch on is the new Visitor Guide. Dee was kind of enough to send you each a copy of the new Visitor Guide, which I think is just amazing and fantastic, and this is a new direction we're going in. Just this morning, Teri Laursen, our Director of Sales and Industry Partners, came back from the China mission. She brought, and Lieutenant Governor, you have it in front of you, the new version of the Visitors Guide in Chinese that our East West folks did. We will get copies to everybody that's on the phone. We're looking to do this in German, in French, and Spanish as well through our rep firm. I'm super excited. I'll ask maybe Brenda to pass that around to those of you up in Carson City.

With that, if there are any particular questions that anyone has about the report or the format itself, I'm happy to entertain those at this time.

HUTCHISON:

Commissioner Krolicki, it would be interesting to see your take on the Chinese translation of our materials here. I don't know about your fluency of the language, but I know you spend an awful lot of time in China.

KROLICKI:

Yeah. I was in China two days ago. I just got back. I think it's wonderful, the vibrancy, the desire to travel. It was fun to visit some of the old friends in tourism, but I think this is exquisite, and I'm very proud that you've continued, and this team has continued that effort. And going in to India, those were two large markets. I mean, 2.5B people and this is exactly what we need to be doing. So, well done.

HUTCHISON: Thank you, Commissioner. Other comments at all for Mr. Peterson on the quarterly staff update? Commissioner Newman?

NEWMAN: This is Commissioner Newman. I'm looking over Cindy's shoulder and it looks like on Page 18 there is a misspelled word. My mistake. No. There's not. It's Cantonese!

HUTCHISON: All right. If there's no other questions then, Mr. Peterson please continue.

PETERSON: Thank you. For the record, David Peterson. H 2.2 is the Budget Update. In your packets, just after the Quarterly Report is the Expenditure Update through March 9th for our Primary Program Categories. I'll just refresh everybody's memory on what each of the categories are. Category 2 is our Out-of-State Travel category. We spent just under \$27K. The remaining funds, based on the activities through June, will definitely be spent. Category 3 is our In-State Travel category. We have spent just over \$17K, and I do expect the remaining funds with travel through June to be fully expended. This is our base year, so it's in the Agency's best interest, of course, to spend all of those dollars to set us up for '20 and '21.

Category 30 is our Training category. In effect, we have one small training cost that's going to come out of there and it will leave around \$20, \$25 left. So, that will be obligated in full. Cat 31, that's our main category where all of our promotion, the advertising, PR, all the different contracts we have come out of. I know it does show about \$8.7M being left, but the number is a bit deceiving as we are on a 60-day lag to receive all the media invoices from Fahlgren. By the time they get the tear sheets, affidavits from the different television stations and digital online websites, we're on quite a lag, so right now, we have yet to pay January and February media invoices. I can tell you, we keep very good track with Angie Mathiesen and the Program Managers on this category, but anything that is left when we get to the end of May, we'll take those unallocated dollars and we'll actually put it into the June media buy in. We won't be leaving any money on the table as far as Cat 31 is concerned.

We have a full plan of attack, like I said, based on the advertising allocations through June to make sure that we spend all of Category 31. I also wanted to provide you all with a quick update on the upcoming budget cycle for fiscal '20, '21. The official budget kickoff meeting was toward the end of February and at that time, we learned that there is a two-times cap, but of course that's for General Fund and Highway Funded Agencies. Tourism and Nevada Magazine are exempt from the two-times cap rule. But having said that, there will not be a budget enhancement concept phase this time around because the Governor,

of course, will be changing out. Anything that we want to do that's new, or new positions, will go in as items for special consideration for the new Governor to consider as a part of our upcoming biennial submissions. That's just a quick update in terms of budget planning for '20, '21.

As an example, if I could, when I responded to Commissioner Santos' question about adding dollars into Budget Account 1523, which is where the Projects Related to Tourism grants sit, that would have to be considered an item for special consideration. So, no guarantee we can add \$100K or \$200K, but that would be left up to the new Governor to decide if they want to keep that in Governor's recommend or not. That's the process by which we would add something new or add additional dollars to an existing program.

HUTCHISON: Thank you, Mr. Peterson. Any questions on the Budget Update, Commissioners? I'm not hearing any. Mr. Peterson, please continue.

PETERSON: Thank you, Lieutenant Governor. For the record, David Peterson. H 2.3, as many of you are aware, there has been several different RFPs in various states of release that have gone out either through State purchasing, or that we have done internally. I thought it would be a good idea if I update everyone on the status on all these different RFPs.

CCS Presentation Systems, and I think it's good timing, they were awarded the contract to upgrade the AV system in the chambers here. So, given our sound problems and video quality problems, I think it's great timing. This contract right now does sit on the BOE awaiting approval in April. It's also coupled with a work program on the April Interim Finance Committee meeting because we need to transfer money from our Category 31 to Category 5, which is an Equipment category that we don't have any money in and haven't for several biennia. But we need to move the money because we are purchasing equipment.

Fingers crossed everything will go well in April at the Board of Examiners and the IFC, and we'll be able to start on this project July 1st in hopes of having a brand-new AV system, not only in the building here in the Laxalt Chambers, but also we'll have the mobile cart at our Las Vegas office. That's where Commissioners will be able to go down in Las Vegas. So, good willing, we'll have this in place for the September Commission meeting.

The next contract that was recently awarded is for the 2019 Rural Roundup Host, and that was awarded to the Fallon Convention Center. The 2019 Rural Roundup in April will be in Fallon. I'm super excited about that. We're hitting

the ground running. Kari and Teri and the team are already working toward the next conference.

We're also finalizing the contract for the 2018 Governor's Global Tourism Summit, Host Hotel, and I'm happy to say that the letter of intent to award that contract went to the Eldorado/Silver Legacy. Wonderful staff, Vice Chair Carano. Cara and Amanda have been great to work with. We're trying to get that contract finalized and we hope to have that on the June Board of Examiners.

Roughly at the same time, the letter of intent to award the contract for the Conference Planner went out earlier this month to East PR, Tiffany East, who has handled the last two conferences for us. I'm excited about that as well because I think we have a great consistency with Tiffany having done the last two conferences North and South.

The in-person presentations for the agencies of record for media buying, creative development, public relations and digital web development concluded earlier this week. I expect that the letters of intent for those winners will go out tomorrow or Monday morning first thing, per my conversation with Purchasing yesterday. That will allow us to begin negotiations with those new firms. Right now the process is confidential and I really can't talk about it, unfortunately, until those LOIs go out, but I will definitely make sure you are all aware of who the intents to award went out to, and we're hoping to figure out a way to have them come in front of the Commission moving forward so you all can meet the partners.

We also have an RFP that is out there for domestic visitor profile study. That did conclude, so those bids are currently being evaluated. That's my update on that particular RFP.

Next week we're hoping that the RFP for Economic Impact and Traveler Spending will release as well. Then it also is the expectation of the Agency to release the RFP for the 2019 Governor's Global Tourism Summit to be hosted down in Southern Nevada. We're going to be working with Purchasing to get the word out. There is a new e-procurement system with state purchasing, and it's sort of limited people's ability to even be able to respond to an RFP, and it seems they're not aware of the procedure by which they need to register with the new system. We're working with Purchasing and we're hopefully going to have some kind of webinar or meeting with the different properties down in the Las Vegas area so that we'll get some responses on that front. That's my update

as far as all of the different RFPs that are concluded, are currently in process, or yet to come through the next quarter.

HUTCHISON: Thank you very much. Any questions, Commissioners, on the RFP Status Update? All right.

CARANO: Seeing none.

HUTCHISON: Mr. Peterson, please proceed.

PETERSON: Thank you. For the record, David Peterson. So, H 2.4 is the Upcoming Division of Tourism Activities. This is something that I'd like to include in the packets moving forward so you all are aware of the next quarter's worth of activities that we have coming up. I want to highlight a couple.

We have a New York City Media Mission toward the end of April, April 25th and 26th. We also have our Latin America Media Mission with our new firm, GMS, down in Latin America May 6th through the 12th. We're also going to be participating fully in the Curling event that starts on the 31st of March and runs through that first weekend. We have a booth, yes. We have a booth, we're going to have collateral out on the table Monday, Tuesday, Wednesday, and then Devon Blunden from our Marketing staff, will be down there Thursday, Friday, Saturday and Sunday. We're going to have pins and buttons and stickers, and the whole nine yards. We're looking forward to having a presence, which I guess we have not had in the last few competitions. I'm excited about that.

Of course, Rural Roundup, I invite all of you to come to Tonopah which is just going to be fantastic. It's a great agenda. It's April 11th through the 13th. You can take a bus from Carson City, Reno and Las Vegas to get there. You don't have to drive your own car. Just going to be a wonderful time in Tonopah.

And then, IPW in Denver the 19th through the 23rd. In your packets right after the upcoming activities, included the design for the Nevada booth which I am super excited about. This has been a great collaborative effort with the Sales PR and the Marketing team, and Susan Mowers has just done a great job of working with the Freeman people to build out this booth where we're going to have our partners, RSCVA, Elko, Reno/Tahoe Territory, I think Eldorado/Silver Legacy and North Lake Tahoe. Hopefully I'm not missing anybody. It's my understanding this is the first time TravelNevada Division of Tourism has done something like this with a large-scale booth presence to bring as many of our partners underneath the umbrella for Nevada as possible. That's in your

packets and if you have any questions, I'm happy to address. Again, the staff is here as well to answer any questions you might have.

HUTCHISON: Any questions or comments, Commissioners, about the upcoming activities.

RALENKOTTER: This is Rossi in Las Vegas. Just two comments. Just as a frame of reference, this is the 50th Anniversary of IPW which is the premier international marketplace. It well-positions all of us state-wide, as well as the destinations within the State to work with those International Tour Operators. Second, is a question—and this may be under public relations, but what are the plans to get information out on National Tourism Week to the industry by the State?

PETERSON: Commissioner Ralenkotter, I'm going to have Bethany Drysdale, our Chief Communications Officer, answer that question please.

DRYSDALE: For the record, Bethany Drysdale. The theme this year for National Travel and Tourism Week is, Travel Then and Now. We're taking primarily a social media approach to this, showing areas around the State of what it looked like 50 years ago, what it looks like now, comparing road trips, since our primary marketing and PR effort is around road trips. Showing road trips of the past and road trips now, how it's changed. We may put together a playlist, to play in the car while you're on a road trip of some songs of the past and songs from now, but it will be primarily a social media push.

RALENKOTTER: Okay. Thank you.

HUTCHISON: Any other questions, Commissioners, or comments?

KROLICKI: Mr. Chairman, it's Krolicki, and you can't say Curling and not expect me to say something.

HUTCHISON: I was going to say, I can't believe we haven't heard from Commissioner Krolicki.

KROLICKI: I can't help it. I do hope that folks can be there, especially if you're already in Las Vegas. The Nevada Commission on Tourism and Rossi's LVCVA have helped past Curling events, but this is a World Championship. That doesn't happen in Nevada very often. The Host Committees, the Reno/Tahoe Winter Game Coalition, the group that has, for many years, not only focused on bringing elite sport such as a world championship to Nevada, but the hopes and dreams of someday hosting a Winter Olympic Games again in the Lake Tahoe area. We're going to have fun. If you've never seen it, you're just going to go crazy, you'll understand the magic.

The USA Men's Curling Team gold champions from South Korea are going to be there. They're not competing because they missed the US Championships to qualify because they were busy doing the Olympics. Don't ask me how that happens, but it did. But that makes them very accessible. They'll be in the suite. There's a reception on Friday night that we would have access to if you want to meet the team. But again, it's good fun and you all have invested in this. This is an extraordinary number of heads and beds from all over the world with the countries represented, and certainly our friends in Canada who have a big grudge against the USA. I think half of Canada is going to arrive in Las Vegas to recapture honors after what happened in South Korea. Thank you, Mr. Chairman. I'll expect to see you which night?

HUTCHISON: Hey, I will be there ready to go and rooting on the Men's Curling Championship Series. I'm excited to be there. It will be very fun to see that and I'm glad that the gold medal winners will be there. I didn't know that they would be. Fantastic. Thank you very much, and I knew that you would have something to say about that because you were so instrumental in making that happen. And congratulations on a lot of great effort in the past which continues to bear fruit now, Commissioner Krolicki. Any other comments or questions for Mr. Peterson on upcoming activities? Okay.

CARANO: Not in Carson.

HUTCHISON: Thank you. Any comments or questions from Members of the Commission on the phone? Okay. Thank you very much, Mr. Peterson. We'll move on to Agenda Item H-3, which I know Ms. Rupert is here to give us an update. Mr. Peterson, I don't know if there is anything that you need to do by way of introduction, but I'll turn the time over to you and Ms. Rupert as well.

PETERSON: Thank you. For the record, David Peterson. No. It's just a pleasure to have Sherry here today with us to give us an update on the Stewart Indian School, the Cultural and the Welcome Center, and talk a little bit about the previously approved lodging tax dollars that helped get us to where we're at right now with the project. With that, I'm going to turn it over to Sherry. Thank you.

RUPERT: Thank you, Mr. Chairman and Members of the Commission. I appreciate the time today, so thank you, David, as well. I wanted to call your attention first to the very first slide in the packet that you've been given, with the beautiful rendering of the Cultural Center out at Stewart Indian School. The building today looks very similar to what you see here on this photo, except for the

porch that you see here, is something new, and then the trellis over the smaller original Post Office out at Stewart Indian School.

For the Members of the Commission that aren't too familiar with the Stewart Indian School, I wanted to provide just a few slides for you. Many times in my advocacy for the school people wonder, why is she so passionate about some school building out at this old school? I think a lot of it has to do with the fact that many of my family members attended this boarding school, and my husband's as well.

This is a photo of the original school building out at the Stewart Indian School, and this school is unique in the fact that it was an act of State Legislature in 1888 that established the school. Our State Legislature sold some bonds, received the funding, purchased the land and then conveyed it to the federal government for the purpose of the school. It opened on December 17th in 1890 as the Carson Indian Training School, with just 37 students and 3 teachers, but it quickly grew. At the end of the first year, there were over 100 students at the school, and at the height of its population, there were over 500 students there at a time.

Stewart was actually one of the very first of the boarding schools, in the first 25, and there were hundreds of these boarding schools that were developed across the nation. We talk about boarding schools and we all know what a boarding school is, but the intent of these Indian boarding schools was very different in that, our federal government in the late 1800s perceived that they had an Indian problem, and really what the Indian problem was, that our tribes didn't want to give up the lands to the federal government. And so, they began to move them off of their homelands on to reservations, essentially making them dependent upon the federal government, sometimes entering into treaties with them where in exchange for tribal lands, the federal government promised to provide healthcare, education, housing. You know, all of these things that our tribes struggle with today to make sure that the federal government continues to be accountable.

Some of the first students at the Stewart Indian School here in Carson City were of our Great Basin Tribes, the Washoe Paiute and Western Shoshone people. In the beginning, the school was just a K through 8th Grade, but became just a high school, especially in those later years. And children as young as four-years-old were sent to the Stewart Indian School, as you can see in this photo here, many of those children are very, very tiny, that went to the school.

There were, of course, detrimental effects to our family units by these children being torn away and taken to these schools, a loss of language and traditions and ceremonies. But one that I always talk about is, those children being pulled away from their families, never really having somebody to nurture them, to guide them, to love them, to ask how your day went, at these schools. Essentially, the other children in the school became their family. When you talk to alumni now and they talk about how these children became their family and when they returned to Stewart, they look at Stewart as home.

It changed and evolved throughout the years. Initially it was very bad, and then it began to change for Native people about the 1930s when federal laws started to change as well. These schools were mandatory for Indian children. They had to go to these schools and it was all a part of that assimilation process that the federal government was really pushing. The Federal Government Agents would arrive at the reservations and round up these children and put them on wooden wagons and take them to these schools, sometimes their parents not even knowing that their children had been taken. So, essentially kidnapped.

And once they were there, they were issued uniforms, they had to cut their hair, they had to choose a Christian name, and essentially take on a different identity than what they had been born with. These camps were run like military camp. The first school in Carlisle Pennsylvania was established by Army Captain Richard Pratt, and actually Carlisle continues to be an Army War College today. That carried through all of the boarding schools that were established across the nation, and these children learned how to wake up to reveille in the morning, be inspected, their uniforms inspected, they'd march off to the dining hall and to their classrooms, they made their bed military style. We often hear from veterans or graduates of the boarding schools that went on the armed forces, they talk about how well they did in the military because that had already had been away from home, they knew loneliness, they knew how to march, they knew how to make their beds and things like that. They were successful in the military.

Now on to the funner stuff. I wanted to share with you a bit about the Stewart Father's Day Powwow, and I know some of you have actually come to the Powwow, and some of you have even volunteered at the Powwow. I wanted to invite you to this year's Powwow. It's June 15th through the 17th, it's a three-day event, and we have been awarded Best Cultural Heritage Experience for 2017, '18 by AIANTA, the American Indian Alaska Native Tourism Association. And in 2015, the Carson City Chamber awarded us, Event of the Year. We are an award-winning event now. It draws about 3,000 attendees for three nights in

Carson City. You can see here a photo of the award, and then of the Powwow itself.

I threw this in here because this is really important to the future of what we're planning for the Stewart Indian School. Our alumni are getting older and older, and this was a really bad winter for our alumni passing away. When they pass, their stories go with them. It's really important for us to capture their oral histories and through the grant awarded by the NV 150 Foundation, we were able to capture 15 more of those oral histories, and they're pretty in-depth. They have all been transcribed, they're now at the State Archives, Special Collections up at the University of Nevada, Reno, and then of course we have a set here at the Stewart Indian School.

Another project that the NV 150 Foundation funded was a documentary of the Stewart Indian School. We haven't had one done before; there's really not a lot of written history on the Stewart Indian School. There have been a few people that have done dissertations, and there's actually a PhD candidate who is doing her dissertation on the entire history of the Stewart Indian School right now. She's done a tremendous amount of research that we're really excited about using. But the title of our documentary is, Stewart Indian School, Home of the Braves, and it is completed and we are looking at doing some premiers in the North, South, possibly the East as well. In the North at the Nevada Museum of Art, in the South at the Smith Center. We are working on that and we're trying to do that in December of this year, so that way it coincides with when the school was established in December of 1890.

Just a little bit about the future of the school. In the 2015 Legislative Session, we were able to get a budget approved for the Stewart Indian School and that provided for two new positions, a Museum Director and a Curator. They have since been hired and they are working diligently on the collections and the policies for our new Cultural Center and Museum.

We also were able to get legislation passed that designated the Nevada Indian Commission as the Coordinating Agency for future uses and activities at the Stewart Indian School. It's the first time in the history of the school since it closed in 1980 that there has been a tribal voice. The State of Nevada has never really had a plan for the school other than training of Peace Officers and Correctional Officers, and storage. Now we have a voice and we have a say in the future of the school, and of course the Cultural Center and Welcome Center are part of that.

Then you'll also see on the very bottom, we received some Capital Improvement Project funds to complete our design and construction documents for a Welcome Center as well, and to begin a Master Plan of the facility.

I'm going to talk a little bit more about the Master Plan in a minute, but in regard to the room tax funds that we received from you all, it was a big part of our future at the school. We wouldn't have been able to get as far as we have without those funds. What we used the funds for was, renovation of Building Number 4, which is the small cottage behind the Nevada Indian Commission Office. It was a guest cottage for the Superintendent when the Superintendent lived at the school. That was renovated.

You can see on the original photo there on the outside of the building, and then the inside when the renovation is almost complete. This houses the staff for the Cultural Center, and we also had to install technology and a new phone system that required the technology for the building, so that took forever, gave us all headaches.

The Master Plan that I mentioned covers the entire 110-acre campus, and over 65 buildings, there's about 72 buildings out there. This plan includes an Interpretive Plan, a Business Plan and a Strategic Plan, and it kind of breaks the campus up into different zones. I haven't received the completed plan; that should be coming within the next month, but I have seen the drafts and of course we have had several meetings, scoping meetings, and meetings with Alumni and Tribal Leaders and Tourism industry as well. But what it comes down to is creating a plan that provides for sustainability of the Stewart Indian School because we know we're not going to be able to stay at the level we're at as far as funding from the State, and there is going to have to be public/private partnerships for what we're planning. And it looks a lot like—well, what we're creating is a cultural heritage destination.

Not just the Cultural Center and Museum, but guided tours, overnight stays, permanent residences, maker spaces, artist and resident studios for Native American artists, even some classes on Tribal Leadership and Language. Having a space for Tribal Leaders when they come into town for legislature and meetings with the Governor, that they have a place to stay, they have a place to meet, and things like that. The old auditorium out there seats about 300, it's a beautiful building, and it's something that Carson City lacks, a venue about that size. That could be rehabilitated and renovated for plays and graduations and fundraisers, and things like that. There's some old barns and the old gym out at Stewart that we see as becoming event centers as well.

The Room Tax funds also funded hiring a consultant to write an application to the National Park Service to have the Stewart Indian School designated as a National Historic Landmark. There are only 11 historic landmarks in the State of Nevada and we want Stewart Indian School to be number 12. There are only two other Indian boarding schools in the nation that are national historic landmarks. We hired the America West Center out of the University of Utah to write this application, and they are in the process of doing the comparative analysis of the Stewart Indian School against some of the other boarding schools in the nation, looking at those unique attributes that only Stewart Indian School possesses. It is very unique, I mean, just look at the architecture out at the school. There are no other Indian boarding schools that look like the Stewart Indian School because those stones are Nevada stones, native Nevada. Most of the other schools are gone, they have been leveled, they're city parks or privately owned. We're really fortunate that we have the opportunity to have something like this here in the State of Nevada, and that the public has access to this gem.

In our 2017 Legislative Session, we were highly successful in that, we were able to receive \$5.7M for the Stewart Indian School, \$4.5M for construction and Exhibits for a Stewart Indian School Cultural Center and the Welcome Center. The top photo is the building that will be the Cultural Center, and the middle photo is the old Post Office, the original Post Office out at Stewart, which will become our Welcome Center. The bottom photo is the old gym out at Stewart and it will receive a new roof. In fact, I was just in a meeting yesterday and they're going to begin construction on that this summer and hopefully it will be done by the end of the year.

As far as the Cultural Center itself, construction will begin in July. It was supposed to begin earlier, so I'm not too happy about this, but it will begin in July and we're looking to hold a blessing ceremony. We can't do a ground-breaking because the ground has already been broke. We're going to do a blessing for the buildings out there and we are looking at a Grand Opening in early 2019 for the Cultural Center and the Welcome Center.

I just want to say thank you to you all for your support. As I said before, without the funding that we received, we could not have this jump start that we have. And without the support of the Department in putting us as a high priority for our CIP Request in the last session, and hopefully in this session too, for some of the requests that we'll be making to the CIP Funds. This is my presentation and I just want to, again, thank you and see if you have any questions for me.

HUTCHISON: Sherry, thank you very much for your presentation. Any questions, Members of the Commission, or comments on the presentation?

CARANO: Commissioner Newman.

NEWMAN: Commissioner Newman for the record. Sherry, I don't have a question, I just have a comment. I've been very fortunate to tour the campus and it's a spectacular place. The work that you've done to take something so bittersweet and bringing it to the forefront, I mean, if you used the silly, you know, lemonade from lemons, this is that. It's wonderful. The growth of the Powwow is great and that so many visitors come to Carson City and our state to participate in that. The bones of the buildings, it's a place that really speaks to you when you're out there.

I was scrolling through my photos, I have the photos that were preserved that the students from days gone by, drew on the walls. There were two that I noticed. I don't know if there's more than that, hopefully those are still there intact as this goes forward. Just an incredible job by you, both here and AIANTA, and what you do and what you represent. Kudos to you for all your efforts.

RUPERT: Thank you. I appreciate that.

CARANO: Commissioner Carano for the record. I agree. Thank you very much for eloquently stating that. Thank you so much for what you're doing for the school. I was also going through photos because in our family everybody played against the Stewart Indian School, and the roll ball—you know, they rolled instead of passed and the tall guys couldn't quite figure that out. At the dinner table I started going through my photos because everybody played against somebody there. Some of the people that I met when I was out there a couple of years ago became one of the famous people at the dinner table. I'm so glad that you're preserving that because it is something that is part of the Nevada heritage and so important. For my Native friends, it's a memory, I mean, people my age went to the boarding school as well. It wasn't always that pleasant, so I'm glad that you're bringing lemonade out of lemons. I'm sure there were some beautiful times too.

RUPERT: Right. Yeah. We get comments, both positive and negative, and I feel like there were thousands of students that went to the school and there's an opportunity to tell each of those stories whether they're positive or negative. That's something that we definitely want to do at our Museum, is to tell the whole story. So, if I could just plug one more time, Stewart Father's Day Powwow,

June 15th through the 17th. And then we also have our Nevada Tribal Tourism Conference coming up April 23rd through the 25th at the Hard Rock at Lake Tahoe. Thank you.

HUTCHISON: Sherry, thank you very much. Once again, on behalf of the Commission, thank you for the presentation. We've supported the school in the past; we'll continue to do it in the future. I know it's a priority for the Governor, it's a priority for the Legislature, we're all proud to support you. Thank you for your great work.

RUPERT: Thank you.

HUTCHISON: All right. That takes us off Agenda Item H now, Commissioners, and we move to Agenda Item I, Upcoming Meetings. Mr. Peterson?

Upcoming Meetings

PETERSON: Thank you. For the record, David Peterson. Right now we do have the June Commission meeting scheduled for the 20th. I just want to make sure that's on everyone's calendars. If it's going to be a problem and we need to talk about a different date, if we could do that now, that would be fantastic. As far as the August Marketing Committee Commission meeting, I think we'll wait until after we re-agendize correctly, and I will make sure that the Agenda is correct for this June Commission meeting before we reach out to those members to secure a date in August.

HUTCHISON: Thank you, Mr. Peterson. Members of the Commission, anybody know now that they have a problem with June 20th? I think Mr. Peterson said that he would appreciate knowing that. If you could say something about that before the end of our meeting, or at the very least, go up afterwards and talk to Mr. Peterson so he'll have the information so we can move forward that meeting. I hope we can keep it for June 20th. All right.

Commissioner Comments

HUTCHISON: That takes us off Agenda Item I, and we now move on to Agenda Item J, which is an opportunity for Members of the Commission, for their comments.

CARANO: None here.

HUTCHISON: All right. Thank you very much. Anybody on the phone or any Commissioners on the phone?

STOLDAL: No.

Public Comment

HUTCHISON: All right. Hearing none, we will move off of Agenda Item J, move on to Agenda Item K, which is Public Comment. Anyone here in Las Vegas who would like to make public comment before the Commission? I'm seeing none. Vice Chair Carano?

CARANO: Seeing none here in Carson City.

Adjournment

HUTCHISON: All right. Then we will move on now to Agenda Item L which is adjournment. Is there a motion to adjourn?

CARANO: So moved.

HUTCHISON: Vice Chair Carano moved. Second?

CASHELL: Second.

HUTCHISON: Thank you, Commissioner Cashell. Is there any discussion on the motion? Hearing none, those in favor signify by saying aye.

GROUP: Aye.

HUTCHISON: Any opposed, nay. Motion carries unanimously. We are adjourned. Thank you very much, Members of the Commission, for your attendance and participation today.

The meeting adjourned at 4:35 p.m.

Respectfully submitted,
Dee Chekowitz-Dykes, Executive Assistant
Department of Tourism and Cultural Affairs
Nevada Commission on Tourism

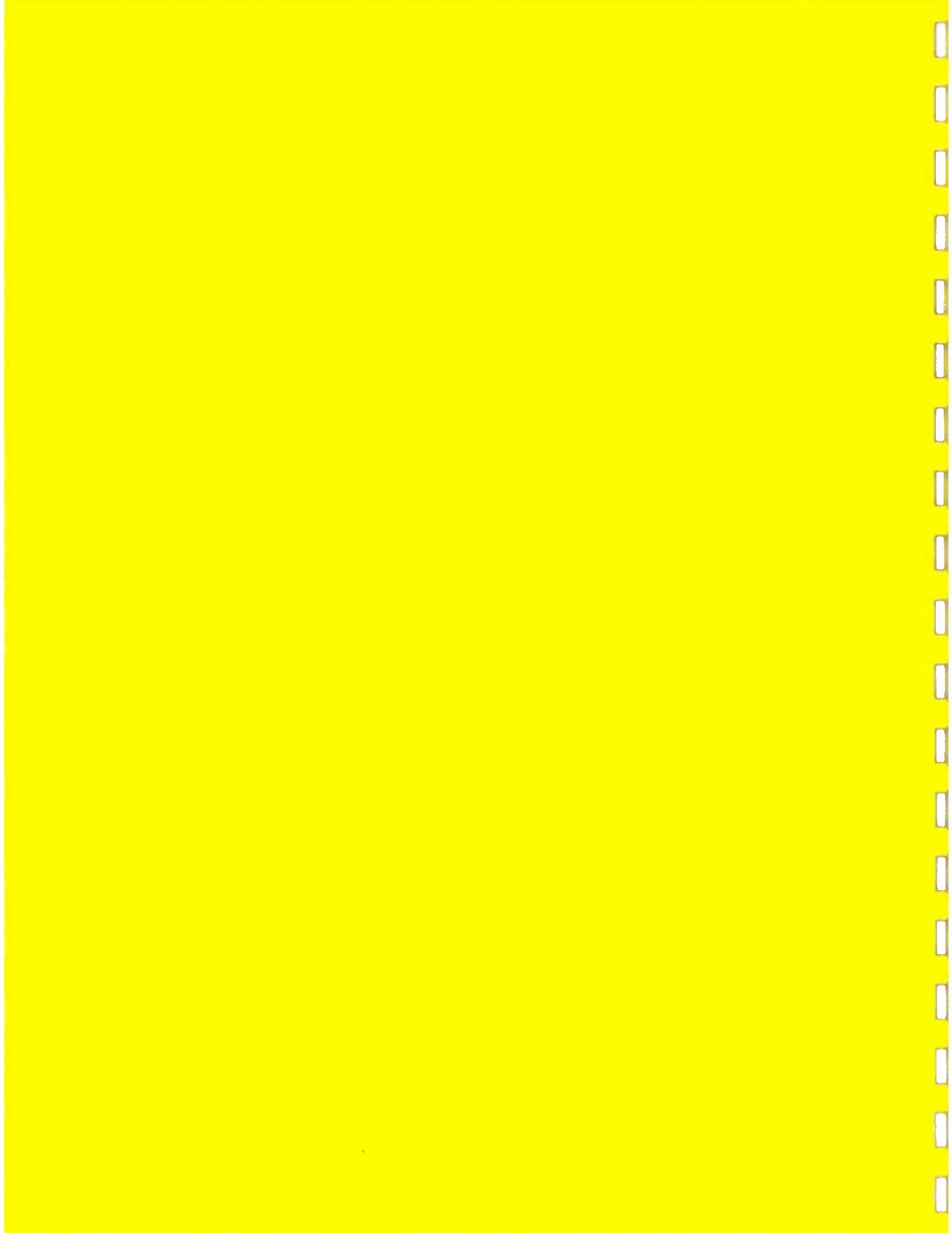
Discussion and Approval of New Marketing Committee Members

&

Brand USA Update



NEVADA
TravelNevada.com



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EXPERIENCE

Executive Director, Western Folklife Center

June 2017 - Present

Establish vision for mission-driven arts & culture organization that produces the annual National Cowboy Poetry Gathering in Elko, NV, as well year-round education and entertainment programs. The Gathering attracts several thousand visitors to Elko every January.

Director, TED Translators, TED Conferences

October 2008 – 2017

Founded and launched volunteer-based translation program in May 2009 with 300 translations (subtitles) in 40 languages. Grew program to 30,000 volunteers in 155 countries. They completed more than 100,000 translations in 115+ languages to help TED fulfill its mission to become a global exchange of ideas through its popular TED Talks videos.

Principal, M-W Consulting Group

March 2000 – 2009

Created and articulated vision; managed large- and small-scale development projects; analyzed and improved user experience and information architecture; mentored junior-level producers and product managers.

Senior Product Strategist/Research Associate, Giant Ant Design

August 2005 – February 2007

Clients included Yamaha, Corning, and several startups; determined how ethnographic and quantitative research could most effectively meet client goals; conducted studies using appropriate methodologies and analyzed findings; evaluated and pinpointed problems with information architecture, user interface, and/or content offerings; made strategic recommendations for product improvement based on discoveries.

Co-founder Hits.org

May 1996 – May 2000

Established not-for-profit organization that brought technology savvy volunteers from the Bay Area to rural Humboldt County, CA, for workshops at schools and community centers. Project highlights were a mobile computer bus we built and a digital history project that assisted residents with capturing local stories, digitizing old family photos, and preserving local knowledge and heritage.

Executive Producer Wired Digital

November 1997 – April 2000

Created successful web brand (Webmonkey) and profitable product; led diverse collaborative team and complex projects; increased pageviews and revenue by 300 percent two years in a row with no marketing budget.

Senior Editor Wired Digital

August 1995 – November 1997

Developed and managed a variety of programming channels for world's first commercial website; wrote and edited copy for Webmonkey, Net Surf Central, Wired News, and Adrenaline; managed freelance writers and led story development.

EDUCATION

Bachelor of Arts, California State University, Chico, 1992



Carl Ribaldo
carl@smgonline.net
530.957.5299 (cell)

Overview

Carl is a strategic thinker, thought leader and innovator in the tourism industry. As the founder and president of SMG Consulting, Carl has consulted with over forty destinations as well as State tourism agencies nationally and developed and implemented a wide range of projects including, marketing research, marketing strategy and planning, tourism economic analysis, measurement and organizational change management. Carl is a trusted advisor to numerous CEO's and senior executives throughout the industry.

He has also been both a guest speaker and a panelist at several industry conferences including ESTO, Visit California, Travel Nevada and the Mountain Travel Symposium. Carl serves as an advisor to the Recreation, Parks and Tourism Department at San Francisco State University, is the Chairman of the Tahoe Resources Conservation District (TRCD) and was recently appointed to the Visit California Research & ROI Committee. Carl has served on a variety of regional tourism organizations including RASC, Ski Lake Tahoe, The Lake Tahoe Visitors Authority, the South Lake Tahoe Airport Commission. The Tahoe South Chamber of Commerce and more.

In addition to his work with businesses and government, Carl served as an adjunct faculty member at Sierra Nevada College, Lake Tahoe, where he taught courses in marketing and advertising. He has also taught seminars on tourism marketing at the University of Nevada, Reno.

Carl has published a number of marketing strategy articles including The Changing Dynamics of Destination Competitiveness, Overtourism: When is There Too Much Tourism, Is Legal Marijuana the Next Big Thing in California Tourism? Maybe Not and Navigating Change: The Reno-Lake Tahoe Tourism Industry. Carl also writes a monthly op-ed page and has published a number motorcycle touring related articles.

He enjoys riding his BMW motorcycle on two-lane roads throughout the west, trap shooting, and golf.

SMG Consulting-

- President, Tourism, and Recreation consulting firm.

Organizations:

- Tahoe Resource Conservation District, Chairman
- San Francisco State University, Recreation & Tourism Department, Advisory Committee
- El Dorado Arts Council, Board Member

Education

Carl obtained a Bachelor of Science degree from California State University at Northridge. He received his Master's degree in Business Administration (MBA) from San Francisco State University Graduate School of Business. He also completed a certificate program at Cornell University in Organizational Change Leadership.

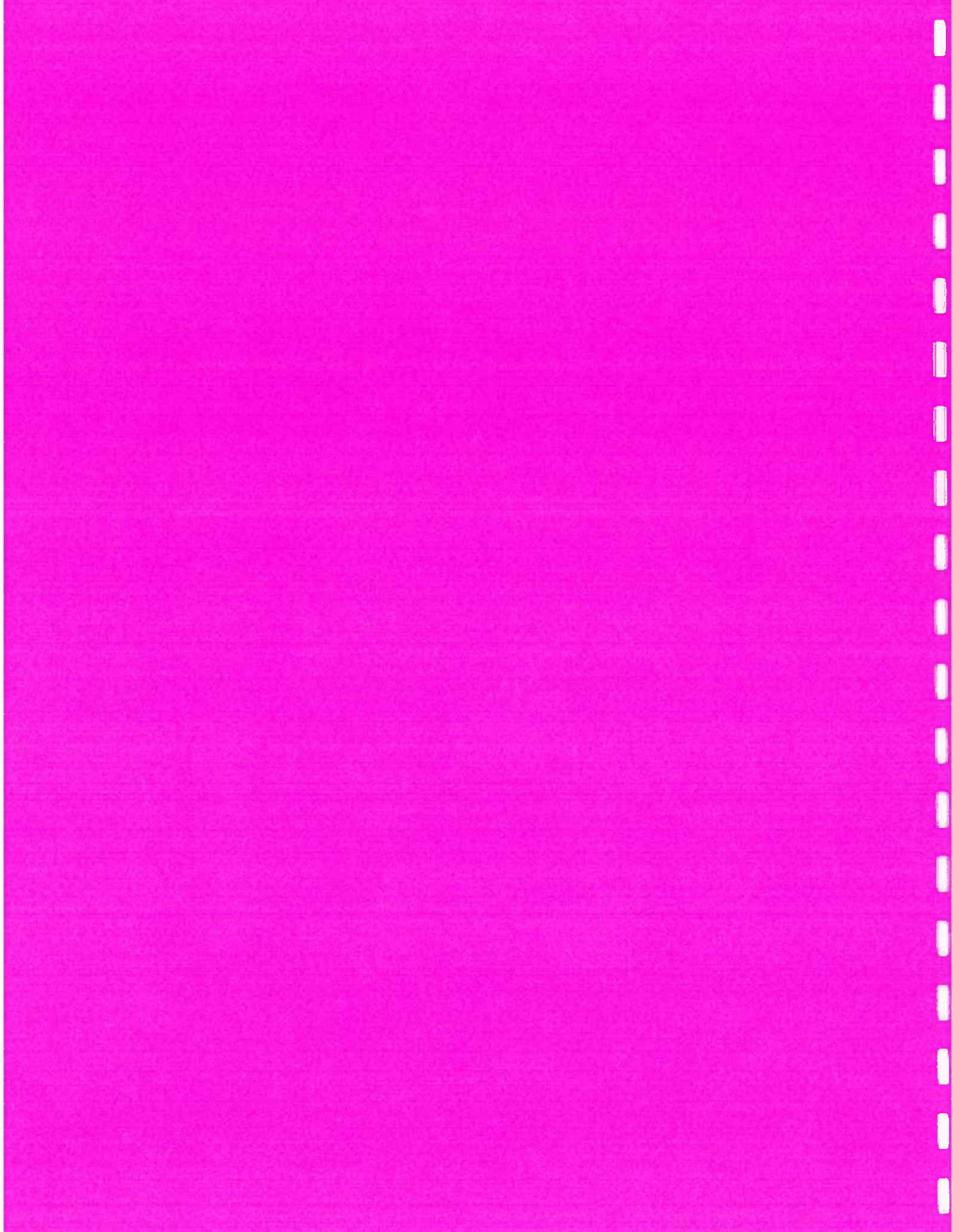
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Agency Reports



NEVADA
TravelNevada.com



NEVADA DIVISION OF TOURISM

THIRD QUARTER (JANUARY THROUGH MARCH), FY18 REPORT

KEY INITIATIVES

1. EVOLVE THE BRAND

Paid Advertising/Creative Development

- The **2018 TravelNevada Visitor's Guide** was released, educating visitors to and within Nevada about recreation opportunities. The 200,000 guides are promoted through every media channel and are available at TravelNevada.com.
- TravelNevada's **new broadcast spot** was finalized for broadcast beginning April 16. The spot features ranger David Low in Spring Mountain Ranch State Park in southern Nevada, and follows the same visual storytelling concept as the recent spot that featured Aurel Baker heli-skiing in the Ruby Mountains.
- During the **Addy Award** season, TravelNevada won several awards in both the Reno and Columbus, OH (location of agency of record, Fahlgren Mortine) regions. They include, in Columbus:
 - Gold in Elements of Advertising – Still Photography/Campaign for TravelNevada for Aurel Baker
 - Silver in Elements of Advertising for Logo Design/TravelNevada Don't Fence Me In logo
 - Silver in Film, Video, & Sound – Television Advertising/Local/Single Spot: 60 seconds or more for Nevada Video Ad featuring Aurel Baker.

In Reno, TravelNevada was awarded:

- Gold in Publication Design for Cover for TravelNevada 2017 Visitor Guide
- Gold in Social Media for Single Execution for TravelNevada Road Trip Canvas Ad
- Gold in Virtual Reality for The 360 Experience
- Gold in Branded Content and Entertainment Campaign for Insider Video Series: Aurel Baker
- Gold in Copywriting DFMI Brand Mantra
- Silver in Blog for Guide to Hot Spring Etiquette
- Silver in Television - Regional/National - Up to 2 Minutes for TravelNevada Broadcast Winter 2017

Digital Development

- A new search tool was developed for TravelNevada.com. This tool was requested to enhance the relevance and proximity of results for users on the site.

Public Relations

- The FY17 Annual Report was completed and will be posted on travelnevada.biz.
- New itineraries were created to round out the 10 road trip routes that make up the focal point of our PR and marketing efforts. They include: The Reno-Tahoe Loop, the Death Drive (Las Vegas to Death Valley), Cowboy Corridor (Interstate 80), and Neon to Nature (day trips from Las Vegas). The routes were added to the website with integrated points of interest highlighted.
- While only designated spokespeople are permitted to speak to the media, there are times that staff are working solo at a trade show or other event where media may be present. To better arm staff for such occurrences, we scheduled formal media training by a professional trainer from Fahlgren Mortine. All DTCA staff were invited to a half-day overview of how to handle media inquiries and how to properly stay on message. Select sales and administrative staff also underwent more intensive training. Additionally, PR staff created a hot-topic cheat sheet that will be updated quarterly with appropriate responses to often-asked questions.
- Work began on a media-centric online Press Room to live on travelnevada.com. The press page on travelnevada.biz is geared toward the industry and provides information primarily for industry partners to use. The new Press Room will provide information to journalists and include a media-request form to streamline the hosting process.
- The "Alien Itinerary" press release continued to see national pickup. Stories ran in USA Today (and its sister publications nationwide), Thrillist, Yahoo News, MSN.com, Newsweek, and in-state outlets such as KKOH, Reno Gazette-Journal, and Northern Nevada Business Weekly.
- Staff attended ITB, the largest travel trade show in Europe, in March. Besides media appointments during the show, staff attended IMMs (International Media Marketplace) in Berlin and London. IMM is a one-day appointment media event that draws the top media outlets and freelance journalists from each respective market. There are 24 appointments each day, and time for networking as well.

Social Media

- In coordination with the TravelNevada marketing team, social content was built around the monthly content themes: Arts & Culture (Jan.); Hot Springs (Feb.); and Museum Madness (March). Instagram and Facebook stories were created to complement each theme.

In-state Familiarization and Press Trips

- March 12 – 17, 2018 – Travel Nevada hosted an Australian FAM with Flight Centre agents to Reno, Lake Tahoe, Carson Valley and Carson City.
- The Division of Tourism pitched several journalists to attend the National Cowboy Poetry Gathering and assisted with hosting the media and generating social media coverage of the event. Journalists represented outlets including *True West Magazine*, the *New Yorker*, *Lonely Planet*, *Travel+Leisure* magazine, and the *Napa Valley Register*.

In-state Familiarization and Press Trips - Continued

- In conjunction with the Australian tour operator Flight Centre, the Division of Tourism hosted a television crew from Australia filming a show called "48 Hours in Nevada." The crew filmed in Las Vegas, Beatty, and Tonopah. Flight Centre created special travel packages around the content in the show to entice visitors to book tours to the places they will see when the show airs.
- Journalist Carri Wilbanks visited northern Nevada to create video content for multiple outlets including *USA Today* and *MSN Travel*.
- To promote the newly created "Death Drive" route, we hosted a journalist for Playboy.com's travel section. This is a journalist we met during the L.A. media mission in October 2017.

Brand USA Cooperative Marketing

- February 8, 2018 – Results from our Brand USA Australia Multi-Channel Campaign that ran during the months of October to December 2017 came in on February 8th. The program included a call to action campaign with Expedia which generated a total of 5,949 hotel room nights. The results show a total of 450,000 print distribution with Travel USA. A total of 977,317 digital impressions were generated from Facebook, Google Banner Ads and Expedia.
- March 29, 2018 –TravelNevada played a part in completing our Brand USA Global Inspiration guides, which are translated into 13 languages (English versions for Canada, UK, Australia, New Zealand, India, China, German, Global Spanish, French, Portuguese, Japanese, Korean, Simplified Chinese and Traditional Chinese.) The inspiration guide is an annual program with distribution spread throughout a 12 month period. The distribution of the guide is in digital and paper print and includes targeted consumer, trade and embassy channels.

Domestic Sales Outreach

- January 16 – 19, 2018 –Travel Nevada Attended Go West Summit in Salt Lake City. This is an appointment show with one on one appointments. Attendees are International and Domestic buyers who sell travel to the Western United States. Travel Nevada had meetings with 31 companies. Leads, with notes from these appointments, have been sent out to all territory members. Last year, Go West Summit was held in Reno, so many of these attendees were with us last year, and some had participated in Fam Trips around Nevada as well.

International Sales Outreach

- We participated with LVCVA in their annual Mexico Sales Mission, January 21-27. This mission included travel agent presentations and one on one meetings with tour operators and airline representatives. There were 17 suppliers attending. During the week, we visited Guadalajara, Monterrey, Mexico City and Merida. This also included a visit to the Mexico City office of Travel Nevada's new Latin representation company, Global Marketing and Sales.
- February 20 – 22, 2018 – TravelNevada attended RTO Summit in Los Angeles. This is an appointment show with one on one appointments. Attendees are Receptive Tour Operators who sell travel to the United States. TravelNevada had meetings with 18 companies. Leads, with notes from these appointments, have been sent out to all territory members.

International Sales Outreach – Continued

- TravelNevada attended the Discover America Denmark show held in Copenhagen, Denmark March 4 – 5, 2018. The USA Travel Show is the largest B2B workshop in Scandinavia with a focus on U.S. destinations and is co-sponsored by Brand USA. This year's workshop was the seventh year of the event and it has shown growth each year. This year there were 69 exhibitors from state and city tourism offices, airlines, hotels, etc. The exhibitors had the opportunity to meet with over 250 travel trade and media from the Nordic countries.
- TravelNevada hosted a sales mission to Calgary and Vancouver, Canada during the dates of March 5 – 8, 2018. The mission included travel agent presentations, one on one meetings with tour operators and airline representatives. In total, we had 12 Nevada partners who participated with us on the mission. Uniglobe One and Pax News media outlets provided article coverage on the mission. Partners had the opportunity to network with a total of 72 travel agents. A total of 90 leads were generated.
- March 7 – 9, 2018 –TravelNevada was a co-exhibitor with the Las Vegas Convention and Visitors Authority at ITB Berlin, held in Berlin, Germany. ITB is known as the leading Travel Trade Show where buyers and suppliers come together from around the world to conduct business. It is an incredible opportunity for TravelNevada to have one-on-one appointments with the top media and tour operators from German speaking Europe and all around the globe. TravelNevada works closely with our in-country German representative in order to ensure that the appointments, marketing proposals and leads are of the most value to our Nevada Tourism Industry constituents.
- March 19 – 23, 2018 –TravelNevada participated in Brand USA's sales mission to China. During that week, we visited Beijing, Guangzhou, Chengdu and Shanghai. Marketplace appointments were set up at each destination. In total, TravelNevada obtained over 200 new leads from product managers, agents and marketing personnel which have been shared with our partners. All appointments received our latest Travel Planner that was translated to Chinese.

2. ENHANCE PARTNERSHIPS

- TravelNevada participated in the Adventures Worth Exploring consumer show in Anaheim on March 3, 2018. We were joined by the Reno/Tahoe Territory. The show was geared to the adventure traveler. The show brought in approximately 120 attendees. No leads were generated to share with partners, however, consumers were provided with contact information, maps and travel planners.
- Travel Nevada exhibited at the Nevada Museum Showcase, held at the Nevada State Museum on March 21. We offered travel planners, maps and information to local visitors attending the free day at the Springs Preserve and Nevada State Museum.
- Staff participated in the new **Truckee Meadows Community College Hospitality and Tourism Board** meeting. TMCC will be launching the first Hospitality and Tourism program in northern Nevada, and Division of Tourism is offering support and guidance as the curriculum evolves.

Industry Partner Portal

- The marketing department of Division on Tourism continues to attend **territory meetings** in an outreach effort to engage tourism partners to better utilize TravelNevada.com to amplify their business messages. Approximately two dozen new partners opened new accounts for TravelNevada.com.

3. **ADVOCATE FOR THE INDUSTRY**

- The Public Affairs Plan is being developed for the upcoming fiscal year and legislative session with implementation set to commence in early fall as appropriate.

4. **ENGAGE STAKEHOLDERS**

Grants

- The deadline for Projects Related to Tourism Grants, funding specifically allocated to infrastructure that improves the visitor experience, was January 19, 2018. Of 35 total applicants, 25 grants were awarded totaling \$200,000. All but the Las Vegas Territory were represented as recipients.

Sister Agency Integration

- New web page templates, designed to enhance exhibit content, were developed by TravelNevada and D4 Media for use by the State Museums. Guy Clifton's role was also redefined to focus on authorship of web content for all the cultural agencies represented under the nvculture.org umbrella: Nevada State Museums, Nevada Arts Council, and the Nevada Indian Commission.

Air Service

- Staff participated in the quarterly **Regional Air Service Corporation** meeting; items discussed include expansion of membership and pending new air service opportunities.

5. **RUN AN EFFECTIVE BUSINESS**

- The Division of Tourism began a partnership with **Opportunity Village** in Las Vegas for print collateral assembly. This falls under the State of Nevada's Preferred Purchase Program, and has opened up discussions for other work including bag assembly and catering.
- Contracts for the **City of Fallon** (2019 host site venue for Rural Roundup) and **DynaGraphics** (limited print services) were approved by the Board of Examiners.
- RFP10TCA-S14 was released for **Integrated Marketing Agencies of Record**. Letters of intent went out on March 30, 2018, to Fahlgren Mortine for Public Relations and Media Buying, BVK for Creative Development and Noble Studios for Web/Digital Development. All four contracts will be on the June BOE.
- RFP 10TCA-S27 was released for the **Domestic Visitor Study**. The letter of intent went out April 2, 2018, to OmniTrak Group, Inc. The contract will be on the June BOE.

RUN AN EFFECTIVE BUSINESS - Continued

- RFP3521 was released for the **Governor's Global Tourism Summit Host Site venue** for 2018 on January 5, 2018.
- RFP3523 was released for the **Governor's Global Tourism Summit Event Planner** on January 19, 2018.
- All invoices received during the quarter were processed accordingly and for contract payments, with contract authority.
- The agency operated within the Legislatively Approved budget.
- In conjunction with Executive Audit, a half-day Internal Controls training took place on January 23rd for all necessary DTCA staff in Southern Nevada.

Nevada Magazine

- Nevada Magazine' January/February issue went on sales on January 1, starting off our year-long series on trains. Our features included Nevada on the Rails, Railway Vacations and non-train stories, Donovan Mill and the history of Reno's Chinatown.
- Our March/April issue continued with our train theme, with The Great Verdi Train Robbery and the race to Bullfrog by two competing railroads. The other features included stories on Gold Butte National Monument, Cold Springs Station and Snowshoe Thompson.
- Our Events & Shows distribution has changed to eliminate McCarran Airport and include Certified Folder. This was a cost-cutting move as well as a way to try new distribution points. This publication is distributed throughout Nevada encouraging tourists to visit our state and stay longer by highlighting shows and cultural events in the coming months.
- We are working on the details of on our third photographer's symposium which will take place in July and planning another one in Southern Nevada for this fall.
- A new website design is in the works that will allow us to obtain online subscribers to our magazine and access to archives of past issues. It will be ready for launch in early summer.

FY18 vs FY17 vs FY16 vs FY15 Tourism Category Expenditure Update Through June 10

Category	Description	FY18	FY17	FY16	FY15
CAT 02	Out-of-State Travel				
	Legislative Authority Amount:	\$48,907.00	\$49,406.00	\$49,406.00	\$49,796.00
	Actual Expenditures:	\$35,119.17			
	Remaining Available Funds:	\$13,787.83			
	% Spent YTD:	72%			
CAT 03	In-State Travel				
	Legislative Authority Amount:	\$38,725.00	\$43,496.00	\$38,096.00	\$45,735.00
	Actual Expenditures:	\$29,079.94			
	Remaining Available Funds:	\$9,645.06			
	% Spent YTD:	75%			
CAT 30	Training				
	Legislative Authority Amount:	\$6,531.00	\$7,086.00	\$7,086.00	\$6,485.00
	Actual Expenditures:	\$6,234.19			
	Remaining Available Funds:	\$296.81			
	% Spent YTD:	95%			
CAT 31	Promotion & Advertising				
	Legislative Authority Amount:	\$15,201,987.00	\$11,309,367.00	\$12,168,367.00	\$9,163,563.00
	Actual Expenditures:	\$11,007,520.42			
	Remaining Available Funds:	\$4,194,466.58			
	% Spent YTD:	72%			



**TOURISM DEVELOPMENT FUND (B/A 1522)
BUDGET SUMMARY (LEGISLATIVELY APPROVED)
FISCAL YEAR 2019**

G.L.	DESCRIPTION	FY2019 LEG APPROVED
RECEIPTS & FUNDING		
2511	Balance Forward From Previous Year (Beginning Cash Balance)	5,538,291
3301	Lodging Tax	25,737,799
3700	Registration Fees	36,580
4203	Prior Year Refunds	1,799
	Total Revenue	31,314,469
EXPENDITURES		
01	Personnel Services	2,518,863
02	Out-of-State Travel	48,907
03	In-State Travel	38,635
04	Operating	379,475
05	Equipment	152,611
14	Outside Postage	154,539
21	Trans to Motion Pictures	661,304
26	Information Services	249,671
30	Training	6,531
31	Marketing/Advertising	15,114,876
35	Transfer to State Parks	509,131
40	Rural Grant Program	1,650,000
42	Governor's Washington Office	106,511
50	Tourism Development Grants	100,000
60	Lost City Museum	229,415
61	Nevada Historical Society	347,710
62	NV State Museum - Carson City	831,964
63	NV State Museum - Las Vegas	839,038
64	State Railroad Museums	541,898
65	Arts Council	1,183,906
66	Indian Commission	75,436
67	Division of Museums	247,387
82	DHRM Cost Allocation	11,538
87	Purchasing Assessment	71,187
88	State Cost Allocation	84,995
89	AG Cost Allocation Plan	54,414
	Total Expenditures	26,209,942
86	Reserve (Ending Cash Balance)	5,104,527
	Total Expenditures + Reserve	31,314,469
	Tourism Operating Budget	20,636,242
	Total Transfers	5,573,700



Nevada Division of Tourism

FY19 Sales and Public Relations Travel Schedule

MARKET	DATES	EVENT	LOCATION	STAFF
Japan/South Korea	July 9 - 13, 2018	Brand USA Japan/Korea	Tokyo/Seoul	Teri/Dave P
China	July 14 - 21, 2018	LVCVA China Mission	Shanghai	Sylvia Welsh
Latin America	August 6 - 10, 2018	LVCVA Colombia Sales Mission	Colombia	David Lusvardi
Australia	September 2018	Media appointments	Sydney and New Zealand	Bethany
Domestic	September 2018	Media Mission	San Francisco	Bethany or Kaitlin
Latin America	September 4 - 6, 2018	La Cita	Ft. Lauderdale	David Lusvardi
FAM	September 9 - 14, 2018	Themed Fam	TBD	Sylvia/Teri
Latin America	September 14 - 15, 2018	FlyTour Megas Travel Fair	Sao Paulo, Brazil	David Lusvardi
India	September 19 - 29, 2018	Brand USA Sales Mission	India	Sylvia/Teri
Domestic	September 23-27, 2018	SATW	Barbados	Chris
Latin America	October 2018	Mexico Sales Mission	Mexico	David Lusvardi
Domestic Shows	October 8 - 11, 2018	Travel Industry Exchange	West Palm Beach	Teri
FAM	October 12 - 19, 2018	Knect Reisen Swiss TO	Nevada	Christian
Consumer Show/Event	October 18 - 21, 2108	Mountain Time Expo & Forum	Dallas	Teri/Bethany/Sylvia
International USA	October 24 - 25, 2018	RTO Summit East	Orlando	Sylvia
Domestic Shows	November 4 - 8, 2018	NTA	Milwaukee	Teri
United Kingdom	November 5 - 11, 2018	WTM London	London	Christian Passink & Bethany
International	November 15-18, 2018	Global Tourism Summit Fam	Nevada	All
FAM	November 15 - 17, 2018	GGTS Fams	Nevada	Yennifer/Sylvia/Christian/David
FAM	November 15 - 17, 2018	Group Leaders Day Trip	Nevada	Teri
International	January 7-11, 2019	Ski Fam	Nevada	Bethany and Yennifer
United Kingdom	January 20 - 21, 2019	Adventure Travel Show	London	Christian/Teri
Domestic	January 24, 2019	IMM NYC	New York	Bethany or Chris
Domestic Shows	January 25 - 29, 2019	ABA	Louisville	Teri
Latin America	January 28 - Feb 1, 2019	LVCVA MX Sales Mission (GMS)	Mexico	GMS
Canada	February 2019	Canadian Sales/Media Mission	Quebec/Ontario/Montreal/Toronto	David/Bethany
International USA	February 13 - 14, 2019	RTO Summit West	Marina Del Rey	Sylvia
Consumer Show/Event	February 15 - 17, 2019	Travel & Adventure Show	Los Angeles	Teri/Sylvia & Chris/Kaitlin
Australia	February 18 - 22, 2019	Visit USA Australia/NZ	Sydney/NZ	David Lusvardi
Domestic Shows	February 19 - 22, 2019	Connect Travel	Kissimmee, FL	Teri
Consumer Show/Event	February 23 - 24, 2019	Travel & Adventure Show	Denver, CO	Teri, Chris or Kaitlin
International USA	February 25 - 28, 2019	Go West Summit	Boise, ID	David
Latin America	March 2019	WTM Latin America (GMS)	Sao Paulo, Brazil	GMS
Germany	March 4 - 5, 2019	USA Travel Show Copenhagen	Denmark	Christian Passink
Germany	March 6 - 10, 2019	Internationale Tourismus-Borse	Berlin, Germany	Christian Passink
Consumer Show/Event	March 22 - 24, 2019	Travel & Adventure Show	Bay Area	Teri/Sylvia, Chris/Kaitlin
China	March 26 - 28, 2019	Active America China	Anchorage, AL	Sylvia Welsh
Latin America	April 1, 2019	IMM Brazil	Brazil	Bethany or Yennifer
France	May 2019	Sales Mission	Paris	Christian/Teri
International	April 22-26, 2019	Adventure Fam	Nevada	Bethany and Yennifer
China	May 2019	ITB China LVCVA	Shanghai	Sylvia Welsh
FAM	May 2019	Themed Fam	TBD	David/Teri
South Korea	June 2019	Hana Tour Int'l	Seoul	Sylvia
Domestic Shows	July 2019	GTM	S. Florida	Teri





NEVADA

JULY/AUGUST 2018

M A G A Z I N E

TRANSITORY TRAIN TOWNS

TONOPAH'S REVIVALIZATION

BEST *of*
NEVADA



PREVIEW OF THE JULY-AUGUST ISSUE OF NEVADA MAGAZINE

Up Front highlights:

- Historic rail line between Henderson, Boulder City reconnected
- Notable Nevadan, Hugh Roy Marshall, Producer of weekly TV show "Old Tales of Nevada Past and Present"

2018 Best of Nevada results

2018 Scavenger Hunt locations announced (train themed)

History:

Carson City Mint - Hard Pressed to Survive
Born from The Comstock Lode, the Carson City Mint had an illustrious but difficult life.

Wide Open:

Tonopah Time Machine
The Tonopah Historic Mining Park gives such an authentic glimpse into the past, you may forget when you are.

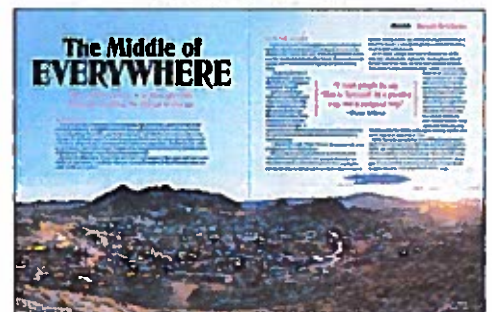
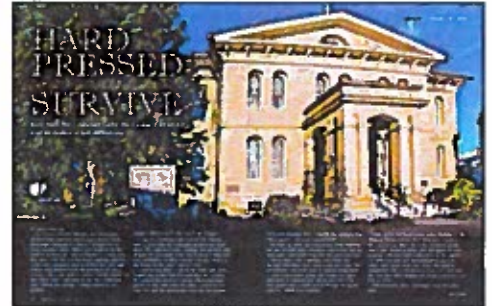
Cravings:

The Angry Butcher Steakhouse inside Sam's Town in Vegas
Las Vegas eatery fights to make diners completely happy.

Features:

The Middle of Everywhere - Tonopah's Revitalization
Not content to be a drive-through town, Tonopah is leading the charge of change.

Transitory Train Towns - Sparks' Railroad History
Optimized rail routes often left towns they once nursed out to dry.





FAMILY
FUN

FINE
DINING

ARTS & CULTURE

OUTDOOR
ADVENTURE

NIGHTLIFE

EXPLORATION

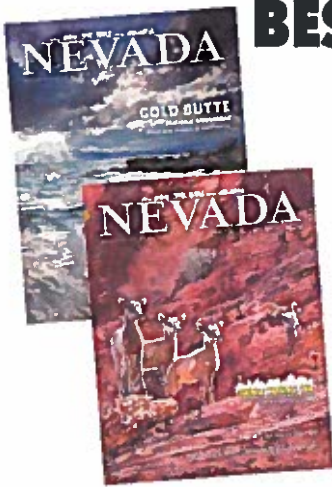
NEVADA

M A G A Z I N E

Open up *Nevada Magazine* for limitless opportunities, staycations, day trips, and backyard adventures you didn't even know existed!

"I love your magazine, keep up the good work. It is helping us plan future trips, so much to see. Born and raised in California, moved here 12 years ago, didn't know how much there was to see. Thanks, again." - Kathy

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