

MINUTES of the NEVADA COMMISSION ON TOURISM  
July 12, 2019

The Nevada Commission on Tourism held a Commission meeting at 9:30 a.m. on July 12, 2019 at 401 N. Carson Street, Carson City, NV 89701 and by phone conference.

**Call to Order**

Lt. Governor Kate Marshall, Chair, called the meeting to order at 9:30 a.m.

**Commissioners Present:**

Lieutenant Governor Kate Marshall, Chair  
Brian Krolicki  
Phil DeLone  
Bob Stoldal  
Herb Santos, Jr.  
Denice Miller  
Pam Robinson  
Edward Estipona  
Steve Hill

**Commissioners who are absent/excused:**

Bob Cashell  
Richard Arnold  
Mike Vaswani  
Cindy Carano, Vice Chair  
Cynthia Mun

**Staff present:**

Brenda Nebesky, Deputy Director  
Emmy Kawchack  
Sarah Bradley, DAG  
Dee Chekowitz-Dykes  
Kate Wilson, Lt. Governor's Office

**Roll Call and Determination of Quorum**

MARSHALL: We'll give it a couple more minutes. I think we may have quorum. Who just got on?

DAG: [inaudible] Deputy Attorney General.

MARSHALL: Please tell me if the meeting was properly noticed and posted.

DYKES: Dee Dykes for the record. Lt. Governor this meeting has been posted in accordance with NRS at seven locations and two websites.

MARSHALL: Alright. I call this meeting to order. I will take roll again for the open meeting. Cindy Carano? Herb Santos?

SANTOS: Here.

MARSHALL: Brian Krolicki? Brian? Brian was here. Bob Cashell? Rich Arnold? Phil DeLone?

DELONE: Here.

KROLICKI: I'm here.

MARSHALL: Mike Vaswani? Cynthia Mun? Bob Stoldal?

STOLDAL: Here.

MARSHALL: Steve Hill?

HILL: Here.

MARSHALL: Denise Miller?

MILLER: Here.

MARSHALL: Pam Robinson?

ROBINSON: I'm here.

MARSHALL: Edward Estipona?

ESTIPONA: Here.

**Public Comment**

MARSHALL: Okay, moving on to agenda item number D. Public Comment. Since we are all on the phone and not in a physical location, does anyone want to make public comment on the phone?

NEBESKY: For the record, Brenda Nebesky. No there is not anyone in Carson to make public comment.

**FY20 Marketing Campaign Creative**

MARSHALL: Thank you Brenda. We'll move on to agenda item number C. This is the marketing campaign creative. We have gone through this at our last meeting and there were some questions. BVK offered to remove some images. You have in front of you an image library for the creative. Are there any comments or thoughts?

NEBESKY: I would just like to say, based on feedback from Commissioners in the full Commission meeting on June 19<sup>th</sup>, the Marketing Sub-committee was convened, and they revisited image selections for print and digital placement. The creative files you received yesterday represent their recommended and approved choices which eliminates all the images and ad copy that were questioned in that meeting. Travel Nevada's CMO Emmy Kawchack is here and available if there are any questions.

MARSHALL: Thanks.

SANTOS: Herb Santos for the record. [inaudible] a great sense of being immersed in those destinations. I think it is important that we bring the audience along for the ride. But every thought that I had, I'm not sure about the selection for the music did that, [inaudible] slows down which I think brings down the excitement of the visuals. I like that the videos drive that the destination is best explored with friends and family. I think we have the right visual which showcases Nevada destination which highlights [inaudible] and outdoor communities. I believe show [inaudible] adrenaline adventure will [inaudible] our target traveler [inaudible] with Nevada brand [inaudible] climates and provides what we always have in our advertising a call to action to visit Nevada. I just [inaudible] the call to action with the background music [inaudible]. That is my concern.

MARSHALL: Okay, thanks. Other comments, other thoughts, then I'll give the creative folks a chance to respond.

KAWCHACK: Emmy Kawchack for the record. I just want to address to Commissioner Santos' remarks on the music. The music has been pieced together and we are working on the edit right now to make sure that we mirror the energy that is shown in the ads. Thank you for your comments.

MARSHALL: Other comments?

STOLDAL: Bob Stoldal for the record. The stills and the video are outstanding not only from an artistic standpoint but capturing [inaudible]. Really a wonderful work because you have both the art and the message [inaudible].

MARSHALL: Thanks for that Bob. I'm very impressed. Other comments, thoughts?

KROLICKI: Madame Chair, this is Brian. If I may continue with Herb's comments. I understand that the music is being contemplated or edited as we listen here, but could you explain why that music was adopted or what was behind it? That might settle Herb's concerns.

KAWCHACK: This is Emmy Kawchack for the record. The music that was placed in the video you all have seen is by a very famous band, but we can't afford it unfortunately. But what we are concerned with it's really synthetic where we are really going after is something that was ear catching if you will if you are hearing it from another room. Something that sounds a little less commercial, less mainstream to really try to capture people and feature Nevada as a little eccentric, a little bit different, a little bit quirky and I think we are on the path to finding some music. The music that we're settling on right now is a little less synthetic than the music you hear in the comp. We'd be happy to send that around to anyone wants to see it. [inaudible] voiceover and putting the final touches on it.

DELONE: Phil DeLone for the record. A lot of the imagery was focused on areas around Southern Nevada. Is that the only imagery for the entire state or is that to demonstrate the rural areas around Elko, Ely, or Austin, or Eureka or Reno or Lake Tahoe. Is that the entire campaign?

KAWCHACK: Emmy Kawchack for the record. We shot in Southern Nevada in early May when we were still getting some snow up here in the north. We have a film crew here this week scouting for the northern shoot which should occur in September.

DELONE: Thank you.

ROBINSON: This is Pam Robinson. I wanted to commend the creative team and the marketing team for looking at the comments that were made and keeping images that still expressed the quirky and fun nature and interesting aspects of Nevada but eliminating some that had more concern for some of the Commissioners that did not see them in keeping what we are trying to sell. I think in that respect, a job well done, thank you.

DELONE: Move to approve it.

MARSHALL: Okay. I have a motion to approve, do I have a second?

ROBINSON: I'll second.

MARSHALL: The move to approve, was that Phil?

DELONE: Yes.

MARSHALL: Any discussion?

SANTOS: Approve the motion pending that they are still working on the music, right?

DELONE: I'll amend my motion to make my friend Herb happy.

MARSHALL: We have a move to approve with a motion to make Herb happy. Any discussion?

ESTIPONA: Edward Estipona for the record. I just want to make sure that when we shoot in the north, we be sure to capture the culture and arts as part of the campaign because [inaudible] I know there is a lot of options there. I also thought that in pinning down some of the nightlife, to find more appropriate shots to make sure we fill some of that more nightlife shots as well.

KAWCHACK: Emmy Kawchack for the record. Yes, that is the plan.

ESTIPONA: Thank you.

MARSHALL: Any more discussion? Hearing none. All in favor say aye.

GROUP: Aye.

MARSHALL: Any opposed? Motion passes.

**Commissioner Comments**

MARSHALL: Moving on to agenda item number D, Commissioner Comments. I really want to thank your team for coming back and all their work. I want to mention to Commissioners that Brenda Nebesky and her staff came to my office to check in and to make sure they were answering all the concerns of the Board. I really appreciate when staff [inaudible] on their own initiative, I think that shows a dedicated and hard-working staff. I want to thank you for that. Is there any other Commissioner comments?

NEBESKY: Thank you Lt. Governor.

**Public Comment**

MARSHALL: Moving to agenda item number D. Public Comment at the end of our agenda.

WILSON: This is Kate Wilson for the record. I just wanted to make a quick note. Brenda, Emmy and I spoke about this. If anyone ever has questions about the Commission packet prior to the meeting, you all feel free to reach out with questions so that the staff can be prepared to address them during the meeting. They have been incredibly helpful in that. I encourage the other Commissioners to reach out to them with their questions in the interim.

STOLDAL: Stoldal, Las Vegas. When might be the next public opportunity for an update on the search for the Director?

MARSHALL: Katie do you want to speak to what's going on there?

WILSON: We are in the process of going through the RPF for a headhunter. It's more of an internal process. Brenda and her staff are compiling the RFPs that will go through the necessary steps to hire one of them. Once one of them has been chosen, I'll reach out to the original sub-committee and work with the headhunter to go through the process of getting those applicants to you.

STOLDAL: Is the goal of the headhunter to bring in three or four or one person? What is the goal.

WILSON: Different headhunters have a different threshold for [inaudible] and that is something that Brenda and staff are taking into consideration. Brenda please jump in. Some of the RFPs say that they will provide a guarantee of a certain

number of qualified candidates. I think whomever we decide we will let you know what their threshold is for what they will provide.

NEBESKY: Brenda Nebesky for the record. That's correct. In order for the agency to solicit for an informal RFP, we'll get three quotes from head hunting agencies and each will have its own set of criteria for the deliverable. The one we are holding as a benchmark because they have a niche within the tourism hospitality industry has seven qualified candidates that they would provide for interview. Then would recommend three for final interview.

STOLDAL: Well, if they recommend three for final interview, I'm confused as to what roll the Commission will play if they are only providing three for interview and the responsibility is to give the Lt. Governor and Governor three.

MARSHALL: I think they will provide seven to the sub-committee and then the sub-committee could decide which will go to the full commission.

STOLDAL: Thank you. I just want to be sure the whole committee has the opportunity to provide [inaudible]

ROBINSON: This is Pam. My understanding is there are also resumes that have been submitted since our last meeting. If that is the case, will they be provided to whichever headhunter is selected to be considered or will that process only go through that headhunter shop?

WILSON: Kate Wilson. I've only seen one. I'd be happy to forward that or have the sub-committee review it to see if it is worthwhile to go forward. I think we have a lot of flexibility once those people are provided to us from the headhunter. I think if there is a one-off that we would like to interview we should discuss that with the headhunter. Commission Robinson, if there are more applicates that you are aware of, please let me know because I have only received one since the last meeting.

SANTOS: Herb Santos for the record. Now I'm confused. If the headhunter is going to submit names to our search sub-committee and we have names submitted, why would we ever give those to the headhunter who would get credit. My thought is that the headhunter submits whomever he/she wants to the committee we'll pick the best of the best to go to our whole board to determine which three to go to the Governor.

WILSON: Yeah, I'm sorry I misspoke. I want to make sure you knew where we were in the process and there wasn't a potential [inaudible]. We're not sure which one

of the three we'll ultimately go with. I was just stating that if the headhunter provides seven and we refer three resumes that we actually think deserve to be in the mix, I don't see why the sub-committee wouldn't be able to interview the total of 10 in front of the whole committee. Again, a lot of this is still in flux as the staff works through the RFP, once we have a better understanding of specifics, any questions or concerns you might have, I will make sure to send an email around for clarification.

KROLICKI: Madame Chair, Brian Krolicki again. I totally support what I've heard. Just for clarification, when you do these RFPs make sure to carve out the applications that would not compensate the headhunter for being accepted [inaudible] get the job [inaudible] and percentage of current salary and those types of things. Both Commissioner Stoldal and Santos are crystal clear. I hope after the sub-committee does its work, the whole committee does get to interview more than three people. That there is a choice that truly comes to the full Commission.

STOLDAL: Stoldal for the record. [inaudible] We haven't reposted this job formally yet. I thought the last one was closed, have we reopened it so anybody can apply? Or has the one come in [inaudible].

UNIDENTIFIED: [inaudible]

STOLDAL: So, can we accept the resume, or do we have to have the position officially opened?

WILSON: In speaking to the DAG, the statute is pretty flexible on how we find our applicates. It's just three recommendations to the Lt. Governor from the board. I do not think we have to [inaudible] unless that is what the board would like to do. It is my understanding we want to move forward with the headhunting. The only thing is what Commissioner Robinson mentioned is resumes coming in, like I said, I've only seen one. If there are other or people who you feel should be included please send those to me but know unless the board would like to fully open the search again, it will just be the headhunter and any of these one offs.

SANTOS: I would support [inaudible] with the headhunter to make sure they give us top quality, so they aren't beat out by someone else's resume.

MARSHALL: This is Kate Marshall. What I'm going to do is let staff take all the comments from the board members and I'm going to let them negotiate with the executive search companies and figure out the best way to move forward.



NEBESKY: I will coordinate with the Lt. Governor's office to make sure our RFP is written with great specificity about our process and once we solicit three proposals, we won't contract with someone unless approved by the sub-committee.

MARSHALL: Bob thanks for your input on the search. It helped to clarify some things. We don't have more public comment.

**Adjournment**

MARSHALL: I will take a motion for adjournment if people would like that.

SANTOS: Herb Santos for the record. Move to adjourn.

MARSHALL: Thank you. Do I have a second?

DELONE: Second. Phillip DeLone

MARSHALL: All those in favor of adjournment say aye.

GROUP: Aye.

MARSHALL: Any opposed? Do you guys want to hang on? With that, have a great day guys. Thank you.

The meeting adjourned at 9:55 a.m.

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