

MINUTES of the NEVADA COMMISSION ON TOURISM  
September 19, 2018

The Nevada Commission on Tourism held a Commission meeting at 1:00 p.m. on September 19, 2018 at 401 N. Carson Street, Carson City, NV 89701 and by video conference to 4000 S. Eastern Ave. #240, Las Vegas, NV 89119

**Call to Order**

Lt. Governor Mark Hutchison, Chair, called the meeting to order at 1:02 p.m.

**Commissioners Present:**

Lieutenant Governor Mark A. Hutchison, Chair  
Cindy Carano, Vice Chair  
Don Newman  
Herb Santos, Jr.  
Bob Cashell  
Brian Krolicki  
Bob Stoldal  
Denice Miller  
Phil DeLone  
Mike Vaswani  
Kris Sanchez

**Commissioners who are absent/excused:**

Steve Hill  
Richard Arnold

**Staff present:**

David Peterson, Interim Director  
Sarah Bradley, DAG  
Brenda Nebesky, Interim Deputy Director

**Guests present:**

Valarie Segarra, LVCVA

**Roll Call and Determination of Quorum**

HUTCHINSON: All right. Let's go ahead and get seated and we'll call our meeting to order here.  
Mr. Peterson, are you able to hear us loud and clear?

PETERSON: Yes, Lieutenant Governor, we can.

HUTCHINSON: Okay, great. Thank you all for being here. It's good to see everybody. We've got a full house in Las Vegas and in Carson City, and we will go ahead and call the Nevada Commission on Tourism Meeting to order. We will begin with a roll call and a confirmation that we've got a quorum. Mr. Peterson, if you'd proceed in that matter.

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

HUTCHINSON: I'm here.

PETERSON: Vice Chair Carano? Commissioner DeLone?

DELONE: Present.

PETERSON: Commissioner Sanchez?

SANCHEZ: Present.

PETERSON: Commissioner Miller?

MILLER: Present.

PETERSON: Commissioner Newman?

NEWMAN: Here in Carson City.

PETERSON: Thank you. Commissioner Hill is not with us today, but I do believe we have somebody filling in for him. Is that correct?

SEGARRA: Yes, Valarie Segarra.

PETERSON: Hi. Thank you for joining. Commissioner Santos, Jr.?

SANTOS: Present.

PETERSON: Great. Commissioner Cashell?

CASHELL: Here.

PETERSON: Thank you. Commissioner Vaswani?

VASWANI: Here.

PETERSON: Thank you. Commissioner Krolicki?

KROLICKI: Present.

PETERSON: Thank you. Commissioner O'Neil?

O'NEIL: Present.

PETERSON: Thank you. Commissioner Arnold, are you on the phone? We'll mark him absent/excused. Commissioner Stoldal?

STOLDAL: Present.

PETERSON: Thank you. All right, we do have a quorum, Lieutenant Governor.

**Public Comment**

HUTCHINSON: Great, Mr. Peterson. Thank you very much. That takes us to Agenda Item B which is Public Comment. Are there any members of the public here in Las Vegas who would like to address the Commission at this point? And I do not see anybody here in Las Vegas. Are there any members of the public in Carson City who would like to address the Commission?

PETERSON: Seeing none, Lieutenant Governor.

**Approval of Minutes**

HUTCHINSON: Okay. That takes us then to—off of Agenda Item B. We'll move to Agenda Item C. Have all the members had an opportunity to review the minutes? We are going to be seeking approval of both the June 20th, 2018 NCOT Meeting Minutes as well as the June 25, 2018 NCOT Special Meeting Minutes, which were the grant approvals. Have all the members all had an opportunity to review those Minutes? And are there any changes or for the consideration of those Minutes?

DELONE: Move to approve.

HUTCHINSON: All right, I'll take that motion as a move to approve. I can't tell who's making the motions yet, but just for the record, if you will state your names when you speak, that will be helpful for the record.

DELONE: Phil DeLone.

HUTCHINSON: Commissioner, thank you very much. I will take that as an approval, a motion to approve the June 20th, 2018 NCOT Meeting Minutes. Is there a second?

CARANO: Carano, second.

HUTCHINSON: Second. Is there any further discussion or comments on the motion? Hearing none, those in favor signify by saying aye.

GROUP: Aye.

HUTCHINSON: Any approve nay? Motion carries unanimously. Chair will accept another motion to approve the Minutes of June 25, 2018 NCOT Special Meeting Minutes.

SANTOS: Herb Santos. I'd move to adopt those.

HUTCHINSON: Thank you. Commissioner, is there a second?

CARANO: Carano, second.

HUTCHINSON: Thank you. We've got a second. Any further discussion on this motion? Hearing none, those in favor signify by saying aye.

GROUP: Aye.

HUTCHINSON: That motion passes unanimously. Thank you very much.

### **Introduction of New Commissioners**

HUTCHISON: That moves us on now to Agenda Item D, which I'm very excited to move to because we have such wonderful additions and opportunities now to learn of the power that is coming to the Commission and the great Commissioners who will be joining us.

We've got a very special group of people who are, I think, the best in the business among our members already. And we've got some wonderful additions and I wanted to take a minute to introduce them to the full Commission.

Many of you already know these wonderful individuals who are great Nevadans and I'm going to start off first with Kris Sanchez, who is no stranger to the tourism and economic development field and profession. We've been blessed to have Kris working for the State of Nevada for many years and has done so very, very effectively.

Kris previously served as the Director of International Trade for the great State of Nevada and also served as a Congressional Staffer in the United States House of Representatives. As the Director of International Trade, Kris has successfully facilitated and conducted Governor-led trade missions to 14 different countries and exploratory missions to nine others.

I know, Kris, you are on the road all the time. We've had discussions about this and he really laid the foundation for the Governor to visit those other countries and to have really effective trade missions there to those countries. And Kris, in almost every circumstance, led the way and paved the way for the Governor.

In addition to servicing as the State's Trade Director, Kris serves as a member of the Executive Office of the President, Office of the United States Trade Representative Inter-Governmental Policy Advisory Committee, also a member of the International Trade Administration, U.S. Department of Commerce Trade Promotion Coordinating Committee and a member of the Nevada District Export Council.

Kris holds a Master's Degree in Public Administration and military history from Norwich University. So, in case the Commission needs to invade another country, we are well prepared now and we've got an asset that we have at our disposal.

Kris also received his Bachelor's Degree in Poli Sci from the California State University. Additionally, he's completing course work on terrorism and international relations at the National Defense University's Institute for National Security Studies at Fort McNair in Washington, D.C.

Kris was awarded the Nevada's Governor's Office of Economic Development Mike Skaggs Award for Excellence in Economic Development granted by the Executive Director of the Governor's Office of Economic Development for the State of Nevada.

As is evident from his many, many travels, he's a friend of a lot of different countries and people within the countries, and in particular, Poland. He was a recipient of the Amicus Polonia?

SANCHEZ: Amicus Polonia.

HUTCHINSON: Amicus Polonia Award, that's a Friend of Poland Award granted by Senator Maria Anders, Secretary of State within the Republic of Poland, and also recognized by the Polish Ambassador to the United States as well.

Kris resides in Henderson with his wife Nicole and his two sons Trent and Troy. And we could not be more excited and happy, Kris, to have you join us and to bring your expertise and your competence here to the Commission. So, my fellow Commissioners, if you could welcome Kris.

HUTCHINSON: Next is Joe O'Neil who is, of course, somebody who we know well and a great friend of the Commission, and somebody who has been a wonderful Nevadan as well. Joe was appointed to the Nevada Arts Council Board in 2016 and committed to providing leadership and support, strengthening awareness and accessibility to the arts and cultural treasures of the state and has been a leader in that regard for many, many years.

He wants to provide these opportunities to all Nevadans, and a residence here and has done so for many years. He's worked for the City of Las Vegas since 2006 and currently as Senior Cultural Specialist with the Office of Cultural Affairs serving as the Grants Liaison with the National Endowment for the Arts and other agencies.

Prior to relocating to Las Vegas, Joe worked as a dancer for the Walt Disney Entertainment in Orlando, Florida, so we have a great resource for the Commission if things get a little dry and Commissioner Newman drags on a little too long, perhaps through some of Commissioner Krolicki's long motions. We can have Joe entertain us with some of his talents as a dancer. He also is a former opera singer, so he could bust out a song for us when we need it, and has a Bachelor of Arts in vocal musical performance, a candidate from the University of Alabama, and is a member of the 2017 Cohort of the Association of Performing Arts Professionals, Emerging Leadership Institute.

We're not advocating that working for the arts, Joe enjoys swimming, gardening and sharing his little backyard oasis with his family and friends for barbeques and pool parties. It's a great pleasure and a wonderful opportunity and blessing for us on this Commission to welcome Joe as one of our members.

HUTCHINSON: I understand that Steve is not with us, so I think I'll stay the introduction for Steve Hill for next time. As we all know, Steve's a great Nevadan and somebody who we're all very familiar with, and we're blessed again to have a wonderful talented member of this Commission join us in Steve Hill. So, we'll save that for next time.

Again, new Commissioners, thank you for taking the time to serve Nevada and for continuing your long-time service to this great State.

All right. That's going to take us off Agenda Item D and we'll move it to Agenda Item E, Nevada's Governor's Global Tourism Summit Update. Mr. Peterson, I'll turn the time over to you.

### **Nevada Governor's Global Tourism Summit Update**

PETERSON: Thank you, Lieutenant Governor. For the record, David Peterson, Interim Director of Tourism. I hope you are all as excited as I am about this coming November and the Governor's Global Tourism Summit at THE ROW.

I've had the pleasure of working with a wonderful Planning Committee, including Tiffany East and Linda Frederick at East Public Relations, my amazing Executive Assistant Dee Dykes, Art Jimenez and Debbi Engebritson from the Reno-Sparks Convention and Visitors Authority; Sue Barton, the Chair of the Reno-Tahoe Territory, as well as Amanda Berry with THE ROW. I just want to say that Amanda, Kara and Jennifer have been absolutely amazing to work with at THE ROW. They continue to exceed our expectations at every turn.

We have a fantastic agenda and I'm going to ask that our super conference planner, Tiffany East, walk the Commission through that agenda for this coming November.

EAST: Thank you for having me here today to share with you the exciting plans that we have for the Governor's Global Tourism Summit. As David mentioned, we have worked diligently to round out a thoughtful and content-rich agenda for the Conference.

We've had some updates since your agenda packet came out, so I'll walk through the agenda and add those revisions. You can add those revisions to your paperwork. In planning this conference, we reviewed the post-event survey from last year. Then, we've incorporated some additional networking

opportunities, best practice sessions in our learning labs and some interesting panel discussions and a fabulous keynote speaker.

As David mentioned, The Row staff has just been amazing. Thank you to Cindy and the team over there. We couldn't ask for a more wonderful staff to work with.

On Monday, we added some pre-conference activities that we thought would keep people busy, show them some parts of our community that are a little bit different and interesting and give them some free time to take in some sights and other things.

So we've got Midtown Foodie and Murals Tour, shopping out at the Legends, because we know everybody likes to shop. And they'll be providing a shuttle service. And then we've got a behind-the-scenes pasta-making and wine-paring event with the Eldorado's Executive Chef, Ivano Centemeri.

While attendees are having fun and incorporating some things and sights, we'll be setting up in the exhibitor area and then we'll all meet at 6:30 for a fun kick-off reception at the Cin Cin.

The first official day of the conference is Tuesday the 13th. We'll start the morning with a Yoga Mindfulness Session for those people who would like to kick off their morning a little bit differently, and then a networking breakfast.

We open the session with remarks from David Peterson, your Interim Director here. Vice Chair Cindy Carano will welcome and make some introductions; Phil DeLone from the—the CEO of the RSCVA, and Hillary Schieve, our great Mayor here in the City of Reno, and then Rick Murdock from the Eldorado Resorts.

Our keynote speaker is Jay Baer, who's the President of Convince and Convert. You may have heard of Jay. He's written a couple of really interesting book on marketing. His session is entitled *Talk Triggers, Turn Your Customers into Volunteer Marketers*. Jay will also do a book signing.

We'll have some networking and then we're going to fly off to Canada, France, Germany and the U.K. for lunch. Our sales reps will be providing some presentations during lunch. We thought it would be really neat and fun to incorporate them into our lunch hour that way they can share some of the great things going on in their countries.



Our learning labs are about a half hour each, and we've designed this first learning lab on Tuesday afternoon to be somewhat of innovations effecting tourism. We've invited Juston Berg from Blockchain to join us.

Dan Ferguson who's done some work for TravelNevada, from Groove Jones, will talk about augmented and virtual reality. And then we're having a GDPR session, General Data Protection Regulation, from the great folks over at Nobel Studios. Either Mike Thomas or Chad Hallert will lead that discussion.

Shortly after that, Adam Sacks, who's the President and Founder of Tourism Economics, will share some economic—global and U.S. economics and how those are affecting Nevada. We'll break for a short refreshment break and then we'll jump into Nevada's Arts, Culture and Heritage with Tony Manfredi from the Nevada Arts Council, Peter Barton from Nevada Museum and History, and Sherry Rupert, Nevada Indian Commission.

Then a fun late afternoon session with the RSCVA and the Reno-Tahoe International Airport about what's kind of going on here in Northern Nevada and how they're collaborating on various initiatives.

KROLICKI: Phil, you're conflicted in that opinion.

EAST: It will be the most popular. THE ROW is hosting us over at the Reno Ballroom for a cocktail reception, and then our Salute to the Industry Tribute to Governor Sandoval will follow that. It's an elegant Western theme celebrating Nevada's rich and diverse culture. Cowboy boots, yes, you can wear your cowboy boots, clean cowboy boots.

After everyone's had fun, we'll gather the next morning for an optional yoga session, breakfast and networking again. Next, we have the Tourism Professionals Roundtable. This is moderated by Virginia Valentine from the Nevada Resort Association. She was really excited to be invited and we're thrilled to have her. This is a conversation among professionals in our communities about things on the forefront of tourism.

We've got Stephen Ascuaga from the Peppermill, Lee Ann Benavidez from the MGM, someone from the LVCVA, we haven't filled that slot yet; Phil from the RSCVA, Kelly Campbell from Heavenly Resorts. We're still in talks with someone at the Vegas Golden Knights. I think it'll be a really nice session that we'll share some great insights and emerging topics.

Shortly after, we'll have the Reaching Global Audiences Through Digital Content Platforms. This great session was up against the sales marketplace last year on the last day, very late in the afternoon and we lost some of the audience on this.

Because we really felt that the content was really rich and really good to share with our folks, we brought it back this year. The moderator will be Cathy Tull from the LVCVA. We've got representatives from Mafengwo, Matador Network, Meredith Travel Marketing and Trip Advisor. So, we're really excited about that.

Then we're going to fly off to China, India, Australia and Latin America for lunch. We will have food stations with international cuisine from those various areas incorporated in the lunch.

In the afternoon, the learning labs are a best practice in social media, connectivity, and I'm working with influencers. The Working with Influencers speaker unfortunately declined this week, so we're searching and have some lines on someone new for that.

We'll take a break and then jump into incorporating the Nevada media and sales marketplace into one this year, giving them a little bit more time. But those who are interested in both can travel to both, and those who aren't can take some extra time maybe to visit more of our great salespeople.

We'll end with a closing reception at Novi in the Eldorado. Can I answer any questions before I hand this off to Teri? No? Perfect. Thanks.

PETERSON: Thank you Tiffany.

CARANO: May I just say thank you to the NCOT and the Governor's Global Tourism Summit for choosing THE ROW as your hotel. I'm very excited about showing you all what we have to offer.

EAST: We are too.

PETERSON: Lieutenant Governor, what I'd like to do now, if it's okay with you, is move into the post Governor's Global Tourism Summit Sales fam, and Teri's going to walk us through that right now. Then it will come back to me and I will walk through the Media fam.

TERI: Okay.

HUTCHINSON: Great.

LAURSEN: Thank you.

LAURSEN: Immediately following the closing reception, the sales team will take the buyers to Lake Tahoe. The decision was made that we should overnight there so that they can wake up with the beautiful scenery at Lake Tahoe. We're staying at the Hard Rock Hotel.

We'll have a desert reception after arrival, then we start the next morning bright and early. The Edgewood Lake Tahoe is going to host breakfast for the group, and then we're going to have a cultural Lake Tahoe site experience. Sherry Rupert's (NIC) husband is going to hop onboard and join us and take us around the lake and show us some of the reasons and how influential the Native-Americans were in establishing the area and how important they are to our culture. He will also be doing a Native-American dance, so I think that's going to be a great addition to the FAM. Then we're going to board the M.S. Dixie and have lunch so that they can really have an opportunity to enjoy the lake.

We're going to head down the hill and head to Genoa and Carson Valley. We're going to be touring River Fork Ranch which is an 800-acre preserve. It's 11 miles outside of Carson City.

We're working with Jan Vandermade in Carson Valley and he's looking at possibly having a Chautauqua walk us through Genoa, so that's going to be awesome because it'll really be like going back in time.

We'll have a refreshment at the Genoa Bar. We'll tour the Mormon Station. And then, of course, not to be missed would be the Bentley Heritage Distillery. We're going to check in to the hotel. We're going to split that up between two hotels in Carson Valley. We'll have dinner at the Overland Restaurant.

Then the next morning, November 16th, we're heading up to Virginia City. We're going to divide the group, so half of them will get on the trolley and do a city tour of Virginia City, the other half will be doing a walking tour with, not a Chautauqua but somebody in character.

They'll have some time to do a little shopping at the shops. Then we'll swap the groups and then we'll all meet at the Delta Saloon for lunch. We'll head back down the hill back into Reno for the Automobile Museum, and then we're going

to head to the Amtrak Train Depot where we're going to head to our friends in Cowboy Country in Elko.

We're overnighing at the Ramada Hotel and Casino. Tom Lester [phonetic], Mr. Newman you know him well, created an awesome itinerary for us. On Saturday, November 17th, we'll be heading out to the California Trail Center, and we're going to get the cowboy experience at the Western Folklife Center. We're going to Capriolas, Cowboy Arts and Gear Museum.

The next day we're going to be hosted for lunch at the Star Hotel. We'll be also entertained there with some Basque dancers, and then we're going to depart for Wells. We're going to tour the Trails of the 49'ers and then we're going to arrive in Wendover where we're going to do a meet-and-greet. They're setting up a slot tournament for everybody. We're going to check into the Red Garter Hotel and then have dinner at the awesome Steakhouse. The next morning we're going to head out to the Bonneville Salt Flats and go on into Salt Lake City where all of our guests will depart for their homes from Salt Lake City.

We're really hitting that whole highway across Nevada and some of the communities that didn't get quite as much love, but we're going to showcase them with this itinerary.

MILLER: It looks amazing.

HUTCHISON: I know. It looks great.

LAURSEN: There's a lot crammed into four days, but it'll be very good and very useful, and I hope that our partners get a lot of future business. Are there any questions?

HUTCHINSON: Any questions for Teri, members of the Commission? Any follow-up? It does sound spectacular, yes. It'll be—and I'll talk about this a little more. But just having done a good chunk of this, it's going to be so impressive, so impressive for these folks. Good.

MILLER: It looks great.

LAURSEN: Thank you.

HUTCHINSON: All right. Mr. Peterson?

PETERSON: Thank you, Lieutenant Governor. For the record, David Peterson. The next couple of pages in your Commission booklet highlight the Media Fam Tour, and Ron's going to put that up on the screen.

After the closing reception, the Media Tour begins and they'll have mini-treatments at the new spa at the Silver Legacy. And then on Thursday morning the group heads to Carson Valley where they will tour the new Bentley Ranch Distillery. They will then overnight in Carson Valley and then head for North Lake Tahoe on Friday morning.

They will have a hike, and we still haven't figured out the afternoon activity, but we're close on that. They'll be staying at the Hyatt Regency Lake Tahoe. On Saturday, the group will then return to Reno to do the Downtown Reno Wine Walk, and they'll have spa treatments at the Peppermill. On Sunday, everybody heads home.

That's a quick overview of the Media Fam Tour after the Governor's Global Tourism Summit. Bethany would have done it but she is in Australia right now representing TravelNevada. It's a high-level walkover on my part. Does anybody have any questions about the Media Fam?

HUTCHINSON: Any questions for Mr. Peterson? All right. Very thorough and detailed, and really appreciate the updates and the summary here. I'm looking forward to participating in the Summit and seeing what comes out of that experience. It's always a wonderful asset for the state and for our tourism industry.

### **Agency Reports**

All right, let's move on now to Agenda Item F, Agency Reports. I'll start off with F-1 is the Chair report. As I mentioned during our last meeting, this summer TravelNevada invited me to do a little video shoot with them in the different areas of Nevada in some of the most beautiful, pristine treasures that we have in Nevada throughout Reno and Tahoe, Virginia City, Fallon, all throughout Northern Nevada.

We met with our tourism partners and we did a little video shoot there. The marketing team, along with Orange Tree Productions, put together this series of videos that we've since posted online. It shows all the different business owners and community representatives as we tried to highlight different parts of the state.

The footage that was edited and finalized as I said, captured on social media. And we've been showing it for the last couple of weeks and had a really, really positive response to it. We wanted to play a little video summary, kind of a little compilation of the seven videos that were shot just so you can sort of have some of the highlights.

**VIDEO SCRIPT:**

HUTCHINSON:

Nevada is best seen from the vantage of a road trip. Well, I think this road trip underscores what I believe about Nevada, and that is the best way to see it is from the vantage of a car, in a vehicle where you can experience these wonderful locations and these communities and the people and just really understand why the spirit of Nevada really is embodied by our motto and our theme of "Don't Fence Me In".

We've seen the art scene and explored the art scene in Reno, Midtown, in particular, and went and ate some fantastic food at the Depot and experienced railroad history in Carson City.

THEILEN:

The Nevada State Railroad Museum has the finest collection of 19th Century railroading equipment on the planet.

SHANKS:

And our whole passion, being Nevada guys, has been use local when you can; stay true to your roots. And we try to implement that throughout the food and the spirits, the beer.

BROOKS:

As Reno has grown, so has the appreciation for art. And now, businesses are actually paying artists to come paint their walls.

HUTCHISON:

And then, of course, no road trip is complete without an epic trip to Lake Tahoe, and to be able to see one of the most spectacular places on the planet.

SOJKA:

The best way to experience Lake Tahoe is from its waters, and M.S. Dixie offers you that opportunity year-round to see the beautiful surroundings.

HUTCHINSON:

And then we went to the mining history of Nevada where we went to Gold Hill Hotel and to Virginia City and surrounding area.

DOTSON:

Virginia City kind of captures a little bit of everything, and I think there's something here for every person. It's the real thing. It's not an amusement park.

HUTCHISON:

Then experienced in Fallon what really is the breadbasket for Nevada and is some of the best agricultural areas in the country, and then in Stillwater where

we really experienced and appreciated the American Indian experience here in Nevada, and we have a heritage and a culture that comes with that history.

MOON: It's a little hidden gem here that you could just hop off the highway and take these trails. And up these trails, you'll see petroglyphs that have been here for about 6,000 years. Stillwater is a great place as far as coming to watch migratory birds. They're about 240 species of birds.

FREY: Fallon has really a lot of water, so all of the water from the Carson and a lot of it from the Truckee River goes to Lahontan Reservoir where we're able to hold the water and get it when we need it.

HUTCHISON: In each of these places we met the great Nevadans who are the heart and the soul of Nevada. I think ““Don't Fence Me In”” defines the Nevada spirit and who we are as Nevadans. We take great pride in Nevada in letting people be free to roam and express themselves and pursue their own dreams, their own aspirations. It's the Nevada spirit. You aren't fenced in when you're in Nevada and you need to experience it in an epic road trip.

#### END VIDEO SCRIPT

HUTCHINSON: That was just one of the coolest things I've ever done since being in public office. It made you so proud to be a Nevadan, you know? You've got these great treasures of Nevada that a lot of people just don't even know about it, you know, being out in Stillwater. I don't know if any of you ever been to Stillwater, I've never been out there before. And just a hidden gem. And all of those places were just magnificent.

We had this video series, these seven videos put together, and it's been viewed, I'm just looking at my notes here, 36,000 times and generated more than 4,000 likes and comments. They were all viewed a lot, but the ones that really stood out and the ones that we got the most comments on were Virginia City and the Gold Hill Hotel. I think people just love that mining history and that paranormal activity, you know, and the ghosts running around there and it's all haunted and people love that stuff. Then the Nevada State Railroad Museum in Carson City had lots of interest there, great enthusiasm for those two particular videos. Just got a lot of attention. It just speaks, I think, to that ongoing interest in the heritage and the rich history of Nevada.

TravelNevada now will use these interviews and the location footage for our “Tourism Means More” campaign. It's part of our public affairs effort, particularly with the legislature and trying to educate our legislators in terms of how important tourism is.

And, you know, it seems like every time, and I know Governor Krolicki, you can attest to this, it seems like every legislative session, we have to go justify ourselves over and over again. But this is going to be, we hope, helpful for this TravelNevada team who just was just outstanding.

I just can't tell you how impressed I was and continue to be, with our professionals. We're blessed with a tremendously talented staff. The TravelNevada team along with Orange Tree Productions put together just these wonderful videos and are just top-shelf as far as I'm concerned, and I know you all share my same sentiment.

I want to thank them for this wonderful end product that we have now, and we can really promote the State of Nevada and show people what we're all about. All right, Mr. Peterson, any comments on this?

PETERSON: Thank you, Lieutenant Governor. For the record, Dave Peterson. I know Brenda would like to just add a little bit more about where we'll take it from here as we move toward the legislative session.

NEBESKI: For the record, Brenda Nebesky, Interim Deputy Director. I just wanted to say this project definitely reflects the Lieutenant Governor's energy and commitment to the project. He spent days with the film crew to document the value of these locations and businesses in Northern Nevada.

As he mentioned, this greater compilation video and the accompanying videos that have in-depth interviews related to these tourism partners and these locations will become part of our "Tourism Means More" campaign, which aims to educate new legislators in regard to the value of tourism and of our place as an economic engine in Nevada. Thank you.

HUTCHINSON: Great, thank you Ms. Nebesky. And thank you, again, you and Mr. Peterson both for a wonderful experience and coordinating that and making that happen. Commissioners, before we move off the agenda item, any comments or thoughts about this? If not, we'll move on to the Division of Tourism Update. But I wanted to give you a chance if anybody wants to chime in with any thoughts about this. All right. Let's move on to Agenda Item F-2, Division Tourism Update. Mr. Peterson?

PETERSON: Thank you, Lieutenant Governor. For the record, David Peterson. In your packet after the blue sheet labeled Agency Reports, you will find the Fourth Quarter Fiscal Year '18 Report. I'd be happy to answer any questions that you



have. We've got some of our program directors here as well in Carson City and Las Vegas. If you have any questions, I'll take them at this time.

HUTCHINSON: Commissioners, any questions of Mr. Peterson on the quarterly staff update April through June 2018? I'm not hearing any, Mr. Peterson. Let's move on to the next Agenda Item 2.2.

PETERSON: Thank you. For the record, David Peterson. F-2.2 is the final FY18 Year-End Revenues and Expenses Report. My plan was to talk about the biennial budget that we finished and submitted on the 30th, 31st of August. But unfortunately we can't talk about that yet. It doesn't become public until October.

But I thought it would be a good thing to walk through with everybody how Fiscal Year '18 ended in terms of revenues and expenditures relative to the work program. With that, I'd like to kind of talk through revenues first.

You can see that lodging tax revenues came in about \$383,000 or 1.6 percent under the work program with the Legislative Authority as set forth during the Legislative Session in 2017. But, that \$24.6 million you see was an increase over Fiscal '17, about 1.6 percent more than Fiscal '17's revenues.

The registration fees that you see, those are the fees that we collect for the Global Tourism Summit and Rural Roundup for the two conferences. Then our prior year refunds, that \$1,157, that's actually rebates that we received from our procurement and our ghost cards where we purchase all of the airline tickets.

That will grow a little bit because we've actually been able to increase our procurement card limits. When we do our direct buys with Google and some of the other social media vendors, we're now able to use the procurement card to do that. We'll see some additional dollars come back to the agency as a result of that.

Does anyone have any questions on revenues before I move on to expenditures? Okay. So on to the final expenditures, Category 1, that's our personnel services. You'll see a surplus here and that's primarily due to vacancies and positions throughout the Fiscal Year. That's a typical amount that we have at the end of each Fiscal Year, not every position.

It's also paid at the maximum, as well, but that's how we're forced to budget each and every position control number. I think the team did a great job with

out-of-state and in-state travel. We really spent that down pretty much as close as we could.

The operating budget, \$130 was left and it was just kudos to the Fiscal team for getting us to that point. We had about \$8,000 left in our postage and shipping budget, and actually that's a good thing. When we switched our consumer fulfillment down to Opportunity Village in Las Vegas, we're actually doing bulk fulfillment and shipping on our consumer fills.

We had a postal consolidator in place before, so we're actually saving, I want to say maybe .65, .75 per fill packet that we send out with no loss in delivery, so keeping in that five- to 10-day delivery time. We'll continue to see some savings moving forward in our postage category.

Film division, basically, that's a transfer that goes through to them and they used all of that up. Information services in our training category, we spent those down as well. Information services, as a reminder, that's our internet, all the computers, our servers, all those costs associated accordingly. The transfer to State Parks, again, that goes through as a full transfer to them and they use those dollars.

Category 31, that's where the bulk of our dollars reside, all of our contracts, as a reminder for advertising, our international rep offices, research contracts. Everything comes out of there. And we were within about \$37,000 of the work program, our legislative authority amount, so again a great, great job there.

I do want to give a special thanks to Teri Laursen, Christian Passink and Mary Hummel on the Sales & Industry Partners team. Obviously with the situation that happened with our Rural Programs Manager passing away in June, they just—honestly, they worked the entire summer in order to ensure that we were able to get all of the dollars spent in category 40 for the marketing grants category. They just did a phenomenal job for us to be able to fully spend that out.

With our Category 60 through 67. You'll see surplus amounts in there. But with the exception of Category 64, which I'll come back to, the reason that you see surplus amounts in terms of our transfers is because of vacancies in the different budget accounts for Museums and the Arts Council and the Nevada Indian Commission because we have those different funding formulas, right; 55 percent for Museums and History, it's funded by lodging tax. Fifty percent of the Arts Council and of course 25 percent for the Nevada Indian Commission.

Category 64, the reason you do see quite a large surplus in there, that traces back all the way to the work program from August 2016, remember that, where we transferred money for some of the documents [inaudible] and for Boulder City for the State Railroad Museum down in Boulder City.

Those unused dollars were only allowed to be carried forward one fiscal year, so they went from Fiscal '17 to Fiscal '18. And then the unused monies then come back to us. That's sort of an anomaly. They would have spent closer to about \$500,000 if it hadn't been for that reversion back of those monies. And we do that prior to actually closing the budget account, so that's why you see only having spent about \$227,000 in Fiscal '18.

The next four rows, those are just the different assessments and the cost allocations that all of the executive branch agencies are required to pay.

Turning your attention to the reserves, you'll see that we balanced forward about \$6.5 million which is a little over \$300,000 more than the original work program amount of \$6.229 million. I'm happy to answer any questions that anybody might have about the expenditures or about any of the final numbers for Fiscal '18 at this time.

HUTCHINSON: Any questions in Carson City for Mr. Peterson based on the budget summary that we just reviewed?

CARANO: Commissioner Carano. With your work program for the next biennial, will it reflect the lower amount spent in the transfers or will it go back to the full amount?

PETERSON: For the record, David Peterson. Our transfer categories to the sister agencies within DTCA actually reflect their base budget, plus any M1-50 adjustments, which are maintenance decision units. They will be based on the new personnel costs that reflect, of course, the six percent increase that occurred over this current biennium.

We had a three percent increase for '18 and a three percent increase for Fiscal '19. So, they will reflect higher amounts when I'm able to show you this at the December Commission Meeting. But yes, everything will be higher based on, again, increases and personnel costs.

CARANO: Okay. So, they won't be penalized for not spending their whole budget.

PETERSON: They will not, no. The way that we handle the transfers, all of the adjustments are actually done in the budget accounts within Museums and History, the Arts Council and the Indian Commission. They do base budgets and then M1-50 adjustments. And there's adjustments for computers and those sorts of enhancements. We just reflect on our side the base plus whatever the sum total of all of those adjustments are as an M1-50 adjustment for each of these transfer categories, is how we handle that on our side. All the detail sits in the actual receiving budget accounts and we just lump it all together as one M1-50 per budget account, and then per category on our side.

HUTCHINSON: Any other questions in Carson City for Mr. Peterson on the budget? Okay. Any questions in Las Vegas? I've got one follow-up for you, Mr. Peterson, just on the personnel services. Can you just give us a little summary in terms of where we're at with some of these vacancies and where you see the biggest needs and what we're doing in that regard?

PETERSON: Absolutely, Lieutenant Governor. For the record, David Peterson. I was going to cover that a little later, but since you've asked the question, we just closed the social media strategist and PR specialists' recruitments last week, Thursday and Friday, respectively. The teams are actually going to be conducting interviews, I think, as early as potentially next week. I'll talk about a couple of the new hires when we get to F2.4.

HUTCHINSON: Okay.

PETERSON: But we also have a vacancy, our Management Analyst, Jared Franco, actually took the administrative services officer position at the Nevada Arts Council. We had a retirement over there and that left a vacancy at the Nevada Arts Council.

PETERSON: Joe is appreciative obviously to have Jared.

O'NEIL: Absolutely.

PETERSON: My feelings are hurt a little bit that he left the tourism side. But it's okay, Joe, you've got actually a great guy over there. Right now with Angie, our Operations and Finance Manager being back, we are going to have to start working through the list because that's a classified position. We have to go through the layoff list and the 700 hours list before we can actually pull a management analyst list. But that's a pretty critical position.

If you all recall, the reason that we were able to get that position and that was the only position that tourism was able to get during the last session was

because it handles all of the Department's contracts and the different RFPs and RFQs, as well as it's our PEN-4 accounting position from an accounting perspective. But it also does all of the accounting for the Nevada Indian Commission and the Stewart Indian School Living Legacy budget account as well. Poor Angie right now is having to do the work of two people. Those are the positions that we do have open right now. But again, I'm hoping to see the Social Media Strategist position filled in early October, along with the PR Specialist position too.

Then the only other change I'll address is Jennifer Diaz has taken over as our market manager for Latin-America, Australia and Canada, so that's a change as well. Then, once we get to the F2.4, I'll introduce the two newest staff to the team.

HUTCHINSON: Great. All right. Any follow-up questions for Mr. Peterson at all on our budget summary analysis? Mr. Peterson, thank you. Let's go to Agenda Item F2.3, Fiscal Year '19 RFP and RFQ Overview.

PETERSON: Thank you, Lieutenant Governor. For the record, David Peterson. In your packet right after the Fiscal '18 budget sheet is the Purchasing RFP/RFQ Schedule for this Fiscal Year. You can see we've got quite a bit of RFPs and an RFQ in front of us.

Things are going to get underway here in September with the 2019 Governor's Global Tourism Summit Host Site, so that would be for the property for next year. In October, we are going to be releasing the Request for Quotes for transportation services. So right now we actually—we have four contracts left with various transportation companies that allow us to do the Fams, and if we have any missions or for Global Tourism Summit, to have those buses, have those shuttles take people throughout the state.

This is an exception to the RFPs in that we'll put a request for a quote out, and it allows any transportation company to respond. And then, if they meet the qualifications, we can then generate a contract with those transportation firms. And hopefully we will get a nice balance this year, so we've got folks down in Southern Nevada.

We have people up here in the Reno Carson City area as well as the eastern portion of the state as well, so we don't have to pay—I think they're called deadhead fees, Teri could correct me on that, but pay for fees when you have to send a bus all the way out because there isn't one, let's say, in a certain part of the state.

We are working very, very closely with the purchasing team right now to call these companies to make them aware that there's a new e-Procurement system with purchasing that they have to register with state purchasing, because if they don't, you are no longer able to actually respond to an RFP or an RFQ. We're working really closely, again, with purchasing so that anybody who wants to respond to one of our RFPs can do so.

Starting right after, the Monday after the Global Tourism Summit and the post-Global Tourism Summit Fams, we begin the process of releasing the RFPs for our international rep offices.

In November, we're going to release India and we're going to stagger these every couple of weeks. We have one person who is the purchasing liaison for the Department of Tourism and Cultural Affairs.

I'm trying to be sensitive to the fact that there's one individual on the purchasing team and then, of course the burden for the next three or four months is on Teri and her staff as well for sales and industry partners. So every couple of weeks, we're going to release an RFP.

In December we will then release the United Kingdom and then France. January will be Germany and Australia. And last in February, we'll have Canada and then a joint RFP for Japan and South Korea.

And the plan with these RFPs is, once they go through the evaluation, the Committee goes through and they do the technical and the cost analysis, we will then do like a Go-To-Meeting or a Skype or something along those lines with the top two or three firms, so that team has a chance to follow-up with those top scoring performers.

And then the other RFP that's in here, of course, is for the Integrated Marketing Effectiveness Study. And that will take place, I want to say it's the last Monday, I think, of January. The idea here with all of the different contracts expiring on June 30, 2019 is to work with Purchasing, to work with the Governor's Finance Office to ensure that we can get onto the correct Board of Examiners, so that way we don't have any breaks in service.

So, it probably means we're going to be on BOEs for March and for all the way through July as the schedule is shaping up. So, happy to answer any questions that you might have about the FY19 Purchasing RFP/RFQ Schedule at this time.

HUTCHINSON: Any questions in Carson City for Mr. Peterson on the RFP/RFQ Schedule and issues? All right. Any questions here in Las Vegas? Just one quick follow-up for you, Mr. Peterson. RFP Integrated Marketing Effectiveness Study?

PETERSON: For the record, David Peterson. So that's actually our main study that we do on our domestic paid, owed and earned marketing efforts, so that gives us our awareness. The ROI, tax revenue generated, incremental visitation and visitor spend also comes out of that particular study.

HUTCHINSON: So that's probably going to be pretty timely then for the Legislature?

PETERSON: Yes, well, so we're— for the record, David Peterson. We still have our contract in place right now with Omni Track through June. They're obligated to actually do the research through this Fiscal Year, this current Fiscal Year '19. But after that, this is what this is.

HUTCHINSON: Okay.

PETERSON: This RFP would allow us to not have a break in service in terms of our monthly measurement, which falls in line with the always on advertising.

HUTCHINSON: Mr. Peterson, thank you very much. Any other questions?

SANTOS: Herb Santos for the record. Can you refresh my recollection? How long are these contracts?

PETERSON: My plan was to do these as four-year contracts. Or are you talking about the current one? The RFPs, when we put those out, my plan is to do them as four-year contracts. Because, I think, in the past we've tried to do these two-year, plus a two-year extension and I don't think it gives our vendors the opportunity to look at this as a long-term commitment and to put the resources behind the contracts.

Right now, the contracts that we have in place, we're in year four of the respective contracts, so the plan would be to do four-year contracts as a part of the RFP and the RFQ for transportation services to sort of lock people in and hopefully get the best deal we can at this time.

SANTOS: Thank you.

PETERSON: You're welcome.

HUTCHINSON: Any other questions on this agenda item? Okay. Let's move on to Agenda Item F2.4. Mr. Peterson?

PETERSON: Thank you, Lieutenant Governor. For the record, David Peterson. I am super excited. We've got a couple of new staff on with us. And the first person that I'd like to introduce is Shari Bombard. She joined the TravelNevada team back on August 27th as our new Rural Programs Manager. Shari, do you want to just stand up and—you can wave and say hi. I don't know if you can see Shari there or not, in the red dress.

Shari is a native-Nevadan as she is from Tonopah, graduated from Tonopah High School. She has a degree in Anthropology with a focus on Historic Archeology from the University of Nevada-Reno. She loves Rural Nevada and I think that came through when the interviews were being done.

She's very familiar with our Rural Marketing Grants Program as she used to help build Tonopah into an amazing rural destination. Tonopah, just for the record, hit record room tax collections this past year, higher than when the Solar Reserve was being constructed, and every room was full all week long.

And per Consultant Chuck Nozeka who said Tonopah should now be the model for rural tourism in Nevada. We really appreciated her efforts on behalf of Tonopah and we look forward to her expanding those efforts throughout the rest of the state.

I know it's been a steep learning curve for Shari. We've got some exciting things coming with her as far as regrouping on our Master Services Agreement to take a look at our rural programs, the marketing programs themselves, and to look at the guidelines and to look at the data we're collecting. Once she can catch her breath—we're in Cycle 2, I think, right now of the Rural Marketing Program. We'll get back on some of those things that have kind of been tabled for the past few months.

Next, I would also like to introduce Lindsey John. Lindsey, if you want to just stand—she's way at the back of the room so I don't know if you can see her. She's our brand new Administrative Assistant on the Operations and Finance Team. And Lindsey joined us on September 3rd, so very recent hires here at TravelNevada.

She grew up in Gardnerville, Nevada and graduated from Douglas High School. She's got an Associate Degree in General Education. She has great experience



with inventory and distribution. She's super organized. She's actually cleaned out our three storage units that we have here in Carson City where all of our collateral is and brings in garbage every week into our big dumpster out back.

I'm excited because I think she's just going to be a great addition in terms of building out our distribution plan for all of our different collateral pieces, you know; where is everything going and why are we sending pieces here? And so, she's going to pick up on that front.

You know, being from Nevada and her love for the area, I can't find a better person to help us on the operations and finance side. Again, she's already got her hands dirty. I know she's very, very excited about taking forklift training. That's coming here before it starts to snow, so she—you can thank you me later. But she's going to be a great asset to the team, and again, we really look forward to having her onboard as well. That's my update for our two newest members of TravelNevada.

HUTCHINSON: Mr. Peterson, thank you very much. And Shari, welcome. Your reputation precedes you and we're just thrilled to have you onboard and part of this gold standard staff that we think we've assembled and we're blessed to have here. And Lindsay, all I can say is it's just going to go up from here, you know? After dumping garbage from the three-unit storage units and driving our forklift around—I mean, it's just going to go up from here, so hang in there with us for as long as you possibly can. Welcome. All right. Anything else on Agenda Item 2.4?

PETERSON: No, sir.

HUTCHINSON: Okay. Well then let's move off of that F2 Agenda Item and move us to F3, which is our Marketing Update. Mr. Peterson, start us off with 3.1, Review of Marketing Goals and Timelines for New Consultants please.

PETERSON: For the record, David Peterson. We had a fantastic meeting with the Marketing Committee back in August. We had our two new members join and really it was a great dialogue, great conversation. I felt it was important to come to the full Commission and apprise every one of sort of the timelines that were set forth by the consultants during that marketing meeting back in August.

What I'm going to do is I'm going to turn the time over to Brenda and ask her to provide the full Commission with an update in terms of where we stand today, and then coming back in December for the full Commission where we'll have some reports by our new firms.

NEBESKY: For the record, Brenda Nebesky. We did meet with the Marketing Subcommittee last month in part to introduce our new Committee Members, Carl Ribaldo and Kristin Windbigler, to our new consultants. BVK, who's heading our creative services, gave an overview of their vision for the "Don't Fence Me In" campaign, and we hope that will be underway from now until we launch the campaign. But we hope to bring you all the elements of that new creative in the March full Commission Meeting.

Noble Studios, who's in charge of our web and digital development, presented their discovery process for TravelNevada.com. Within that, they're going to be reviewing all of our site content. And they have planned a more aggressive SEO Plan and, ultimately, an end goal of audience customization to include digital messaging that is tailored to each customer along the customer journey, and then full customization of site visitation on TravelNevada.com.

Again, it's already on the agenda for you in December, so they have the full details of all of those enhancements, particularly on TravelNevada.com.

HUTCHINSON: Thank you. Any questions, members of the Commission in Carson City concerning the marketing goals and our efforts with our new consultants under this agenda item? Not hearing any. Any questions here in Las Vegas? No further questions here either. That will close out Agenda Item F3.1 and we'll move to Agenda Item F3.2.

This is a possible action item that's been noticed for the review and approval of the recommendations of the Marketing Subcommittee to use the existing TravelNevada Logo as the primary trademark replacing "Nevada, A World Within. A State Apart" for use in all consumer marketing, something that we spent some time on with the Subcommittee and bring now to the full Commission for recommendation.

Mr. Peterson, why don't you introduce the topic and we'll take discussion and questions.

PETERSON: Thank you, Lieutenant Governor. For the record, I'm going to kick it over to Brenda on this one too since she has a great background on the marketing front. But again, as Lieutenant Governor mentioned, we're sort of evolving, right, in terms of what we're doing with TravelNevada. This is just specific, again, to that logo lockup or trademark. With that, I'm going to ask Brenda to talk through how or where we're at and look for an approval of this Agenda Item. Thank you.

NEBESKY: For the record, Brenda Nebesky. The Committee reviewed and approved the concept of using TravelNevada, the name TravelNevada and the TravelNevada Logo within all of our consumer-facing creative. TravelNevada, the name for the agency, over time has gained a lot of brand equity. In the meantime, the Nevada Logo, the strength of it has been somewhat diminished.

I'm sure you'll remember at one point we had to remove the breve over the "A" in Nevada. The entire time we had some problems translating the tagline, "A World Within. A State Apart" for international markets. And quite often, we end up using the simple word Nevada, a simple naked word as a logo-type which in itself has no immediate descriptive or visual take-away.

The Committee did approve the idea of using TravelNevada from here forward. BVK is working on a fresh, more visual logo for TravelNevada to use in all of the creative they're developing. Because of the timing of the commissions and the needs of the campaign, what we plan to do is reach out to each of you individually with the actual logo designs and the plan for the rollout and the implementation of how we go about replacing a logo, which can be complicated.

We'll make it available for the Department itself to use. We'll make it available for Tourism Partners to download. And then, of course, it will be featured in all of the new marketing moving forward. Are there any questions?

HUTCHINSON: Questions about this in Carson City? I know there's been members who are well aware of the "Nevada World Within. A State Apart" and how that all evolved and came into being. And now we're making a recommendation that we retire that Trademark and we really go with the TravelNevada Logo. So any comments, discussions, particularly from those of you who've been around a while and what your thoughts are about replacing these logos?

SANTOS: Herb Santos for the record. In 2012 when I was appointed to this Commission, I think that's about when that logo came up. And my first thought was, huh? I didn't get it. And I thought, boy, I'm going on a commission that I'm really out in left field because, to me, it was sort of hard to remember in the very beginning. I'm really excited about the fact that there is going to be a change. It's what we want people to do, is travel to Nevada. I support it a hundred percent and I look forward to seeing the different creative ways that you're going to take that logo and really take it to the next level.

HUTCHINSON: Thank you, Commissioner Santos. Commissioner Carano?

CARANO: Thank you. It didn't ring true to me at the beginning, but I came to love it, and I like seeing it. However, it says here that you're just going to retire it from the marketing material. I think the Governor's idea was to have it on everything that the State of Nevada has. And so, is it just the tourism TravelNevada that's going to retire it, or is the whole state going to retire it?

PETERSON: For the record, David Peterson. So, the Governor is all about "Don't Fence Me In", so he wants to make sure he brings it up every time with me to make sure we're not getting rid of "Don't Fence Me In". And so that will not go away.

What we're looking at doing, and I don't want to misspeak, is trying to incorporate "Don't Fence Me In" with TravelNevada. The "Don't Fence Me In" piece is, you are correct, that is what the Governor has made it very clear to me, that cannot go away, and so that won't go away. We'll always have "Don't Fence Me In" in some sort of representation, and that's what we're looking at, is maybe some different ways to include that with TravelNevada.

If Brenda wants to add anything to that, please go ahead. But that is what the Governor wants to make sure that we have, "Don't Fence Me In" in place. Not "Nevada, A World Within. A State Apart," but "Don't Fence Me In".

CARANO: So on other state agencies, the "World Within, State Apart" will be eliminated as well?

PETERSON: For the record, David Peterson. Yes.

CARANO: And other state agencies will have "Don't Fence Me In"?

PETERSON: I would love for them to do that.

CARANO: Yes.

PETERSON: We can't force, you know, obviously the other state agencies to take that on, but we're working with Parks right now. In October we're actually going to be working with Wildlife as well. We're going to do some sort of sharing of assets and some conversation about this. I would love for Tony and his group at Wildlife to consider taking what we're doing and adding that onto their branding and what they do for Wildlife. Same thing with Parks as well, so.

CARANO: Okay. Thank you.

KROLICKI: Mr. Chairman, if I might. It's Brian Krolicki.

HUTCHINSON: Yes, Governor Krolicki, please.

KROLICKI: Much of this branding and marketing exercise happened under my watch, you know. I'm not an expert in these areas, but oh my goodness, did we go through a process.

The Nevada creed, there was a lot of poetry that went into coming and distilling into "World Within, World Apart." You know, this is like an aunt I really love, but maybe it's time for her to go sit in the other room for a while.

You know, I get it. I love it, but I'm okay to evolve if that's where the experts believe we need to go. You know, at the very beginning there was always, I don't want to call it tension, but just between "Don't Fence Me In" and "World Within, State Apart."

You know, the Killers did such a phenomenal job. We spent a lot of money and got a lot of play [from the song] and it went viral. So, kind of where we got high jacked by the "Don't Fence Me In." But just for the record, the "World Within. State Apart," is much more complex. There's far more fabric and things underneath.

You know, you should go to those old marketing books to understand, what is the essence of Nevada? And, there were wonderful pieces that were there to help grow, to spawn new ideas. If it hasn't achieved what is necessary, I get it. I'm all for it.

One word of caution to those who follow and have custody of this process, much of what we did, we created out loud. Of course, I'm all for transparency and open meeting law and all that, but it would behoove the group working on this to be careful how we rollout those concepts in—you know, when it's ripe enough for Committee and Commission consideration, because you might win or lose a concept before you even have a chance to officially broach it to those folks. I mean, there are good ideas and less good ideas, but hey, let's vet them all and see what's going on, like "doers."

Now I see every Sunday morning one of the largest multinational companies in the world uses—you know, "we're doers." Nevada was going to be for "doers."

That was my little speech, but thank you. Mr. Santos, I'm going to sit with you soon and we're going to go through how that all came to be, and you'll be inspired. Thank you, Mr. Chairman.

HUTCHINSON: Thank you, Commissioner Krolicki. Thank you very much for your perspective and your insights in terms of just how this all evolved and came into being. Are there any other comments or questions, discussion that members in Carson City would like to engage in at this point? How about here in Las Vegas?

Yes, Commissioner Miller?

MILLER: I have one question which is somewhat of a follow-up to the Vice Chair's comment. It notes here that it will be replaced as the primary Trademark. Will there be any use of it at all, or is it being retired—is the aunt going off to a room never to come back?

NEBESKY: For the record, Brenda Nebesky. Yes, we're going to hide the aunt completely because in branding, that's central, is to have one blanket logo, and consistency is key. So yes, we will be entirely retiring that logo.

HUTCHINSON: Thank you. Great, great question. Any other questions here in Las Vegas? Just a follow-up. You had mentioned, Mr. Peterson, I think, or Ms. Nebesky, you'd mentioned that BVK is working on a new logo. So this motion would be to use the existing TravelNevada Logo as the primary trademark. And then if we would change that, it would be a recommendation to change that, then that would come back before the Commission, right?

PETERSON: For the record, David Peterson. Yes.

HUTCHINSON: Okay. So this motion just deals with the existing logo knowing that there's some effort in the consultants' arena to approve that and maybe even bring another option to us as well in the future. All right. Any other questions, discussion points on this agenda item? If not, the Chair will accept the motion to use the existing TravelNevada Logo as the primary Trademark replacing, "Nevada, A World Within. A State Apart." for use in all consumer marketing.

SANTOS: Herb Santos for the record. Governor, is it possible to affirm the amendment to that language to—

HUTCHINSON: Of course. Yes. What would you like to include, Commissioner Santos?

SANTOS: Well I'm trying—I'm thinking out loud, and perhaps someone that's more eloquent can come up with the language, but I'd want to be able to incorporate that, that it would in no way restrict or inhibit the use of “Don't Fence Me In” as a shared—or maybe not the primary-but a shared logo and trying to incorporate that in as much as possible. Maybe someone can put that to better words than I can. But I'd just like maybe to incorporate “Don't Fence Me In” as clear without excluding that at all.

HUTCHINSON: Okay. Well Mr. Santos, you're a lawyer.

NEWMAN: So are you, Mr. Chairman.

SANTOS: Not a marketing lawyer though.

NEWMAN: Don Newman for the record. I would make a motion that we utilize TravelNevada as our primary Logo in our consumer marketing efforts with “Don't Fence Me In” as our secondary focused Logo going forward.

HUTCHINSON: Okay. Let me—

SANTOS: That was very eloquent. I would second that if I can.

HUTCHINSON: Before I accept a second, let me just ask our Attorney General, are we okay as far as the way that this matter was agendized to accept that kind of motion?

SARAH: I think so. I mean, I think the intent was to kind of—I think it's fine. Thank you.

HUTCHINSON: Okay Sarah, thank you. All right. You've heard the motion. Is there a second?

SANTOS: Herb Santos for the record. I second that.

HUTCHINSON: Thank you, Commissioner Santos. Any discussion or comments on the motion? Hearing none, those in favor signify by saying aye.

GROUP: Aye.

HUTCHINSON: Any oppose nay? Hearing no nays, the motion passes unanimously. And we have a new primary—in fact take out primary. We actually have a new Trademark that we will use in connection with “Don't Fence Me In”. So, thank you very much for the discussion and for the action on that agenda item.

Any other issues or matters we need to address, Mr. Peterson, under Agenda Item F3.2?

PETERSON: For the record, David Peterson. No, Lieutenant Governor.

HUTCHINSON: Thank you. That takes us to Agenda Item F4, *Nevada Magazine* Update.

PETERSON: For the record, David Peterson. It's my pleasure at this time to have Janet Geary, Publisher of the *Nevada Magazine*, come up and give the Commission an update on everything that's going on in the world of publishing the *Nevada Magazine*.

HUTCHINSON: All right.

GEARY: I was told to step back because I talk too loud, so if everybody can hear me, I'm Janet Geary, Publisher of *Nevada Magazine* and I just wanted to give you an update on what *Nevada Magazine* is currently up to.

I've included in the packet, hopefully, a *Nevada Events and Shows*. That's our secondary publication. We've been doing this forever as it's been part of our magazine publication process. This is a magazine that we rack. It's a free publication. It's in all the CVBs, the Convention and Visitors Bureaus, Welcome Centers, and also it's racked by Certified Folders throughout Northern and Southern Nevada.

We include all kinds of events, both northern and southern, so I just wanted you to take a look at it. It is something we've been doing forever, but I don't know that anybody's ever seen it before, so I just wanted to make sure that you saw this. We publish it a week after our regular *Nevada Magazine* and we currently print 20,000 of these. I just wanted to let you know in case you had never seen one before.

We're busy at *Nevada Magazine*. We're currently designing the *2019 Visitor's Guide*. We're writing and designing the *2019 Arts and Culture Guide*. We just finished the *Las Vegas Bridal Guide* and the *2019 Nevada Rides Guide*. We are also doing the *Mesquite Visitors Guide* this year, in addition to our regular magazine schedule.

We also provide the graphic work for the Nevada Arts Council and print—we're currently doing our 2019 Historical Calendar and we are reprinting our Ghost Town Map. So, if you've run out of Ghost Town maps and would like some



more, let me know because we have completely sold out and we are currently printing some more.

We've also come up with a *Nevada Magazine* t-shirt that we sell online and we're doing a Great Nevada Picture Hunt Puzzle that will be available for Christmas. So it's of our poster, if you've seen our poster for the Great Nevada Picture Hunt. It's a big State of Nevada with all different kinds of photos in it. It's beautiful and we're making a puzzle of that for Christmas sales, so get your gifts early.

Okay. In the past two months, we've attended several events including the Goldfield Visitor Center opening, the Tonopah presentation of their Best of Winners. And we go to all the territory meetings in the state as well. That's usually Adele Hoppe, our Marketing Manager.

We also attended a Made in Nevada event where we sold out on our photo books. We still have some available and we're selling those at the Made in Nevada events because we are one of their Silver members, and so we try to attend all their events.

Also, last week I just got back from a Highway 80 visit and we stopped—since I'm writing the *Arts and Culture Guide*, we wanted to stop along the way and look at all of the arts and culture places along the way. We went to the Cookhouse Museum in Battle Mountain. We went to the Marston House Museum in Lovelock, so there's a lot of little nuggets out there that we're learning about for the *Arts and Culture Guide*.

If there's anything from your areas that you would like me to include in that guide, please let me know, because I'm putting together the information right now for the Guide.

We're also in our planning stages right now for our fourth focus group. This is our photographers' symposium that we do. This one's going to be in Southern Nevada where we're going to have it at the museum—the Las Vegas State Museum. It's a seminar that we've done like four times up here and it is for photographers, for marketing photography and different aspects of taking your photos.

We get expert speakers to come in and talk about the photography issues that are going on. If you know of anybody in Southern Nevada that would like to attend, we charge like \$10 for people to come, so it's not an expensive thing to do.

Currently we're collecting photographs for the VA residence that is going to be opening in Reno soon. They got in contact with us a couple of weeks ago and wanted a copy of our Nevada map that's in the magazine for a table that they were building. I asked them if they needed anything else. They said they're looking for photos of Nevada.

We got together with our photographers' Facebook page people and asked them if they'd like to donate photos for the VA residents. And we got almost 400 photos that were donated to us that we can have printed for the VA residence that's going to open in Reno.

We're also giving them a lot of historical photos that we own from our calendars. Also, the Nevada Press Association just announced their awards for this year. We'll be going down to Vegas to pick up our awards. I can't give you all of the details but just know that we did get the General Excellence Award again this year, which is the highest award for any magazines within the state.

Thank you. We have actually gotten General Excellence six out of the last eight years, so we're really proud of what the magazine is. And with such a small staff you know, I'm so proud of them. They're doing a great job. I think that's all I have, unless anyone has any questions for me.

HUTCHINSON: Any questions for Ms. Geary? All right. As always, a wonderful update. Any questions in Carson City? I can't see if there is anyone raising their hand or not, but again, thank you very much. Okay. Mr. Peterson, Agenda Item F5, Division of Museums and History update.

PETERSON: Yes, thank you. For the record, David Peterson. Peter arrived perfectly on time, like two minutes ago. I'm going to turn it over to Peter Barton, the Administrator of the Division of Museums and History. And he makes me call him sir or professor, all kinds of wonderful things when I talk to him. So, with that, Peter Barton.

HUTCHINSON: All right, Professor Barton?

BARTON: Thank you. Thank you, Mr. Chairman and members of the Commission. Good afternoon, Peter Barton for the record, the Administrator for Museums and History.

Well thank you, David, for the invitation to spend a couple of moments talking about some exciting things happening in Museums and History. Before I do

that, I hope you all know that we're really delighted to have David with us in the interim seat. He certainly has demonstrated he eats and sleeps this. I know that because he calls me at all hours of the day and night. He's really helping all of the agencies within the Department of Tourism and Cultural Affairs prosper in a way that we haven't seen in the past, so we're grateful for that.

In Museums and History, a couple of pretty exciting things going on. I guess, first I'll speak to the North in Reno at the Nevada Historical Society. You may know that we occupy land on the campus of the university and that's become a challenge for us. As the university continues to grow, we're getting squeezed down in parking and just becoming more difficult for us to deliver the public program.

We've been negotiating for the last 14 months with the university over a land swap with some property the university owns off campus. It's about a four and a half million-dollar deal and we're not prepared today to say it's a done deal, but we're very close to being able, we think, to move the Historical Society off the campus into a location that will benefit it and allow it to prosper in the midtown corridor, by the way.

Let's see. Down in Southern Nevada, the Nevada State Railroad Museum in Boulder City, we've just come through a two-year master planning and design process that looks to expand the very successful Railroad Museum in Boulder City. We started this operation in 2002 and we said, what business does museums have in the tourist railroad business?

But the success has been extraordinary. We've gone from 1600 visitors on a couple of weekends of the first year. This year we're on track to do over 55,000 riders on two days a week. It's an unlimited market. There is no competition within 200 miles for our experience and this document really takes us to the next level.

It says more than just a train ride, and indeed it is. It combines new recreational and educational opportunities, trails with the Historic Railroad experience in a wonderful location, the Historic District in Boulder City. All told, it's a three-phase project. It's about a \$30 million investment.

The city of Boulder City, by the way, gets one bill draft every legislative session. For the 2019 session, they've taken their single bill draft and have put it to this project requesting \$15 million to build out Phase 1. So certainly, we've got a lot of community support in Boulder City and in Henderson.

And if you happen to look on page 9, if you've got it in front of you, that's one happy guy there. That's Governor Sandoval driving the Silver Spike on April 13th, which connected for the first time in 30 years the railroad with Henderson and Las Vegas, unlimited opportunities.

We're pushing this project hard. We've got a blue-ribbon panel of five individuals from Southern Nevada who are out pitching this project, looking for private investment and we've already got some folks on the back from various agencies who supported the project.

So, with that, if we can queue the video.

**VIDEO SCRIPT:**

CONDUCTOR:

The Nevada Southern Railway, all aboard.

HEES:

Railroads are an incredibly important piece of Nevada history. Las Vegas was a town of maybe 250 people when the railroad arrived in 1905.

BARTON:

Central to a museum is the role of memory. We use historic objects in museums, combined with stories, to incubate and stimulate memory in the public. That's central to what we are.

ROWLAND-LAGAN:

The train being what really brought Boulder City to life, when they were building the dam they needed the train to bring in supplies, to bring in individuals, to bring in some of the ore and that kind of thing. That is really kind of important, because what we need now is for the train to bring us in some tourists and to bring us in the guests that will, again, add to the boom of Boulder City.

HEES:

Here in Boulder City we've been able to create a museum with limited resources. And now is the time for us to go to the next step, and to do that, we have to have a visitor center. We have 40,000 people a year ride the train.

JORJORIAN:

Our goal for the design is to create a facility that matches the attraction of the trains, and we do that through a sequence of design. We start with the great arrival, and that community plaza is open to the public. And the highlight of that community plaza is the Davenport, which is the original train car they used to take materials down to Hoover Dam during construction.

Visitors are then greeted with a facility that is respectful of the history of Boulder City and of Hoover Dam, but is new and modern to railways. And we do that through use of materials. We use the foundation materials of concrete for

the base of the building, but then we move into other transitional materials, such as wood and steel.

**BARTON:** This museum, the Nevada State Railroad Museum, goes beyond that to being able to create new memories for people. People get to ride this historic train and experience it the way that people did 70, 80 or 90 years ago.

**HEES:** We have three staff members and 115 volunteers. So when you come here, you're meeting people for whom this is their passion.

**JORJORIAN:** This is a place of pride for the residents of Boulder City, but also it's a place for everyone, a place for people to come to and make connections.

**PETERSON:** This is a place where you can experience arts, culture, heritage, outdoor recreation in one facility.

**HEES:** Today they come and they experience trains, moving objects, the noise, the whistles, the rumble, the clickety-clack. But now with the visitor center, we can explain to them. We can give them the audiovisual presentations. We can show them all the bits of the history that this railroad represents.

**ROWLAND-LAGAN:** This train ride is an amazing experience just all in itself. But what tourism really does represent for Boulder City is the destination, and the train really acts as kind of the conduit to that. And so, by having that community center, that hub, it really is going to become the heart of Boulder City.

**BARTON:** Above and beyond a normal museum, this is worth investing in because people walk away with a greater experience, appreciate what they've seen, and will remember it much more strongly.

**PETERSON:** Come join us on a journey where you can take home more memories than souvenirs.

**END VIDEO SCRIPT**

**BARTON:** That's a little promotional piece that we've put together that accompanies the document in our ability to promote the project. And we hope that you will speak kindly of the project and help us support it and move it toward construction in the next couple of years.

The time is right. We've reached capacity with what we can do with the facilities that we have, and this seems the next logical step that fits in the "Don't Fence Me In" attitude and in the spirit of adventure tourism.

While we're speaking of videos, I'd like to thank the Lieutenant Governor for the time he spent with us here in Carson City in June at the Railroad Museum here. We had a wonderful, wonderful time as we brought out the McKeen Car and some of the other equipment. The Lieutenant Governor got to—I don't know that we let him run the train, but it came pretty close to that.

HUTCHINSON: I'm sure there's statutes, ordinances and just common sense against that type of activity, Peter.

BARTON: We enjoyed it very much and thank you for that. I'll leave you with one last bit of good news. Thirty years ago a statute was passed that said the Nevada State Museum must maintain a government museum on the second floor of the Nevada State Capital. We said, ooh, does that come with an appropriation? The answer was no, and it's remained no since 1979 when that statute was put in place.

The exhibits that were up on the second floor that talked about the capital, that talked about Nevada's coming of statehood were old and tired. Governor Sandoval said he wanted it to be a high priority for our division to replace those exhibits.

Using funds that were made available from the Nevada Sesquicentennial, the good work of Mr. Krolicki when he was the Chair of that Sesquicentennial Commission, \$700,000 was provided to us about two years ago to build all new exhibits. They are called Trailblazing Nevada. We invite you to come in and unfold the map of Nevada and blaze your own trails through Nevada's wonderful history.

Those exhibits are actually being installed today. It was a firm out of Seattle, Washington that's doing that work for us and on October 10th, on Wednesday, October 10, 10-10 and 10 a.m. Governor Sandoval will cut the ribbon and you are all invited. I hope that as many of you as possibly could come down for that or come out for it will join us.

There are five exhibit areas that really speak—I've never seen exhibits this dense and I've been in the business for 40 years, but we packed a whole lot of content in a 2000 square-foot room. There's interactive exhibits; there's an opportunity for you to send a telegraphic message, all sorts of challenges and opportunities in Trailblazing Nevada and I hope you will come on out and join us for that; 10-10 at 10. Thank you.

HUTCHINSON: Hey Peter, can we just follow-up with a few questions? Then we'll start here in Las Vegas. First, just on behalf of the Commission and just on behalf of the State, Peter, thank you for all of your efforts. You are a champion of Museums and History, and that's near and dear to the heart of many of us who make Nevada our home, who grew up here, and I know that it is on part of the Governor.

A couple of questions about the Boulder City Museum and the efforts there. First, as far as those materials and those exhibits, does Boulder City own those now currently? And they were talking about original equipment from the dam construction, is that currently under the control of Boulder City, those exhibits that would be used?

BARTON: The collections that we're using now, the operating train, is owned by the State of Nevada. We have some selected objects that were in fact in use when the dam was constructed. We've got a locomotive. We're about to move one of the cars that carried stone and rock around the site that we actually located in California. We've acquired that. That'll be moved down soon.

We've got considerable assets in terms of artifacts and objects that relate to the actual construction of the dam in that period, and the railroad itself.

HUTCHINSON: Okay. And this is just a follow-up in terms of the efforts with the Legislature. I'm sure that Senator Hardy's involved in that, right?

BARTON: Very much so.

HUTCHINSON: And then, just my recommendation is that we try to get as many co-sponsors onto that bill as we possibly can. Are we working on that?

BARTON: Those efforts are just about to commence.

HUTCHINSON: Yeah.

BARTON: We're certainly cognizant of the need to develop broad support and we will be—we will soon be visiting legislators to deliver them the book and really discuss the project with each and every one of them. Again, we just feel the time is right for this.

HUTCHINSON: Yeah. Yeah, and if you need any help with that, just let me know. I'd be happy to reach out to the legislators who I'm close to. I just think that this is something that really could take off if we get enough support before the session

starts and then everything gets crazy and lost in the mumbo-jumbo. If we just really spend some time beforehand, Peter, I think we've got a shot at this.

BARTON: Thank you. Thank you for your support.

HUTCHINSON: Yeah. And follow-up question by Commissioner Sanchez.

SANCHEZ: Thank you for the overview. Just a brief question. Is there funds being raised for the restoration of the trains that are out there already, some of the equipment? I'm a big fan. I take my family out there a few times a year and I know that there is quite a bit of equipment that needs restoration as well, so just curious about that.

BARTON: There is out in the boneyard, as we call it, kind of away from the depot, there is a considerable collection of equipment that we would hope one day to restore. The first step is to preserve them. The second step is to stabilize them. We need to get them under cover. And then the third step is, before we do any work on a historic piece of railroad equipment, we have a standard protocol that we follow where we do a very in-depth historic study.

If it were a building, you'd called it a Historic Structures Report. We do that for the railroad equipment so that if ever we needed to reverse something that we've done in a restoration or a rehabilitation of a piece of equipment, we've got the information and the data to be able to take it back where it was.

So, there's several steps to restoration. We are always seeking funds from entities, whether they be foundations or other granting opportunities, to do restoration work. It's generally a slow and pretty expensive process, but the short answer is we're seeking those funds from whatever source we can find them.

HUTCHINSON: Great, thank you. Any other questions or follow-up of Mr. Barton? All right Peter, thanks again.

BARTON: Thank you.

HUTCHINSON: Okay. Mr. Peterson, we're moving off of Agenda Item F and now moving onto Agenda Item G. We've got some upcoming meetings and we can see when our next full Commission meeting is, on December 17, 2018 at 1:00 PM. Any other matters that you'd like to bring up under this upcoming meeting's agenda item?



PETERSON: For the record, David Peterson. No. I just want to make sure that everybody has it on their calendar for that Monday at 1:00 PM. And if I could just add one thing Peter didn't mention. On the following day, October 11th is the opening of the World War I Exhibit. It's a joint exhibit. I believe it's the first joint exhibit with Springs Preserve and the State Museum, Las Vegas.

So, I don't know Peter. I think it's wonderful, it's the first time there's been a joint effort between the two facilities down there. So if it's okay, Lieutenant Governor, I just—

HUTCHINSON: Let's go back to—we'll go back to Agenda Item F5. And Peter, please give us the update on the World War I Museum.

PETERSON: Thank you, Lieutenant Governor.

BARTON: Well thank you for that reminder, David. Yes, this has been the Centennial we've been celebrating—well not celebrating—we've been commemorating the Centennial of World War I. And that actually closes out in November, but we're actually opening an exhibit at the Nevada State Museum Las Vegas on October the 11th. That will remain open for about six months and it's a collaboration with the Las Vegas Springs Preserve.

The working title is "Over Here, Over There." We will tell the Homefront story at the State Museum and the Springs Preserve will follow on with content about the European Front where the war was fought. And we will talk about transportation of people and materials back and forth in what is truly, as David said, a new collaboration for us with our partner, the Las Vegas Springs Preserve. So, you're certainly all welcome to join us for that as well.

HUTCHINSON: Great. Thank you very much. Okay. Mr. Peterson, any other matters on Agenda Item F5?

PETERSON: Lieutenant Governor, for the record, Dave Peterson. No, that's it.

### **Upcoming Meetings**

HUTCHINSON: Okay. Go back to Agenda Item G with our upcoming meetings. We noted our next full Commission meeting. Any other matters under this agenda item?

PETERSON: For the record, Dave Peterson. This is going to be a pretty long meeting. There are several things that, with the budget, economic impact research, that I want to have presented, and our new Tourism Ecosystem Report on lodging tax. Mr.

Kyle Shulz, our Research Manager, is going to walk through a couple of reports. And then, of course, we'll have the presentations by our vendors, so I think it'll probably go well over a couple of hours. So I just—if everybody can kind of block out the time.

I know it's the week before Christmas, but if y'all have the time, it would be great. But I just wanted you all to be aware of that. There are several things that will be on this agenda, so it'll be quite an afternoon, I think. That's all I wanted to let everyone know. Thank you.

### **Commissioner Comments**

HUTCHINSON: Okay. Thank you, Mr. Peterson. We'll be ready for that and block out our calendars accordingly. Let's move on then to Agenda Item H, Commissioner Comments. Are there any Commissioners, starting in Las Vegas, who would like to make any comments?

HUTCHINSON: Commissioner Sanchez, please.

SANCHEZ: Commissioner Sanchez for the record. Just want to say that it's an honor to be a part of this body and that I'm here to help if the staff have any questions. I know that David and Teri, thank you for kind of introducing me to everything a few weeks ago. But seriously, I know we talked about some instances where I could maybe add some value. I'm happy to do that. I just want to say on the record that I'm here to help in any way I can, so thank you.

HUTCHINSON: Thank you.

SANCHEZ: And thank you for the introduction.

HUTCHINSON: Thank you, Commissioner Sanchez. Great. Any other comments? Commissioner O'Neil, you've got to jump in there.

O'NEIL: Yeah. I just want to say I second that. It's an honor to be amongst all of you in serving. I'm really looking forward to this. My gears are flowing in my head with a lot of ideas which hopefully I will be able to present sometime here in the future.

HUTCHINSON: Yeah, love to hear them and really look forward to both of your meaningful and really substantive contributions I know you'll both make based on your experience and your qualifications and your competency.

Any other comments by any Commissioners in Carson City? Commissioner Santos?

SANTOS:

Thank you, Governor. Herb Santos for the record. I just want to comment. There's two events that I attended recently, the Barracuda Championships, and I wanted to commend our staff for just having a really nice little event at that golf tournament.

I also recorded it on television and watched it later and I was just amazed at just how beautiful our area is. And so, I thought how we got huge bang for our buck with that coverage. So, hats off for supporting that tournament.

I also attended the air races and I want to comment on just what a great program that Mary Beth Sewald and the rest of her staff did in putting that together.

What was really cool was the entrance where everyone walks in, the first thing that every eyeball saw was a huge banner billboard of TravelNevada with the beautiful canyon in the background. They were looking over the "Don't Fence Me In", but every single person that walked into those air races, saw our banner first thing.

Whoever placed it there, good job. And I just thought that, again, it was another event where there was a huge bang for our buck with that sponsorship.

Then this comment of just how great the staff is with Dee and everyone else helping me out, getting ready for this trip that I'm going on. I just wanted to thank you and David for everything you did for that and everything that you do. You guys are assets to the State and to this organization. I just wanted to just put that on the record. Thank you.

HUTCHINSON:

Thank you, Commissioner. Any other Commissioners who'd like to make a comment? Commissioner Krolicki?

KROLICKI:

Thank you, Mr. Chairman. Just several things, and I want to do my own shout-out to Peter Barton and the new exhibit they'll be opening up in the Capital. There's a lot of story behind that.

Sesquicentennial, we all know our birthday celebration ended four years ago, but the administration of it did not. There was a foundation that literally just filed our last tax return in April, but we had to distribute all the funds and make it all final.

And the Governor was very much the cheerleader. This is something we all wanted to do to put just an exquisite, a fresh face into the second floor of the State Capital. We're so excited about what's in there.

Peter, you had the gun to your head, so to speak, because the Governor encouraged this project to conclude before his departure from office, and especially, let's do it before Nevada Day. You cut it a little close! But 10-10-10 is all great, so I would urge all of you to go. I think it'll be fabulous. It's fun. It'll make the second floor even more dynamic. But well done to all who did that. Nevada's 150th birthday last four years more than most people would've ever imagined.

I also want to take a moment, Mr. Chairman—and I'm going to call you Hutch here, on your service. You've got one meeting left and we'll have time to do this in December, but we've got busy times and the Governor's Summit.

But just watching you in the video. You and I both came to this strange job with a broad portfolio of skillsets, but tourism may not have been on the top 10 of that list. You have just embraced the tourism product, what it means, the little nuances of Nevada, the people who make those things happen, and embraced the staff. I want this to be about you, but the staff has continued to do an extraordinary job as all these changes have done, so kudos to you.

But the joy that you were demonstrating in the car was amazing. I was trying to figure out how you're driving the car without your hands. I thought it was a Google car, then I realized you were in the back seat, so interesting format. But just thank you for your embrace of what the Commission does, with whom it does it. You've been a tremendous advocate. You've just thrived in the role and Nevada will miss your cheerleading desperately, so just kudos to you.

HUTCHINSON:

Governor Krolicki, thank you very much. Very, very kind of you to make those remarks and comments. You know how I feel about you and following your service, and after spending 16 years with the state and maybe even longer than that; I know 16 years in official office.

You know, I said on the Senate floor back in 2013 that you're the type of public official and public leader that I can point to and tell my children that that's who you want to be like. You want to emulate a guy like Brian Krolicki.

Coming from you, that was a great compliment. So, thank you very much. I would just tell you that, you know, they let me navigate the Dixie on Lake Tahoe

and they've since completely banned civilian navigation of that lake. It's now completely prohibited, so I've blown that for everybody but I did have a great time. It was a lot of fun. So, thank you very much.

KROLICKI:

Good on you. And I wasn't fishing for reciprocity but, again, this is about you and thank you. While I'm doing kudos, forgive me, but to the new Commissioners; Joe, it's a pleasure to see you, and Kris. I think you are the one individual in Nevada who spent more time in Guangdong Province than I. You know, I feel like economic development goal has migrated to tourism, especially with Mr. Hill's arrival too. Kris, it's a pleasure to see you.

And just because it was included in our package a mention of curling, that's a segue.

You know, yes we are still glowing in the success of the Men's World Curling Championships that we held in Las Vegas earlier this year. It's a big deal to host a world championship of anything. We had Team Shuster there hanging out at the pool, drinking beer and not curling, but having a good time.

But next year, the love story between curling in Nevada continues. And I just want to make sure that you all, on your calendars, as we're marking important dates in our lives, 10-10, December 17, all these things, make sure January 17 to 20 is on your calendar for 2019. We will be hosting once again the World Continental Cup of Curling, Team North America versus Team World.

We expect like what we had earlier this year, 60,000 to 70,000 people at the Orleans Arena. It's truly extraordinary. You know, who would've thunk, that's the word, that Nevada would become the ice sport capital of the world. But between the Golden Knights and especially curling, it is on the map.

You are all my guests. We will see you in January. Good curling. Mr. Chairman, thank you.

HUTCHINSON:

Thank you very much, Commissioner Krolicki. And Mr. Peterson, just a note for the future, we got to do a little better job burying that curling information.

PETERSON:

Roger that.

HUTCHINSON:

But again, thanks for all your great work, Commissioner Krolicki, with the curling in all seriousness. You brought that to the State of Nevada and we do love it. It's a huge economic impact and a benefit for the state, and particularly Las

Vegas. Thank you. Any other Commissioner's comments? Commissioner Newman?

NEWMAN: Yes. I do believe thunk is a word. It's a sound that when you curl and you go a little too far, thunk is the sound that the pot makes.

KROLICKI: I'm going to get you all on the ice. I'm going to give you a Teflon shoe and you will do some sliding on the ice. You'll throw a couple stones, curling rocks in Las Vegas.

CARANO: This may be like a pile of painted rocks in the desert. You might have to be there to appreciate it.

NEWMAN: I do have an announcement—

HUTCHINSON: You're all welcome you to come to Las Vegas. We'll all get together in January. Commissioner Newman?

NEWMAN: Yes. So not to be outdone here—and I certainly welcome Joe and Kris to the Commission. It's a wonderful opportunity and it's something you're going to find so heartwarming and gives you such a sense of pride and belonging in this wonderful State.

But to follow the Governor and the Lieutenant Governor out the door, I have announced my retirement from the Convention Visitors Authority in Elko. With that, I've sent a letter to Mr. Peterson and to Lieutenant Governor Hutchison as well as to Governor Sandoval thanking him for that opportunity to serve this Commission.

So December will be a big party, so I'm looking forward to our last gathering with all of you and to getting to know our two new Commissioners a little bit better in Reno in December. With that said, this has been just a wonderful experience for me and I'll treasure it forever. Thank you.

HUTCHINSON: Well Commissioner Newman, we're going to give you plenty of time in December and we're going to save all our kudos and our love for you in December. You know how we feel about you, and the contribution you've made has been really just immeasurable. Don, we're going to miss you greatly and we've got a big party planned for you in December.

Any other Commissioner comments in Carson City? All right. I'm hearing none.

### **Adjournment**

HUTCHISON: That takes us off Agenda Item I and takes us onto our favorite Agenda Item J, Adjournment. Is there a motion to adjourn?

VASWANI: Yes.

HUTCHINSON: Commissioner Vaswani has moved to adjourn. Is there a second?

CARANO: Carano second.

HUTCHINSON: Commissioner Carano—

BRADLEY: Mr. Chair, did you call for public comment? We didn't hear it, if you did. I know you asked for more Commissioner comments, just for the record.

HUTCHINSON: You know, that's a really polite way of saying that I completely missed that agenda item.

BRADLEY: Thank you.

### **Public Comment**

HUTCHINSON: So, we will go back to Agenda Item I before our Attorney General comes after me with some sort of a brief, reminding me about the obligation we have to ensure that our public has full opportunity to comment to the Commission. So, under Agenda Item I, are there any members of the public who would like to present public comment to the Commission in Carson City?

PETERSON: Lieutenant Governor, Dave Peterson. I'm not seeing anybody. But per your direction, I did intercept Don's resignation letter to the Governor and to myself and I burned them, so he's still here. That's all I have to say on that.

HUTCHINSON: That's great, that's great. John, well done.

NEWMAN: I would just add to that—I mean, it truly is home. Home means Nevada, so I will always be here.

HUTCHINSON: Right on. Thank you.

HUTCHINSON: All right. Any members of the public here in Las Vegas who would like to address the members of the Commission? I'm seeing none here, so we will close that Agenda Item I. Now we will move on to our beloved Agenda Item J, Adjournment. Is there a motion to adjourn? Commissioner Vaswani, would you like to renew your motion?

VASWANI: I would.

HUTCHINSON: I take that as a yes. Commissioner Carano, would you like to second it?

CARANO: Carano second.

HUTCHINSON: Thank you very much. Any discussion on the motion? Hearing none, those in favor signify by saying aye.

GROUP: Aye.

HUTCHINSON: Those opposed nay? Motion carries unanimously. Thank you very much, ladies and gentlemen, my fellow Commissioners for being here. It's been a wonderful meeting. God bless you all. Have a great week.

The meeting adjourned at 2:58 p.m.

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