



NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Regular Meeting of the Commission on Tourism
Monday, December 11, 2023 - 1:00 P.M.

MEETING LOCATION:

401 N. Carson Street, Carson City 89701
3260 Joe Brown Drive (2nd Floor), Las Vegas 89109

AUDIO CONFERENCE:

(877) 336-1831 Access Code: 6221873

COMMISSIONERS

Lt. Governor Stavros Anthony, Chair

Rick Murdock, Vice Chair

Donald Contursi | Mendy Elliott | Steve Hill

Tom Lester | Jill Lagan | Mike Larragueta

Jane Moon | Herb Santos | Rafael Villanueva

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

Nevada Commission on Tourism, Carson City, Nevada | Legislative Counsel Bureau, Carson City and/or Las Vegas, Nevada | Nevada State Museum, Las Vegas, Nevada | Nevada State Library, Carson City, Nevada | Nevada State Purchasing, Carson City, Nevada | Windmill Library Las Vegas, Nevada
Reno Sparks Convention and Visitors Authority, Reno, Nevada | Las Vegas Convention and Visitors Authority, Las Vegas, NV | www.TravelNevada.biz | www.notice.nv.gov

STATEMENT OF THE COMMISSION

- Action may be taken on those items denoted "For Possible Action".
- Items on this agenda may be taken in a different order than listed.
- Two or more agenda items may be combined for consideration.
- An item may be removed from this agenda or discussion relating to an item on this agenda may be delayed at any time.
- Public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to 3 minutes at the discretion of the chair, and speakers are urged to avoid repetition of comments made by previous

speakers. Those wishing to make public comment via email should email their public comment to kbenoit@travelnevada.com.

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

A. Opening

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

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 September 13, 2023 Minutes

D. For Discussion Only – Welcome and Opening Remarks

Lt. Governor Stavros Anthony, Chair
Introduction of Commissioner Mendy Elliott.

E. **For Possible Action** – Director’s Report

Brenda Scolari, Director, Dept. of Tourism and Cultural Affairs
Director Scolari will introduce Nicole Orsua, Chief Industry Development Officer, provide updates including the Travel Nevada Quarterly Report and request approval of the FY24 Strategic Plan.

F. For Discussion Only – Budget Report

Angie Mathiesen, Chief Financial Officer, Dept. of Tourism and Cultural Affairs
The DTCA Chief Financial Officer will provide a budget update.

G. **For Possible Action** – Upcoming 2024 Request for Proposals

Brenda Scolari, Executive Director, Department of Tourism and Cultural Affairs
Director Scolari will present the Request For Proposals and request spending approval for **a)** 2024 Governor’s Tourism Conference host property; **b)** Distribution of Printed Collateral

H. For Discussion Only – Creative Campaign Update

Caroline Sexton, Chief Marketing Officer
Travel Nevada’s Chief Marketing Officer will provide an update of the Get a Little Out There Campaign.

I. For Discussion Only – Nevada Outdoor Business Coalition

Mandi Elliott, Executive Director, Nevada Outdoor Business Coalition

Mandi Elliott will present an overview of the Nevada Outdoor Business Coalition and their mission to support and expand Nevada’s outdoor recreation economy.

J. For Discussion Only – Nevada Wedding Industry

Lynn Goya, Clark County Clerk

The Clark County Clerk will present information related to recent trends in Nevada’s wedding industry.

K. For Discussion Only – Upcoming Meetings and Events

Brenda Scolari, Executive Director, Department of Tourism and Cultural Affairs

Director Scolari will review the proposed 2024 Commission meeting dates.

L. Public Comment

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M. For Possible Action - Adjournment

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

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