



## NEVADA COMMISSION ON TOURISM

### NOTICE OF PUBLIC MEETING

Regular Meeting of the Commission on Tourism

Tuesday, September 24, 2019 – 1:00 P.M.

**MEETING LOCATION:**

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

**VIDEO CONFERENCE LOCATION:**

Las Vegas Tourism Office  
4000 S. Eastern Ave. #240  
Las Vegas, NV 89119

**TELECONFERENCE NUMBER:**

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

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### COMMISSIONERS

Lt. Governor Kate Marshall, Chair\*

Cindy Carano, Vice Chair\*  
Herb Santos, Jr.\*  
Cynthia Mun\*  
Edward Estipona

Phil DeLone\*  
Mike Vaswani\*  
Pam Robinson\*  
Richard Arnold

Steve Hill\*  
Brian Krolicki\*  
Bob Stoldal  
\*Voting members

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THIS MEETING IS IN COMPLIANCE WITH THE “NEVADA OPEN MEETING LAW” AND HAS BEEN PROPERLY NOTICED AND POSTED AT FOUR OR MORE OF THE FOLLOWING LOCATIONS:

Nevada Commission on Tourism, Carson City, Nevada  
Legislative Counsel Bureau, Carson City and Las Vegas, Nevada  
Nevada State Museum, Las Vegas, Nevada  
Nevada State Library, Carson City, Nevada  
Nevada State Purchasing, Carson City, Nevada  
Las Vegas-Clark County Library, Windmill Branch, Las Vegas, Nevada  
Reno Sparks Convention and Visitors Authority, Reno, Nevada  
Websites: [www.TravelNevada.biz](http://www.TravelNevada.biz) and [www.notice.nv.gov](http://www.notice.nv.gov)

## STATEMENT OF THE COMMISSION

- Action may be taken on those items denoted “For Possible Action”.
  - Items on this agenda may be taken in a different order than listed.
  - Two or more agenda items may be combined for consideration.
  - An item may be removed from this agenda or discussion relating to an item on this agenda may be delayed at any time.
  - Public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the chair, and speakers are urged to avoid repetition of comments made by previous speakers.
  - No action may be taken on any matter brought up under public comment until that matter has been specifically included on an agenda as an item upon which action may be taken (NRS 241.020).
  - Meetings are audio-recorded as part of the public record. Speakers are requested to identify themselves before speaking.
  - Note: Please provide NCOT with electronic or written copies of testimony and visual presentations if you wish to have complete versions included as exhibits with the minutes.
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## AGENDA

### A. Opening

Call to Order and Confirmation of Proper Posting – Lt. Governor Kate Marshall  
Roll Call and Determination of Quorum– Lt. Governor Kate Marshall

### B. Public Comment

Public comment is welcomed by the Commission. A period of public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to three (3) minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

### C. **For Possible Action** – Approval of Minutes

Approval of the June 19, 2019 NCOT Meeting Minutes.

**D. Information Only - Introduction & Summary of the Nevada Revised Statutes Governing Tourism Improvement Districts (NRS 271A, NRS 360.855) and the Nevada Commission on Tourism's Role**

**E. Discussion and For Possible Action - Public Hearing regarding the Proposed Tourism Improvement District for Area 15, Las Vegas, Nevada**

- E1.** Presentation by the City of Las Vegas, Bill Arent, CECD, Director, Economic & Urban Development Department and Charles Johnson of Johnson Consulting.
- E2.** The Commission will determine and vote on two project components regarding the proposed Tourism Improvement District for Area 15.

**E2.1 Per NRS 271A – Tourism Improvements.** The Nevada Commission on Tourism has been asked by the City of Las Vegas, and according to 271A.080, to render an opinion regarding its proposed Area 15 Tourism Improvement District and whether a preponderance of the increase in the proceeds from sales and use taxes identified pursuant to subsection 5 will be attributable to transactions with tourists who are not residents of this State.

**E2.2 Per NRS 360.855 -** The Commission also is asked to decide according to NRS 360.855 whether the money from the sales tax increase may be used to prepay any bonds issued for the project.

*Proposed Motion E2.1: The commission has determined, based on findings of the study, that a preponderance of the increase in the proceeds from sales and use taxes remitted by retailers within the district will be attributable to transactions with tourists who are not residents of this state.*

**F. Brand USA Update – Representative from Brand USA will provide an Update of Programs and Partnership with Travel Nevada**

**G. Discussion and For Possible Action - Nevada State Center for Tolerance: Holocaust and Genocide Historical Resource Center or Museum**

The coalition in support of this project requests that the Nevada Lieutenant Governor, in her capacity as chair of the Nevada Commission on Tourism (NRS 231.170), of which the Chair of the Board of Museums and History is an ex-officio member (NRS 231.170), propose to the Commission (NRS 231.200) or to the Board of the Division of Museums (NRS381.002) to approve a motion expressing support of a privately funded feasibility study concerning the establishment of a **Nevada State Center for Tolerance: Holocaust and Genocide Historical Resource Center or Museum** which reflects the experience and histories of Nevada's communities which have experienced genocide.

## H. Agency Reports

### H1. Chair Report

### H2. Division of Tourism

- H2.1 Introduction of Stacey Montooth, Director of the Nevada Indian Commission
- H2.2 Quarterly Staff Update (April – June 2019)
- H2.3 Budget Update
- H2.4 2020 1<sup>st</sup> Cycle Rural Marketing Grants – Correction to Total Awarded in June
- H2.5 Governor’s Global Tourism Summit Update
- H2.6 Marketing Campaign Update
- H2.7 DTCA Director Search Update

### H3. Nevada Arts Council Update, Tony Manfredi

## I. Upcoming Meetings

December 11, 2019, 1:00 p.m. - Full Commission Meeting

## J. Commissioner Comments

## K. Public Comment

Public comment is welcomed by the Commission. A period of public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

## L. **For Possible Action** - Adjournment

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting **Dee Chekowitz-Dykes**, Executive Assistant, Nevada Commission on Tourism, (775) 687-0621 or by email to [ddykes@travelnevada.com](mailto:ddykes@travelnevada.com). Materials are available from the Nevada Commission on Tourism office, 401 N. Carson Street, Carson City, Nevada and online at [www.travelnevada.biz](http://www.travelnevada.biz)

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