



**NEVADA COMMISSION ON TOURISM
NOTICE OF PUBLIC MEETING**

Regular Meeting of the Commission on Tourism
Monday, December 4, 2017 – 12:00 P.M.

MEETING LOCATION:

Flamingo Hotel
Conference Area Savoy Room
3555 Las Vegas Blvd. South
Las Vegas, NV 89109

TELECONFERENCE NUMBER:

888-363-4735
Access Code: 4878739

COMMISSIONERS

Lt. Governor Mark Hutchison, Chair*

Cindy Carano, Vice Chair*
Herb Santos, Jr.*
Denice Miller*
Bob Cashell*
Richard Arnold

Don Newman*
Mike Vaswani*
Bob Morse*
Bob Stoldal

Rossi Ralenkotter*
Phil DeLone*
Brian Krolicki*
Julia Arger

*Voting members

THIS MEETING IS IN COMPLIANCE WITH THE "NEVADA OPEN MEETING LAW" AND HAS BEEN PROPERLY NOTICED AND POSTED AT 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
Las Vegas-Clark County Library, Windmill Branch, Las Vegas, Nevada
Reno Sparks Convention and Visitors Authority, Reno, Nevada
Websites: www.TravelNevada.biz and 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 Hutchison
Roll Call and Determination of Quorum– Lt. Governor Hutchison

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 21, 2017 NCOT Meeting Minutes

D. **For Possible Action** – FY18 2nd Cycle Rural Marketing Grants Recommended Allocation

Review and Approval of the FY18 2nd Cycle Rural Marketing Grant Applications – Total available funding for FY18 was \$1.65 million dollars. \$983,400 was awarded in the 1st cycle leaving \$666,600 available for the 2nd cycle.

Grant funds are intended exclusively to develop, promote and improve tourism to and within the State of Nevada. They may be used for no other purpose, and must be obligated and/or expended for invoices due in the same fiscal year as awarded. Grant funds will be used by the Division of Tourism on behalf of a grantee or distributed to political subdivisions of the state, to fair and recreation boards, and to local or regional organizations, which promote travel and tourism. For the complete grant guidelines, please visit TravelNevada.biz.

Proposed motion: The Nevada Commission on Tourism approves the expenditure of \$666,600 for the FY18 2nd Cycle Rural Marketing Grants to the recipients as outlined in the staff recommendation (or as revised per Commission discussion).

E. **For Possible Action** FY 18-19 Strategic Planning

FY18-19 Strategic Planning Review and Approval – The Division of Tourism has completed a draft of its FY18-19 strategic plan. The Division will look to the Commission for approval of the draft plan contained in the commission packets and on www.travelnevada.biz

F. International Presentations

Presentations by the Division's recently contracted international representation vendors.

- F1. Pulse Communications and Travel Marketing Inc. – Canada
- F2. Global Marketing and Sales – Latin America

G. Agency Reports

- G1. Chair Report
- G2. Administration
 - G2.1 Welcome to Governor's Global Tourism Summit – Outline of events
 - G2.2 Grants Process Review RFP – Update
 - G2.3 Marketing
 - G2.3.1 **For Possible Action** – New Creative Video Spot
 - G2.3.2 Update on 360 Virtual Reality Tour
 - G2.3.3 Update on Arts & Culture Guide and Program
 - G2.3 Quarterly Staff Update – July through September report in commission packets
- G3. Division of Museums – Boulder City Railroad Museum Update, Peter Barton

- G4. **Nevada Arts Council** – Introduction of new Executive Director, Tony Manfredi
- G5. **Nevada Magazine** – Events & Shows, South, Update, Janet Geary

H. Upcoming Meetings ---

- H1. **Proposed 2018 Schedule of NCOT Meetings** in packets

I. Commissioner Comments ---

J. Public Comment ---

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K. **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. Materials are available from the Nevada Commission on Tourism office, 401 N. Carson Street, Carson City, Nevada and online at 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.