



## NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Regular Meeting of the Commission on Tourism  
Thursday, December 8, 2022 - 1:00 P.M.

### MEETING LOCATION:

<https://us02web.zoom.us/j/89350124657?pwd=YWZUbFN0dk1yZlhZU2NjNkNBTmVLQT09>

Meeting ID: 893 5012 4657

Passcode: 556245

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### COMMISSIONERS

Lt. Governor Lisa Cano Burkhead, Chair\*  
Bob Stoldal | Brian Wadsworth | Charles Harris\* | Claire Muñoz  
Cynthia Mun, Vice Chair\* | Donald Contursi\* | Edward Estipona\* | Jane Moon\*  
Jill Lagan\* | Rick Murdock\* | Steve Hill\*

\*Voting members

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This meeting is in compliance with Nevada Open Meeting Law and has been properly noticed and posted at the following location:

Nevada Commission on Tourism, Carson City, Nevada  
[www.TravelNevada.biz](http://www.TravelNevada.biz) | [www.notice.nv.gov](http://www.notice.nv.gov)

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### 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 [mkawchack@travelnevada.com](mailto:mkawchack@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 Cano Burkhead  
Roll Call and Determination of Quorum– Lt. Governor Cano Burkhead

### 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 8, 2022 Minutes

### D. **For Discussion Only** – Welcome and Opening Remarks

### E. **For Discussion Only** – Director’s Report and Budget Update

*Brenda Scolari, Director, Tourism and Cultural Affairs*

### F. **For Possible Action** – Fiscal Year ‘23 Media Plan

*M.E. Kawchack, Chief Deputy Director, Tourism and Cultural Affairs*

Deputy Director Kawchack will introduce Fahlgren Mortine to present media recommendations for approval.

### G. **For Possible Action** – 2nd Cycle Fiscal Year ‘23 Marketing Grant Award Recommendations

*Anton Eckert, Chief Industry Development Officer, Division of Tourism*

Award recommendations from Travel Nevada staff and the Territory Advisory Committee will be presented for discussion and approval.

### H. **For Possible Action** – Destination Development Program Recommendations

*Anton Eckert, Chief Industry Development Officer, Division of Tourism*

Award recommendations from Travel Nevada staff and the 3D Evaluation Committee will be presented for discussion and approval.

### I. **For Possible Action** – Upcoming Request for Proposal

*Kyle Shulz, Research Manager, Division of Tourism*

Staff will present the intent and details of initiating a Request for Proposal for a Marketing Effectiveness Study contract.

### **Public Comment**

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### **J. 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](mailto:kbenoit@travelnevada.com). Materials are available online at [www.travelnevada.biz](http://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](mailto:kbenoit@travelnevada.com)