



NEVADA COMMISSION ON TOURISM

Minutes

Meeting of the Territory Advisory Committee
Tuesday, August 17, 2021 – 1:00 PM

Meeting Location:

<https://us02web.zoom.us/j/81235324409?pwd=REc0MSpCbUdRL1JUTUZBcmJqN0ovdz09>

Meeting ID: 812 3532 4409 | Passcode: 922455

Present:

Shari Bombard, Chair of the Territory Advisory Committee and Rural Programs Manager
Sue Barton, Chair Reno-Tahoe Territory
Dee Helming, Chair Pony Express Territory
Earl Jobson, Chair Las Vegas Territory
Tom Lester, Chair Cowboy Country Territory
Marvin Minnick, Chair Nevada Silver Trails Territory
Jane Moon, Rural Commissioner
Christian Passink, Industry Programs Manager

A. Opening

Meeting was called to order by Chair Shari Bombard. Proper posting was confirmed, roll call was taken, and a quorum was determined.

B. Public Comment

No public comment

C. Grant Recommendations – Overview of Staff Process and Criteria

Chair Shari Bombard explained the staff process and criteria for preparing the Rural Marketing Grant Recommendations.

D. Review of FY2022 1st Cycle Rural Marketing Grant Program Staff Recommendations

Cowboy Country Territory Grant Recommendations – Tom Lester stated an incorrect amount was awarded to CC-22-01-012, the amount should have been \$4500.00 instead of \$5000.00. Sue Barton moved to approve the Cowboy Country Territory recommendations as presented, with the stated change to CC-22-01-012. Marvin Minnick seconded and Tom Lester recused himself due to conflict of interest. Motion carried unanimously.

Indian Territory Grant Recommendations – Tom Lester moved to approve the Indian Territory grant recommendations as presented. Marvin Minnick seconded. Motion carried unanimously.

Las Vegas Territory Grant Recommendations – For grant LV-22-01-012, the suggestion was made to add “nothing prior to the grant award date will be reimbursed” to the comments. Sue Barton moved to approve the Las Vegas Territory grant recommendations as presented with the stated change to LV-22-01-012. Dee Helming seconded and Earl Jobson recused himself due to conflict of interest. Motion carried unanimously.

Nevada Silver Trails Grant Recommendations – For grant NS-22-01-010, the suggestion was made to add verbiage that the application was denied because Night in the Country is a well-established, sold-out event that no longer needs grant funds to sustain itself. Dee Helming moved to approve the Nevada Silver Trails Territory grant recommendations with stated change to NS-22-01-010. Sue Barton seconded and Marvin Minnick recused himself due to conflict of interest. Motion carried unanimously.

Pony Express Territory Grant Recommendations – Sue Barton moved to approve the Pony Express Territory grant recommendations as presented. Tom Lester seconded and Dee Helming recused herself due to conflict of interest. Motion carried unanimously.

Reno-Tahoe Territory Grant Recommendations – Sue Barton requested \$1000.00 be moved from RT-22-01-002 to RT-22-01-004 in order to pay membership dues for NTA and ABA. An additional \$450.00 from CC-22-01-012 was also moved to RT-22-01-004, for a total of \$1450.00. The remaining \$50 from CC-22-01-012 was moved to RT-22-01-025 for a new total of \$1800.00. Dee Helming moved to approve the Reno-Tahoe Territory grant recommendations as presented with stated changes. Marvin Minnick seconded and Sue Barton recused herself due to conflict of interest. Motion carried unanimously.

State-Wide Grant Recommendations – Sue Barton moved to approve the State-Wide grant recommendations as presented. Tom Lester seconded. Dee Helming abstained due to conflict of interest. Motion carried unanimously.

E. Public Comment

There was no public comment.

F. Adjournment

Marvin Minnick moved to adjourn. Dee Helming seconded. Motion carried and the meeting was adjourned.