

MINUTES of the NEVADA COMMISSION ON TOURISM

THURSDAY, DECEMBER 8, 2022

**Commissioners:**

Lt. Governor Lisa Cano Burkhead  
Charles Harris (1:08pm)  
Claire Muñoz  
Donald Contursi  
Edward Estipona  
Jane Moon  
Jill Lagan  
Rick Murdock

**Commissioners Absent/Excused:**

Bob Stoldal  
Brian Wadsworth  
Cynthia Mun  
Steve Hill

**Staff & Guests:**

Brenda Scolari (speaking)  
M.E. Kawchack (speaking)  
Anton Eckert (speaking)  
Kyle Shultz (speaking)  
Kelly Benoit  
Ron Webster  
Abigail Ortiz  
Aida Blankenship  
Angie Mathiesen  
Cortney Bloomer  
Devon Blunden  
Susan Mowers  
Tracie Barnthouse  
Yennifer Diaz  
Robert Graff  
Ben Challinor (LG's office)  
Justin Emerson (LG's office)  
Homa Woodrum (DAG)  
Kimberly Pedego (Noble Studios)  
Bobby Ritzi (Fahlgren Mortine)  
Heather Sheppard (Fahlgren Mortine)  
Natalie Radaci (Fahlgren Mortine)

**Others:**

Julie Pazina (Public Comment)  
Jan Vandermade (Public Comment)  
Bethany Sam (Public Comment)  
Kat Galli (Public Comment)  
Ben Rupert  
Bethany Sam

Jessica Rowland  
Shari Davis  
Sherry Rupert

(Meeting was called to order at 1:00pm but due to technical difficulties, did not start until approximately 1:05pm.)

CANO BURKHEAD: Can I please confirm that the meeting was properly noticed and posted, Kelly?

BENOIT: Yes, it was properly noticed and posted.

CANO BURKHEAD: Yes, I cannot hear you guys. I apologize. I understand that you can hear me, but I didn't hear one thing you said, Kelly.

BENOIT: Okay.

CANO BURKHEAD: Give me one quick second. We're going to change computers.

BENOIT: Okay.

CANO BURKHEAD: I apologize. And I'm just waiting to be let in onto the other. Thank you. Okay, let's try this again. I apologize. Kelly, I, I saw your mouth moving, but there's confirmation that it was properly noticed and posted, correct?

BENOIT: Yes, it was.

CANO BURKHEAD: Yes, thank you so much. I appreciate it. If you could please call roll.

BENOIT: Okay. Lieutenant Governor Cano Burkhead.

CANO BURKHEAD: Here.

BENOIT: Commissioner Stoldal. We'll mark him absent, excused. Commissioner Wadsworth. We'll mark him absent, excused. Commissioner Harris. No Commissioner Harris? Okay. Absent, excused. Commissioner Muñoz.

MUÑOZ: Present.

BENOIT: Commissioner Cynthia Mun. Okay. Absent, excused. Commissioner Contursi.

CONTURSI: Here.

BENOIT: Commissioner Estipona.

ESTIPONA: Here.

BENOIT: Commissioner Jane Moon.

MOON: Present.

BENOIT: Commissioner Lagan.

LAGAN: Here.

BENOIT: Commissioner Murdock.

MURDOCK: Present.

BENOIT: And Commissioner Hill. (Absent/excused). Okay. We do have a quorum.

CANO BURKHEAD: Thank you so much. I appreciate that. We're going to move on to Item B of the agenda, which is public comment. Is anyone on the call for public comment?

PAZINA: Hi, this is Julie Pazina. I would like to make public comment.

CANO BURKHEAD: Hi. Thank you.

PAZINA: I just wanted to say a huge thank you to everyone at Travel Nevada for the amazing job they've done with the Commission on Tourism, to Brenda, to M.E., to the entire staff, to our Lieutenant Governor, to all the commissioners. I've had so much joy working with each of you and thank you for all that you've done and all you continue doing. That's it.

CANO BURKHEAD: Thank you so much. I appreciate your comments. Are there any other comments or did we receive any written comments or is there anyone on the telephone?

KAWCHACK: M.E. Kawchack for the record. I did not receive anything.

CANO BURKHEAD: Thank you so much. Okay. We're going to move on to the next item, which is Item C, Approval of the Minutes. This is for the September 8th, 2022, meeting. Are there any proposals by way of motion for the approval of the minutes?

LAGAN: Jill Lagan for the record. I move to approve.

CANO BURKHEAD: Okay. Thank you so much. We have a motion on the floor to approve the minutes. All in favor say aye.

MULTIPLE: Aye.

CANO BURKHEAD: Okay. Motion approves. Moving on to agenda Item D, welcome and opening remarks. I'm going to begin by just saying what an honor it has truly been. I was going to do this at the end of the meeting, but I don't see any closing remarks, so I'll do it now. What an honor it has been to serve as the 36th Lieutenant Governor, the honor of my life, and I just wanted to say thank you so much to Director Scolari and all the commissioners for your leadership in our state. What an honor it has been to work alongside of you this past year, so thank you. We'll move on now to Item E, Director's Report. Director Scolari.

SCOLARI: For the record, Brenda Scolari. I just personally, of course, wanted to thank the Lieutenant Governor for your integrity and dedication to tourism in the past year. We have greatly appreciated your willingness to help the industry and jump in whenever and wherever needed. Travel Nevada wishes you well, and we know you will continue to make a difference in residents' lives no matter what's next for you. We also want to thank the three outgoing commissioners, Kristin Windbigler, the Director of Western Folklife, Julie Pazina, who just spoke, who has been elected to the Nevada State Senate. A big congratulations to you, Julie, and we look forward to all your good work in the legislature. We're so excited for you. Also, Cynthia Mun will not be continuing for another term. Cynthia has acted as Vice-Chair for the Commission and has also served on the Marketing subcommittee. We've always benefited from her leadership and advocacy, and I'd like to express our deep appreciation to all of you for your commitment and service to the Commission.

I'll jump right into the budget, which is on screen here for you. This is Budget account 1522, which collects our lodging tax allocation for the Department. As you can see, of the Department's \$56 million in authority, we have collected just over \$22 million to date, which I'm very happy to say is a healthy lodging tax level for this point in the fiscal year. Of the \$13.5 million in the EDA State Funding line item, we have thus far expended \$268,303 of the June Rural Marketing Grant Cycle Award of \$760,000 and have timelines for the other sub-recipients to expend fully 90% of the award totaled by the end of the fiscal year.

Kelly, if you can bring up the Category 31 table. There we go. This, of course, is the tourism spending comparison to prior years out of Category 31. Please note the significant jump in Industry Development expenditure due to the return of international marketing. Overall, though, it appears our total marketing expenditure is relatively low. Let me remind you that our invoices for media buys lag considerably and skew a bit more heavily towards spring and summer travel promotion, so that kind of explains that, and as you can see, our Legislative Authority amount is, of course, far greater than the pandemic \$6 million that we kind of struggled through, but also slightly less than FY22. We aren't quite at full recovery but hope to be so in the coming biennium. Looking forward, we have completed budget building with Governor's Finance Office in preparation for the 2023 legislative session and look forward to the release of the Governor's recommended budget, which goes before lawmakers for approval, of course, pending any revisions by the incoming administration.

Some quarterly highlights I'll mention for you. As usual, a full accounting of division activity is in your materials for review. Cortney Bloomer of the Industry Team kicked off our new Destination Development Grant program with a statewide road show, visiting nine communities. Travel Nevada formed a working group to evaluate applications comprised of the Division of Outdoor Recreation, the Governor's Office of Economic Development, the BLM, the Arts Council, UNR, and the Nevada Outdoor Business Coalition. I mention this because I just really couldn't be prouder of this new program that invests in tourism infrastructure throughout Nevada. The staff has worked hard to make sure this initial funding round, which, if you remember, comes from the Department of Commerce State EDA award, making sure this gets to market quickly and supports further recovery and enhancement of tourism assets throughout the state. Anton will be presenting more regarding the results of that application cycle and deliberation by that working group I mentioned. That's coming before you for approval today, which is very exciting. I'll also ask you to please consult your materials in your packet for impressive, earned media placement highlights from the team's return to domestic and international trade shows, as well as the launch of the Nevada Trailblazers training platform, which educates tour operators, wholesalers, agents, airlines, and receptives about the industry offerings in Nevada. This again is a completely new educational offering by the team. I'd also like to remind the Commission to save the date for the Rural Roundup Conference in Mesquite. That's on April 11th through the 13th at the Eureka Casino and Resort. This is our first conference since 2019, and we're very much looking forward to seeing all our industry partners in one place. The Commission is, of course, invited to attend and participate, so please reach out and let us know if you plan to do so. As always, I'm extremely proud of this small marketing and industry team that delivers on strategic goals each quarter and makes a difference in communities throughout the state. That concludes my report. I'm happy to field any questions or comments.

CANO BURKHEAD: Thank you, Director. Do we have any questions regarding the Director's report? Okay, we'll move on to the next item on the agenda, which is the FY23 Media Plan. And M.E., I think you're going to do an introduction.

KAWCHACK: Thank you. Good afternoon, Madam Chair and members of the Commission. For the record, I'm M.E. Kawchack, Chief Deputy Director of DTCA. At our last quarterly meeting in September, Fahlgren Mortine provided an update on our spring campaign and Silver State Reset. That campaign extended into early fall. Since then, as we previously presented, we've begun work with Good Giant, formerly known as Foundry, slightly updated creative to launch during our bridge campaign. Today, the Fahlgren team is here to present the media plan for the remainder of the fiscal year. So, before we dive in, I want to thank those of you who were able to participate in our brand survey last month. Noble Studios has begun their new creative work and will be using that information in their research and discovery phase. We're on a very tight timeline as we're going to finalize the brand platform and brand line in Quarter 3, which will allow us to then develop and test the new campaign

ahead of next Fall's release. The Marketing committee convened on November 30th to review the creative timeline and media plan, which was approved, and it will move on to the Commission for approval today. Bobby Ritzi is here from Fahlgren Mortine to present the paid media recommendations. We're asking for the Commission's approval to proceed with the plan as presented. At this time, I will turn it over to Bobby to share his screen.

RITZI:

Thank you, M.E. Bobby Ritzi for the record. Thank you, M.E., for the introduction and, and for driving. Thank you, commissioners, for your time today. If you could go to the next slide, M.E.. I'm thrilled today to present on behalf of our integrated team at such an exciting time for the state and coming off the fantastic results of the previous fiscal, and that momentum carried through the Bridge Campaign. Today, we're looking ahead for the remainder of this fiscal and beyond. Now, of course, as I say that, the first four slides you'll see are presented in the last meeting as they represent that overarching strategy for this entire fiscal and help set up the new ideas that you'll see at the end of the presentation. M.E., if you could go to the third slide there.

So, our overarching goal continues to be to reach the right person and get that visitor to stay longer and spend more while they are here, and so for this fiscal, we continued our successful approach introduced last year with slight optimizations in each of those pillars to continue to maximize performance. On the next slide, our integrated strategy is to continue to meet consumers with the right messaging and the right content as they move about their traveler journey. From those moments of dreaming and inspiration that can happen at any time. You're always even thinking about that next vacation while you're currently traveling so the loyalty and social engagement opportunities happen while our visitors are in market. So, not only do we use this journey to choose the appropriate media channels and align our messaging and our partners by journey phase, you can see here how we also identify the proper measurement opportunities at each step and our integrated team works to optimize based off those efforts. On the next slide, our market approach. Now, the evolution here continues to be to capitalize on the success we saw in Seattle, Chicago, and Portland last year, and continue that momentum and continue to build brand perception in those key markets to elevate them to the levels of perception and attribution we have in our emerging markets. And now, while we do that, we do not want to ignore our target audience in the important established markets where we know we can spend a little less and defend our share from competition in those markets. When it comes to target audience, on the next slide, our goal for this fiscal is to expand on our established audiences, ensuring that our messaging and our content appeal to a range of all skill levels. And so simply put, Nevada isn't just for the extreme and for the experts. We want to make sure that our content showcases the only-in-Nevada experiences that appeal to everyone from families to that everyday adventurer, so they're not instantly offput by our creative or our content. Speaking of creative and content, on the next slide, we continue to evolve that messaging from our previous campaign into this year, and some of those pivots were discussed in the previous marketing meeting, those are mainly to be more approachable in tone, headlines that are not so overly aspirational, which could come off as condescending or not as authentic. We want to interject a little bit more fun and a lighthearted tone into our headlines and copy, and previously, those photos tended to be desaturated, so we've made adjustments to make them brighter, to showcase colors more. Nevada is colorful in its own unique way and as I mentioned, we want to be approachable for all those different skill levels from that everyday adventurer to the experienced expert. And from the initial IME results, we're seeing this approach resonate, and we're seeing those who saw these types of ads associate Nevada with more positive attributes, so we want to continue that successful work.

On the next slide, you can see an example of how that integrated approach comes through across our messaging elements. You see that new banner creative on the left there, and then in the middle, the Travel Nevada team and Noble have developed a landing page template that'll create a

seamless experience from display and through to the website. In this example, and you had in your materials, I believe, a link out to a demo that you can view. You can see that the CTA is the focus, that image comes through, people can sign up for the guide right on that page above the fold. There are some options to continue exploring with more content. The template that is built is modular, so it can be adapted from mid-funnel to lower-funnel approach as needed. There are animations added on the page. The CTA block can be adjusted for any of the new display ad creatives, so all the agencies are a part of this integrated effort and then we'll work closely together to monitor the completion rates, the action rates on these different elements, and make adjustments as needed. On the right, you then see how this creative pulls through from a public relations standpoint, carrying the outdoor adventure message through so that all these integrated efforts are working at the same time in our calendar to continue to build that audience perception and brand attributes that we are seeking to grow. When it comes to paid media and the new recommendation for this year, it's a mix of those best performers for previous campaigns as well as some exciting new ideas. For those new and emergent markets where we're really focused on discovery and inspiration, we have a mix of tactics to design, to engage and inspire those potential travelers on the places they're spending the most time with the content that they're choosing to consume. That spans from audio and video to custom content with lifestyle and traveler publishers and influencer-created content. And then across all markets, we have the essential, lower funnel traveler journey vehicles that we know continue to help drive actions, so we want to continue to be across the OTAs to help drive booking. We want to retarget those real-time travel searches and continue to serve up engaging social content to our target audience. Now, the integrated detailed plan was presented to and approved by the Marketing committee. These are just a few examples of the new ideas within that plan. You can see engaging video here as well as podcast host opportunities to integrate within them. When we presented the results of the Q4 campaign and we saw those amazing results through Nat Geo, we have exciting ideas to continue that engagement platform, and then other ways to expand beyond content creator platforms to include TikTok, and that's an ever-emerging audience.

All in all, on the next slide, this represents a summary of the new paid budget for approval today, that 6.5 number. It includes a breakdown of the domestic media mix by percentage, so you can see how that has continued to evolve. We also, on the final slide, have a breakdown of that media mix and budget summary by year dating back to the Fiscal 2019, so you can see that with this year's 6.5, we have returned to the pre-pandemic levels of 6.5, but also see how our media mix has evolved through the years as we've optimized, not only by best performers, but adapting to changing consumer media habits. Thank you again for your time today. We're really excited about the results to date and continuing this campaign moving forward.

CANO BURKHEAD: Thank you so much, Bobby, for your presentation. Are there any questions or comments from the commissioners? Okay, seeing or hearing none, I'm going to ask for a motion to approve the budget for the media plan for FY23.

MOON: This is Jane Moon for the record. I will make the motion to approve the budget for the media plan for FY23.

CANO BURKHEAD: Thank you, Commissioner Moon. We have a motion on the floor to approve the plan. All in favor, please indicate by saying aye.

MULTIPLE: Aye.

CANO BURKHEAD: Any opposed? Motion passes. Thank you so much. Thank you for your presentation. We'll move on now to the next agenda item, G, which is the second cycle, FY23 Marketing Grants awards recommendation. And Anton, I believe you will be giving everybody an update.

ECKERT:

Thank you, Madam Chair, and I'd also like to express my gratitude to you and for all the work you've done for tourism and also well wishes for your next venture. Congratulations also to Commissioner Pazina for making waves and getting out there and moving Nevada forward. I will share my screen. This is just really a recap screen to kind of show you what we've set out to do and checking the boxes in terms of where we have been as it relates to re-imagining the Marketing Grant program. We've completed Phase 1. We're in the middle of Phase 2, and Phase 3 is coming soon. We're really excited about moving this program forward and lots of changes, and it's all been pretty good. For this last cycle, I made some adjustments, as you know. We updated the grant guidelines, revisited the rubric. We had a new platform called Submittable, which allowed for one application per organization, so we were able to cut down the time it takes to review, but also the number of applications that many of our partners were applying for. We asked a lot of data-driven questions that we hope that, as we get the final results, we'll be able to have better calculations around the economic impact. The applications were open for two months. We had a review with our team from Marketing and Research and Nevada Magazine and Visitors Guide, as well as my team and also with the TAC committee in early November and this is where we netted out in Cycle 2. I'm just going to start with the right.

In Cycle 2, we had \$759,000 available funds, and a little bit more than that in requests at \$800,000. We had 23 applications, and we are going to recommend 20 of those organizations for awards. I put the Cycle 1 here just to kind of give you a comparison to see kind of what it looks like. We usually, typically get three times the number of requests for funds that we actually have, so that was a big change. We went from 100 applications to 23. That's a lot of time saving. A couple of reasons why it might have been a little less. We were running the 3D program on top of this, the grant cycle for that as well, so there may have been people who may not have been interested, wanting to do both of them. We launched that new platform I mentioned earlier, and I think that might have been challenging for some people. We did have a webinar. Maybe it just wasn't enough time. We had five weeks in those two months to kind of do the applications, so there might have been a lot of different things going on. People got busy, but we definitely feel that the process has been improved. We got a lot of feedback from people who did apply and saying that it was a lot easier to share those applications and get input from everyone on their end, so we're really glad we made that move from there. But the other thing too is that we think we did ask a lot of questions related to the data and really more accountability around that, and I think that might have also been a factor. Some people may not have wanted to apply for a grant this time because they might have thought that we were asking for a lot, but it isn't anything more than I think we should have been getting at any rate, so it was all good. This is how the grants broke out by territory. If you received the deck that was posted, there's just one small adjustment. The Nevada Indian Territory is \$15,608. It was listed in the packet as \$15,606, so it's just a \$2 difference. But this is how the funds broke out by territory; even. We wanted to make sure that we were, again, equitable across the state, and so this is what we'll be asking for approval for.

But before we get to that, you may have noticed that the amount of money is a little bit less than what was actually requested. The amount that we want to approve is less than what we have for funding, so we have about \$80,000 remaining that we would like to reinvest into the territories. We've had many conversations with TAC, as well as many of the territories, in the territory meetings and really the need is to do some strategic planning from a territory perspective and that's what we'd like to do as part of that. When we met with TAC in November, we talked about conducting a territory survey to kind of understand what people want to get out of the territory, what the purpose of the territory could be, all the things related to running the territory and making sure that it provides value for our partners, so we'll be doing that in January. Then, I'll be pulling together a number of vendors that can help vet for the territories to decide on if they want to do the strategic planning that they can start to implement that in the next half of the year and be ready for Fiscal

'24. We're really excited that we'll be able to do some of that because we feel like it's really needed and, and our territory chairs also thought it would be very helpful.

Following this grant cycle, we will move to Fiscal 2024. We will have \$1.4 million in funds available, and the big thing is that we are moving to one cycle, which is different from what we've done in the past with having two cycles or more. We will have a mid-year review. I think that's the biggest concern for many of our applicants is that everything would be set in stone and that's not the case. We obviously know that you need to be flexible, you need to optimize. There may be changes, slight changes, we expect in some of the applications and the proposals they may have, but we want to make sure that we can work with them on that. The other thing I mentioned before that we wanted to do was a sliding scale for the matching requirement. That's currently 50%. In the last two cycles, we've been asking all of our applicants to list the number of staff they have, full-time, part-time and volunteers, as well as their budget. From that data, we've been able to create a sliding scale, which we will implement next cycle. It's really to get a lot of those smaller attractions and destinations who want to apply, that may not have had the ability to make the 50% match, they can have a lesser percentage on the match, potentially going down to 20%, if that helps them. So, all that information gathering was helpful in the last two cycles, and we're really excited to have that, and we'll be explaining that on our next webinar.

The second -- and I know, Commissioner Lagan was asking about if that requirement needed to be done through the statute, and it does not. We can make that decision internally, which we are going to do. The second thing we will do is also an economic impact calculator. I'm working with Kyle on our Research team to develop this and want to roll that out. This will, again, just be an easier way for our applicants to be able to determine what the impact is of their program through the numbers and, and data that we have. The cycle for 2024 will open in March and April, and before that all happens, we also want to do a number of workshops to help our applicants with the process. In January, we'll do a media buy refresher just to walk people through what we're asking for in the application and how that matches with the kind of media buys we're doing. In February, we'll do some presentations around the opportunities internally with perhaps the Visitors' Guide, some marketing programs and research and travel trade that they can buy into and then look at external co-ops with some of our partners, some OTAs, some traction-based programs that they might be able to buy into as well. Then in March, we'll talk about the economic impact calculator, as well as all the data that we want to collect with the evaluations. Really providing a lot more training and education for, not just those applying for grants, but anyone else who wants to get more information on what we're doing.

With that, we are seeking a motion to approve the Fiscal Year 2023 Second Cycle Rural Marketing Grants as presented, and I do want to make one small note with the attachment that was part of your packet. For Nevada Silver Trails, the total is \$90,777. Your packet may be adding the two Nevada's Indian Territory and Silver Trails together, so if you're looking at the subtotal in the packet, it is less the \$15,608 because it pulled the wrong calculation in the Excel spreadsheet. But this is the breakout, so I believe we have to get a motion to approve these individually by territory.

CANO BURKHEAD: Thank you, Anton. And thank you so much for all your work in this space. Commissioners, are there any questions before I ask for a motion?

ESTIPONA: This is Edward Estipona for the record. I know that we're dealing with a new system, and you had an overlap going on. I think I would just ask that you go back to past people that have submitted in the past because we did have less submissions and just kind of review where the challenges were. Again, for me, I think I want to make sure we're making it equitable for those that want to submit. I think sometimes the more sophisticated we become, we scare those that maybe are not as sophisticated in approach and I think in some ways, it's just an education factor. I mean, I know



you're doing those workshops, and in those workshops, you can help and train them how to figure out the data part of this a little bit more. I think that would be very beneficial to kind of look at it in the future and kind of see on the next round whether we go back to the same amount of people that we're submitting or whether it's been lessened, and again, try to get to the root of the reason why it's lessened. Thank you.

CANO BURKHEAD: Thank you, Commissioner. Are there any other comments or questions?

LAGAN: Jill Lagan for the record. I just wanted to point out, in looking at all the grant applications, I was impressed with having a more focused, like a market diversity focus because I was really impressed with some of the different ideas and things that were coming back. I am grateful that this process has been put in place because I feel like we are maybe streamlining and getting a better understanding of what it is that we need to be focusing on throughout the state. I also was very impressed with the diversity of the types of applications that were coming through, making sure that we are, just like the former commissioner was just talking about. We want to make sure that we are being equitable and reaching out to all the different entities that are interested in applying. So, congratulations for having a great grant cycle.

CANO BURKHEAD: Thank you so much, Commissioner Lagan. Are there other comments or questions?

MOON: Madam Chair, this is Jane Moon for the record. I want to commend Anton and her team for all the hard work that they put forth. It's been a lot of work, and they've done a fabulous job. I will echo the statements about continuing to reach out and continuing the workshops that you have done, Anton. You know, it can't be too much, getting the information and the education out to especially the rurals, so thank you again for all your hard work, team.

CANO BURKHEAD: Thank you, Commissioner Moon. Are there other questions or comments from the commissioners? Okay. Director Scolari, did you have a comment regarding recusals?

SCOLARI: For the record, Brenda Scolari. Yes, Lieutenant Governor, I did just want to clarify. I know we've had some confusion about this in the past, and, of course, I defer to the Deputy Attorney General on the call, but I believe that only the commissioners who directly represent an application and a recommendation for award need to recuse themselves from the vote, which may mean we don't have to step through territory by territory for an award. I believe that's the case, so if we could just ask if there are any recusals and then seek a motion.

CANO BURKHEAD: Harry, are you on the call? I can't see everybody because the presentation's still up.

WOODRUM: Good afternoon, this is Homa Woodrum. I'm from the Attorney General's office. I'm covering for Deputy Attorney General Ward. I didn't hear the question, so I wasn't sure if you customarily also just do any disclosures that are short of recusals. You're also welcome to do those if that's something that folks feel is necessary and then want to find out if their colleagues feel that there's something that they should recuse on. But the statement as far as, direct involvement is, is accurate to my understanding.

CANO BURKHEAD: Okay. Thank you so much. I'm going to ask for a motion to approve Fiscal Year 2023, the Second Cycle of the Rural Marketing Grant.

MOON: Madam Chair, this is Jane Moon for the record. Should I be recusing at this time? I am the Director of Tourism and Special Events for Visit Fallon.

CANO BURKHEAD: That would be great. Thank you, Commissioner Moon.

MURDOCK: Madam, Madam Chair, I have an ownership in five casinos in Douglas County, Carson City area, so for whatever that would mean recusal on those.

WOODRUM: This is Homa Woodrum. Could you please identify your name for the record? The screen just says iPad.

MURDOCK: Rick Murdock.

WOODRUM: Okay, thank you. And to the prior question about whether you would want to go area by area, I just wanted to verify. It sounds like there are specific subjects that folks would like to recuse on, but then still participate in voting on others, so it sounds like you probably want to go --

CANO BURKHEAD: Correct.

WOODRUM: -- area by area.

CANO BURKHEAD: We'll go territory by territory. Yes. Thank you. Appreciate that. Are there other commissioners? No. Okay. I'm using my Chief of Staff's computer and so I'm trying to get to the territory that was on the presentation. For those of you who are going to be making a motion, if you could just read off that for me. I don't have it in front of me. He's pulling it up. Right. There we go. Thank you. For Cowboy Country, can I have a motion please?

ESTIPONA: This is Edward Estipona for the record. I make the motion to approve the FY 2023 Second Cycle Grants for Cowboy Country for \$150,500.

CANO BURKHEAD: Thank you so much, Commissioner. We have a motion on the floor to approve Cowboy Country for FY 2023 in the amount of \$150,500. All in favor, please indicate by saying aye.

MULTIPLE: Aye.

CANO BURKHEAD: Any opposed? Okay. Motion is approved.

WOODRUM: And if I may interject, you may want to also, for purposes of the record, indicate who abstained for each item. I know folks had made a statement at the beginning, but that would help, I think, for the purposes of minutes.

CANO BURKHEAD: Okay, great. Thank you. We'll go back to Cowboy Country. Are there any abstentions? Okay. Thank you. I need now a motion for the Las Vegas Territory FY 2023 recommendation in the amount of \$105,308.

MOON: Madam Chair, this is Jane Moon. I motion to approve the FY 2023 Second Cycle Rural Marketing Grants for the Las Vegas Territory in the amount of \$105,308.

CANO BURKHEAD: Yes. Thank you, Commissioner Moon.

CANO BURKHEAD: I have a motion on the floor to approve the Las Vegas Territory in the amount of \$105,308. All in favor, please indicate by saying aye.

MULTIPLE: Aye.

CANO BURKHEAD: Any opposed? Any abstentions? Thank you. We'll move on to Nevada's Indian Territory. I need a motion to approve that FY 2023 recommendation in the amount of \$15,608, please.

ESTIPONA: This is Edward Estipona for the record. I make a motion to approve the FY 2023 Second Cycle Grants for Nevada's Indian Territory for \$15,608.

CANO BURKHEAD: Thank you so much, Commissioner. I have a motion on the floor to approve Nevada Indian Territory in the amount of \$15,608. All in favor, please indicate by saying aye.

MULTIPLE: Aye.

CANO BURKHEAD: Any opposed? Any abstentions? Okay. Motion carries. The next approval is for Nevada Silver Trails in the amount of \$90,777. May I have a motion, please?

LAGAN: Madam Chair, this is Jill Lagan for the record. I'd like to move to approve FY23 Second Cycle Rural Marketing Grants for Nevada Silver Trails, \$90,777.

CANO BURKHEAD: Thank you so much, Commissioner Lagan. I have a motion on the floor to approve Nevada Silver Trails in the amount of \$90,777. All in favor, please indicate by saying aye.

MULTIPLE: Aye.

CANO BURKHEAD: Any opposed? Any abstentions? Okay. Motion carries. We'll move on to Pony Express Territory in the amount of \$147,662. I need a motion on the floor, please.

ESTIPONA: Edward Estipona for the record. I make the motion to approve the FY 2023 Second Cycle Grants for the Pony Express Territory for \$147,662.

CANO BURKHEAD: Thank you so much, Commissioner. We have a motion on the floor for Pony Express Territory to approve the amount of \$147,662. All in favor, please indicate by saying aye.

MULTIPLE: Aye.

CANO BURKHEAD: Any opposed? Are there any abstentions?

MOON: Jane Moon, for the record. I abstain.

CANO BURKHEAD: Thank you so much, Commissioner. We'll move on to Reno Tahoe Territory in the amount of \$161,281. Need a motion on the floor to approve that, please.

LAGAN: Madam Chair, this is Jill Lagan for the record. I'd like to move to approve Fiscal Year '23 Second Cycle Rural Marketing Grants for Reno Tahoe Territory in the amount of \$161,281.

CANO BURKHEAD: Thank you so much, Commissioner. We have a motion on the floor to approve Reno Tahoe Territory in the amount of \$161,281. All in favor, please indicate by saying aye.

MULTIPLE: Aye.

MURDOCK: I'm not voting. It's Rick Murdock. Sorry.

CANO BURKHEAD: Thank you, Commissioner. We'll note you as abstaining.

HARRIS: For the record, Charles Harris in Reno. I need to abstain as well.

CANO BURKHEAD: Okay, thank you. We will make a note of that too. Are there any more abstentions? Okay. Thank you so much. We are going to move on now.

WOODRUM: Madame Chair, if I may, I think --

CANO BURKHEAD: Yes?

WOODRUM: -- the flow got a little interrupted where you in the middle of taking yays and then there were abstentions in the middle of that. You may want to just, to be clear, do the vote and then we'll have it clear for the minutes --

CANO BURKHEAD: Okay.

WOODRUM: Because I believe we've got abstentions in the middle of yays.

CANO BURKHEAD: Okay, so we have noted the abstentions, correct. All in favor of Reno Tahoe Territory, \$161,281 approval, indicate by saying aye.

MULTIPLE: Aye.

CANO BURKHEAD: Any opposed? Great. Thank you. Okay, we're going to now move on to the next item on the agenda, which is the Destination Development Program recommendations. Anton.

ECKERT: Thank you, Madam Chair.

CANO BURKHEAD: Thank you.

ECKERT: Destination Development, our 3D program, excited that this is moving along. Just to catch everyone up, we had applications close on October 25th and we also used Submittable, our new application platform. We received 16 applications. As Brenda had mentioned earlier, we did a roadshow when we kicked it off and we got all the information out there. We went into nine different towns and cities and talked to everyone about their application, so we're really excited that 16 came through. We met with our working group, you see the logos there at the bottom, who participated in mid-November, and we have now chosen six finalists, which I'd like to introduce you to and tell you all about. Just so you know, the process is that we, for these six finalists, we are splitting them into two separate cohorts that will be working with our team and our contractor, Better Destinations. The first cohort will start in January across eight months, and then the second cohort will follow after that. We will be selecting the order of that in a later meeting. So here is the timeline as it relates to how we were working through that. You've seen this before, so I didn't want to go through that, but want to just provide it for you. So, drum roll.

First one, it's all in alphabetical order, so this isn't the order that they were selected. The first one is the Boulder City Chamber of Commerce. Their concept proposal was to develop a hub-and-spoke model for their up-and-coming adventure center that is being planned for Boulder City. This will operate as a transportation hub, but also connecting a lot of resources and, and operators, and activity-based programs to be able to experience from there out into the rest of the region. We definitely liked the program. It's diversifying. It's the assets and product offerings. There's a lot of potential to invite a lot of outfitters to the region and, and certainly want to look at it in the lens of what the future of Lake Mead will look like too. As we see the lake continue to evaporate, that may change the way things are done there and I think long-term planning for that will be very beneficial for that area.

Next one is Friends of Black Rock High Rock. This was another great application we had. They're interested in building a welcome center and, and really leaning into their heritage and their colorful and unique history. They had a lot of great partners already at the table, a lot of place-based concepts that were really focused on, not only improving the lives of visitors, but also their residents. We really liked that. This is more of an early-stage group, but we're up for the challenge, so they were one of our biggest selections as well.

Next one is Lincoln County Authority of Tourism with the chamber. The Lincoln County LCAT. LCAT was part of our pilot program and that was a different strategic planning process with that. There was still some room that they needed help with improving and so, we felt that was worth getting them to the next level as part of that pilot program and really looking at economic sustainability across the county. They do have a lot of assets. They have implemented some of that since their pilot program, but they do still need some help with moving forward and, and we hope to help that with this process and providing a clearer vision for their development and also working with their partners in the area that are also very engaged as well. They do have a lot of new players coming to the table, and that's one of the things we were a little bit worried about with the pilot. When we

started out, we did have a lot of participation and then it kind of weaned a bit and now they've got more participation coming back as far as that county, so we're really happy to see that and we're excited to work with them on their project again.

The next one is Nevada's Indian Territory and this is something we've been looking for, for a long time and their concept is developing eco-cultural tourism assets that speak to the native tribes within the Great Basin area. There are 28 tribes and so they're really focused on cultural awareness and identity and establishing itineraries that could be experienced across the state, which is something we'd love to see, so we're looking forward to this project as well. There's a lot of opportunity for entrepreneurs and hopefully, native-owned businesses to start as part of this program and really another great one that we look forward to and, and it covers the, the entire state.

Visit Carson City is our next selection, and this is really developing. Visit Carson City made the application, but the program is working with Carson Valley as well as Virginia City, highlighting all the cultural aspects and creating a cultural corridor within the three cities, really focusing on the arts and culture, introducing artists to visitors as they come through. So, a lot of opportunity again for this. When we were looking at this, we wanted to get a good mix of outdoor recreation, arts and culture, and we got all of that as well, so we're looking forward to collaborating with all three of these cities and towns to work on the arts and culture piece of this program as well.

Last, but not least, is White Pine County Tourism and Recreation. We saw a lot of engagement in the community when we were out there for the roadshow, and this is really unifying their community for outdoor as well as arts and culture and some of the historical resources and products that they have. They want to be the base camp for exploring eastern Nevada by, getting everyone together and connecting everyone through a unified message and we think that strategic planning would be helpful for them in terms of getting that word out. We did see a lot of a good mix of a lot of their attractions and events they could have that would make this a good early win potentially for us as well.

And that was mainly it for the six we had. As I mentioned, we had 16 total and there were 10 other great applications that we really want to work with as well. As we met with the working group, we found there were a lot of opportunities outside of what we had to offer that we could help them with. We are determined to get back with all our applicants and make sure that they feel that we can provide them with some resources for next steps, whether it's within our organization or elsewhere or our partners to help them get through because we did feel that all 16 applications were really good. Unfortunately, we don't have the funding to help everyone. Our next step for 3D is to do our follow up with the six finalists on December 15th, next week, and kind of determine, since they were concepts presented, we just want to determine that we got the information in terms of their capability and the capacity with their partners. We will regroup with Better Destinations to kind of finalize the cohort order and who will go first and who will go second. As I mentioned, we will begin work in January. We are seeking a motion to approve these six projects as presented and recommended by the 3D Working Group and I have these listed here. I didn't put them in alphabetical order in this slide, but --

CANO BURKHEAD: Great. Thank you so much, Anton. Thank you for your hard work on this. I do want to open it up to any commissioners to see if there's any comments or questions. Okay. I think in an effort to allow for recusals, we'll do the same system in which we will vote individually, and so I need a motion for White Pine County for approval.

LAGAN: Madam Chair, this is Jill Lagan for the record. I move to approve the 3D applicant for White Pine County.

CANO BURKHEAD: Thank you so much, Commissioner. I have a motion on the floor for White Pine County. All in favor please indicate by saying aye.

MULTIPLE: Aye.

CANO BURKHEAD: Any opposed? Okay. And are there any abstentions? Okay, thank you so much. We'll move on to the next one. I'll go in order. Boulder City Chamber of Commerce. I need a motion on the floor to approve, please.

MOON: Madam Chair, this is Jane Moon. I move to approve Boulder City Chamber for the Destination Development Grant as recommended by the 3D Working Group.

CANO BURKHEAD: Thank you so much. We do have a motion on the floor to approve the Boulder City Chamber of Commerce. All in favor indicate by saying aye.

MULTIPLE: Aye.

CANO BURKHEAD: Any opposed? Any abstentions?

LAGAN: Yes, Madam Chair. Jill Lagan for the record. I am abstaining on this vote. Thank you.

CANO BURKHEAD: Thank you so much, Commissioner. We'll move on to the next one, which is Friends of Black Rock High Rock. I need a motion on the floor. Black Rock High Rock. Yeah, I said that right. May I have a motion to approve?

CONTURSI: Donald Contursi for the record. I move to make a motion to approve Black Rock High Rock as suggested by 3D.

CANO BURKHEAD: Thank you. I have a motion on the floor to approve of Friends of Black Rock High Rock. All in favor, please indicate by saying aye.

MULTIPLE: Aye.

CANO BURKHEAD: Any opposed? Any abstentions?

ESTIPONA: Madam Chair, this is Edward Estipona for the record. I abstain.

CANO BURKHEAD: Thank you so much. Appreciate that. We'll move on to the next one which is Lincoln County Authority of Tourism. I need a motion on the floor, please.

LAGAN: Madam Chair, Jill Lagan for the record. I move to approve Lincoln County LCAT as recommended by the 3D Working Group.

CANO BURKHEAD: Thank you so much. I do have a motion on the floor to approve Lincoln County Authority of Tourism as recommended. All in favor, please indicate by saying aye.

MULTIPLE: Aye.

CANO BURKHEAD: Any opposed? Any abstentions? Thank you. We'll move on to the next motion, which will be for Nevada's Indian Territory. I need a motion on the floor, please. Commissioner Moon, I see you speaking, but I think you're on mute.

MOON: Can you hear me now?

CANO BURKHEAD: Yes.

MOON: Jane Moon for the record. I move to approve Nevada's Indian Territory for the Destination Development Grant as recommended by the 3D Working Group.

CANO BURKHEAD: Thank you, Commissioner. We have a motion on the floor to approve Nevada's Indian Territory as recommended. All in favor indicate by saying aye.

MULTIPLE: Aye.

CANO BURKHEAD: Any opposed? Any abstentions? Okay. Motion is approved. We'll move on to Visit Carson City. I need a motion on the floor, please.

CONTURSI: Donald Contursi for the record. I move to make a motion for Visit Carson City as recommended by 3D.

CANO BURKHEAD: Thank you so much, Commissioner. I have a motion on the floor to approve Visit Carson City as recommended. All in favor, please indicate by saying aye.

MULTIPLE: Aye.

CANO BURKHEAD: Any opposed? Any abstentions?

MURDOCK: Madam Chair, Rick Murdock. Abstention, please.

CANO BURKHEAD: Thank you, Commissioner Murdock. We will note that. Okay. I believe I went through them all. Okay. Thank you so much. I appreciate that. We'll move on to the next item on the agenda, which are the upcoming RFPs. Kyle.

SHULZ: Thank you, Lieutenant Governor. Kyle Shulz for the record, Research Manager for Travel Nevada. The RFP that we are bringing before the Commission this afternoon is for our Integrated Marketing Effectiveness Study. This study is crucial to the measurement of the impacts on our marketing efforts and consists of a survey fielded to the markets that Travel Nevada is advertising in. Throughout the survey, questions are asked about past travel to the state, perceptions of various attributes of the state, and travel habits among other things. The survey then presents sample of creative for our paid, owned, and earned assets that have ran during the quarter in each specific market and asks whether the respondent recalls seeing these assets and, if so, whether this had a positive or negative impact on them. If someone indicates that they have seen any of our paid, owned, or earned assets, they're classified as being aware, and if they have not, they're classified as being unaware. By classifying this way, we can segment by those who are aware of our efforts and those who are not aware of our efforts and look at the differences in the answers throughout the survey between these two segments. We view this as an indicator for the level of impact that we have on specific questions and variables throughout the survey. We also use the survey to measure total awareness levels across our paid, owned, and earned channels to gauge whether our efforts are reaching the intended audience. The contract is anticipated to be a two-year contract with a possibility for a two-year extension. The cost is anticipated to be about \$250,000 per fiscal year or \$500,000 for the initial term of two years, and I will also add this is our most important piece of research. So, with that, thank you for your consideration and we'd be happy to answer any questions you may have about this RFP.

CANO BURKHEAD: Okay. At this time, I'll open it up for questions from the commissioners. Are there any questions? Okay. May I have a motion to approve this RFP for Integrated Marketing Effectiveness Study?

MOON: Madam Chair, this is Jane Moon. I move to approve the proposal for a Marketing Effectiveness Study as presented.

CANO BURKHEAD: Great. Thank you so much, Commissioner. I have a motion on the floor to approve this RFP for the Integrated Marketing Effectiveness Study as presented. All in favor, please indicate by saying aye.

MULTIPLE: Aye.

CANO BURKHEAD: Any opposed? Any abstentions? The motion passes. Thank you so much. At this time, I'm going to open it up for comments from the commissioners.

MOON: Jane Moon for the record. Lieutenant Governor, thank you so much for your service. It's been a pleasure having gotten to know you and thank you for coming out to the Oasis of Nevada to experience our one and only Cantaloupe Festival. We really appreciated your efforts to come out here and bringing home cantaloupe to your children. I enjoyed showing you around as did Mayor Tedford. Best wishes in all your future endeavors.

CANO BURKHEAD: Thank you so much. It was so much fun and the honor of my life. Okay, we're going to go ahead and move on. At this time, this is the second time for public comments. Is there anyone in attendance or on the phone or do we have any written correspondence for public comments?

WOODRUM: Madam Chair, there were two sets of public comment that did come in through the Zoom chat. I don't know what your usual protocol is. Whether you read those into the record or how I can address them or whatever your preference is. I know the format makes it a little strange because they come earlier than the comment period, so whatever your preference is on reading them or presenting them.

CANO BURKHEAD: Okay. I'm happy to read them. The first one is from Jan Vandermade made on behalf of Carson Valley and our destination's effort. Thank you, commissioners, for the support and thank you to the staff for the equally thorough efforts and process. The work we do as a territory is equally important and highly appreciated. Then we have a response from Director Scolari, saying thank you to Jan, and then the next comment we have from Bethany Sam. Nevada's Indian Territory appreciates your consideration and award. We are excited to share our traditional history and restore Native American identity through tourism. Extremely excited to start working on this project. Bethany Sam, Chairperson for Nevada's Indian Territory. Thank you so much for those comments in the chat.

KAWCHACK: M.E. Kawchack for the record. I just wanted to note that Kat Galli is also looking to make a comment.

CANO BURKHEAD: Oh, okay. I'm so sorry.

KAWCHACK: No, that's okay.

CANO BURKHEAD: Go ahead, Kat.

GALLI: That's okay. I was going to wait. I'm Kat Galli. I am based in Tonopah and the treasurer for Nevada Silver Trails Territory, and I just wanted to go back to the item where the awards were made for the marketing grants. I think staff did a really good job educating everybody on what the process is going forward, that there will only be one application per entity once a year, and so I believe that a lot of entities prepared accordingly in the last cycle, not in the current cycle. I, for one, can speak on behalf of Silver Trails, that in the past when other people were writing the grants, every single project was one grant application, so Silver Trails had eight or so applications, and we've condensed it to one. I think some of the numbers of less applications are us entities preparing better for the future of the grant cycle and doing a better job condensing our projects together because they're all linked anyway. I just wanted to defend staff, so to speak, that they've been educating everybody for about a year and every territory meeting, think tank, etc, Zoom meeting, has had that information, so I think all of us entities just knew how we were supposed to apply. So that's my comment. Thank you.



CANO BURKHEAD: Thank you so much. Are there other comments? Other hands that I'm not seeing? Okay, thank you so much. At this point, I'd like to ask for a motion to adjourn today's quarterly meeting of the Nevada Commission on Tourism at approximately 2:11pm. May I have a motion?

ESTIPONA: Madam Chair, this is Edward Estipona for the record. I make the motion that we adjourn the meeting.

CANO BURKHEAD: Thank you so much, Commissioner. I do have a motion on the floor to adjourn. May I have all in favor, please indicate by saying aye?

MULTIPLE: Aye.

CANO BURKHEAD: Any opposed? The meeting is adjourned. Thank you so much everybody. Have a wonderful day.

[end of meeting]

DRAFT