



NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Regular Meeting of the Commission on Tourism
Thursday, September 8, 2022 - 1:00 P.M.

MEETING LOCATION:

<https://us02web.zoom.us/j/86213002061?pwd=bIUvOWhQeHBNTnNRSIFUVEEd4azE0UT09>

Meeting ID: 862 1300 2061 Passcode: 495911

COMMISSIONERS

Lt. Governor Lisa Cano Burkhead, Chair*
Bob Stoldal | Brian Wadsworth | Charles Harris* | Claire Muñoz
Cynthia Mun, Vice Chair* | Donald Contursi* | Edward Estipona* | Jane Moon*
| Jill Lagan* | Julie Pazina* | Kristin Windbigler*
Rick Murdock* | Steve Hill*

*Voting members

This meeting is in compliance with Nevada Open Meeting Law and has been properly noticed and posted at the following location (At least three or more):

Nevada Commission on Tourism, Carson City, Nevada | Legislative Counsel Bureau, Carson City and/or Las Vegas, Nevada | Nevada State Museum, Las Vegas, Nevada | Nevada State Library, Carson City, Nevada | Nevada State Purchasing, Carson City, Nevada | Windmill Library Las Vegas, Nevada
Reno Sparks Convention and Visitors Authority, Reno, Nevada | Las Vegas Convention and Visitors Authority, Las Vegas, NV | www.TravelNevada.biz | 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. Those wishing to make public comment via email should email their public comment to mkawchack@travelnevada.com.

- No action may be taken on any matter brought up under public comment until that matter has been specifically included on an agenda as an item upon which action may be taken (NRS 241.020).
 - Meetings are audio-recorded as part of the public record. Speakers are requested to identify themselves before speaking.
 - Note: Please provide NCOT with electronic or written copies of testimony and visual presentations if you wish to have complete versions included as exhibits with the minutes.
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AGENDA

A. Opening

Call to Order and Confirmation of Proper Posting – Lt. Governor Cano-Burkhead
Roll Call and Determination of Quorum – Lt. Governor Cano-Burkhead

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 June 8, 2022 Minutes

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

E. **For Discussion Only** – Director’s Report and Budget Update

Brenda Scolari, Director, Tourism and Cultural Affairs

F. **For Discussion Only** – Lodging Tax Projections, Kyle Shulz, Research Manager

Kyle will discuss the results of Q1 Lodging Tax projections that will inform the Division of Tourism budget for the legislature.

G. **For Discussion Only** – Industry Development Update

Anton Eckert, Chief Industry Development Officer

Anton will present an update on work within domestic/international markets and grant and industry relations programs.

H. **For Possible Action** – Marketing and Destination Development Guidelines

Approval of revisions to existing marketing grant guidelines and the new destination development program grant guidelines.

I. **For Possible Action** – Upcoming International RFP’s

Approval of RFP proposed contract scope and expenditures for international markets in FY23.

J. **For Possible Action** – Brand USA Agreement

Approval of Letter of Agreement for media purchase with Brand USA.

K. For Possible Action – Marketing Update

Mary Ellen Kawchack, Chief Deputy Director

Deputy Director Kawchack will introduce Fahlgren Mortine to present the upcoming media buy and will discuss the development of new brand creative.

L. For Possible Action – New Marketing Committee Member

Mary Ellen Kawchack, Chief Deputy Director

Deputy Director Kawchack will propose Kyle Horvath for approval as a Marketing Committee member.

M. For Possible Action – Appointment of Tourism Commission Vice Chair

N. Commissioner Comments

O. Public Comment

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P. For Possible Action - Adjournment

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Kelly Benoit (775) 687-0621 or by email to kbenoit@travelnevada.com. Materials are available online at www.travelnevada.biz.

Persons with disabilities who require special accommodations or assistance at the meeting should notify Kelly Benoit at the Nevada Commission on Tourism at (775) 687-0621 or kbenoit@travelnevada.com