

MINUTES of the NEVADA COMMISSION ON TOURISM

TUESDAY, MARCH 8, 2022

Call to order

Lieutenant Governor Lisa Cano Burkhead called the meeting to order at 1:02pm.

Commissioners Present:

Lieutenant Governor Lisa Cano Burkhead
Vice Chair Cynthia Mun
Edward Estipona
Jane Moon
Julie Pazina
Rick Murdock
Kristin Windbigler
Donald Contursi
Bob Stoldal (arrived after roll call)
Claire Muñoz

Commissioners Absent/Excused

Charles Harris
Jill Lagan
Steve Hill
Brian Wadsworth

Staff and Guests Present

Henna Rasul, Deputy Attorney General
Justin Emerson, LG Office
Michael Culler, LG Office
Staff:
Brenda Scolari (speaker)
M.E. Kawchack (speaker)
Kelly Benoit (speaker)
Anton Eckert (speaker)
Mikalee Byerman
Ron Webster
Angie Mathiesen
Megg Mueller
Kyle Shulz
Tracie Barnthouse
Yennifer Diaz

Other:

Marty McDonald, Fahlgren Mortine
Bobby Ritzi, Fahlgren Mortine
Heather Hotaling, Fahlgren Mortine
Jarrod Lopiccolo, Noble Studios

Erin Stiehler, Noble Studios
Victoria Simmons, BVK
Stephanie McKinnon, BVK
Maura Curtis, BVK
Kat Galli
Corey Marshall
Rick Velotta
Beatty Chamber

Roll Call and Determination of Quorum

CANO BURKHEAD: Before I call the meeting to order. I just want to say what an honor it is to serve with all of you as your new Lieutenant Governor. I'm really honored and excited to be here today. So, with that, I call to order the Nevada Commission on Tourism quarterly meeting. It is March 8th, 2022, and it is 1:02 PM. Before we begin, we're going to first confirm that this meeting was properly noticed and posted.

BENOIT: Kelly Benoit, for the record. Yes, it was.

CANO BURKHEAD: Thank you. Let's move on to Item B, public comment. Is anyone on the call here for public comments?

KAWCHACK: This is M.E. Kawchack, for the record. I am not seeing anyone in the chats. But if we could call roll we could start with that. Okay. Thank you.

CANO BURKHEAD: Thank you for that. Let's go ahead and call roll. Kelly?

BENOIT: Okay. Lieutenant Governor Cano Burkhead?

CANO BURKHEAD: Here.

BENOIT: Vice Chair Mun?

MUN: Here.

BENOIT: Commissioner Estipona?

ESTIPONA: Here.

BENOIT: Commissioner Moon?

MOON: Here.

BENOIT: Commissioner Harris? We will mark him absent/excused, Commissioner Harris. Commissioner Lagan? We will mark her absent/excused. Commissioner Pazina?

PAZINA: Here.

BENOIT: Commissioner Windbigler?

WINDBIGLER: Present.

BENOIT: Commissioner Murdock? Okay, we'll mark him absent/excused. Commissioner Hill? We'll mark him absent/excused. Commissioner Contursi?

CONTURSI: Here.

BENOIT: Commissioner Stoldal? We'll mark him absent/excused. Commissioner Wadsworth? We'll mark him absent/excused. Commissioner Muñoz?

MUNOZ: Present.

BENOIT: We do have a quorum.

Meeting

CANO BURKHEAD: Thank you. Thank you so much. And I'll circle back around to public comment, as I skipped forward ahead, just to make sure, again that there's no one on the call for public comment before we move on?

KAWCHACK: M.E. Kawchack, for the record. I have not received any public comment.

CANO BURKHEAD: Thank you. Next agenda item C, is approval of the minutes. This is for the December 2nd, 2021, meeting. Are there any proposals, by way of motion for any matter relating to those minutes?

MUN: This is Cynthia Mun, for the record. I do have a request for a change. On page 10, it says Commissioner Contursi's comment sees a comment, and says Donald Contursi, for the record. I second, the motion. I believe what he meant was, he is making the motion.

KAWCHACK: M.E. Kawchack, for the record. Thank you, Cynthia. I can change that. It's based on the recording, so I'll notate that. But thank you.

MUN: Thank you.

CANO BURKHEAD: Okay. Thank you. Are there any other matters? And if not, can I get a motion to approve the minutes?

PAZINA: This is Julie Pazina, for the record. I would like to make a motion to approve the December 2nd minutes with the adjustment made by Commissioner Mun a moment ago.

CANO BURKHEAD: Thank you. Do I have a second?

MUN: Cynthia Mun, for the record. I second.

CANO: Okay. All those in favor?

MEMBERS: Aye.

CANO BURKHEAD: All those opposed? Okay. We can move on now to agenda item D, welcome and opening remarks. I would like to first begin by thanking Cynthia Mun for her contribution as Vice Chair. Your efforts and leadership are greatly appreciated. Thank you so much. I'd also like to thank Jerry Schefcik for representing the Nevada Arts Council, and I would like to welcome his replacement, Claire Muñoz, as our new Arts Council Commissioner. Thank you everybody. Okay. Next on the agenda item E is the Director report and budget update. Brenda.

SCOLARI:

Thank you. And good afternoon Commissioners. First I'd like to officially welcome the Lieutenant Governor to the Commission. We're very excited to work with you and we're so appreciative of the role of the Lieutenant Governor in statewide tourism and fulfillment of our mission. I'd also like to welcome Kelly Benoit to the Department staff as our new Executive Assistant. She's already made herself invaluable to the leadership and she will be the one communicating with you, moving forward. My first item to report and celebrate is the fact that, at the February 9th Interim Finance Committee, our Travel Nevada Budget Authority was officially restored to pre-pandemic, 2019 levels. The combination of increased revenue from lodging tax and the windfall of Federal American Rescue Plan money, means we are finally operating with what we consider a healthy budget.

M.E., if you could bring up the lodging tax account budget summary I will review that with you. As you know, the Omicron wave in December and January -- up until then Nevada was enjoying a tourism rebound throughout the state that exceeded our revenue projections during the biennial budget building in the fall of 2020. So that has been officially adjusted to reflect our actual lodging tax collections, to date, as well as projections through the fiscal year. This increased lodging tax authority, from \$16.3 million to \$25.6 million. As you can see, the actual collections, to date, stand at \$11.4 million. We also assumed the Budget Authority to draw down the EDA tourism grant award for \$13.5 million that we received from the Department of Commerce EDA. These funds can now be sub-awarded to the LVCVA the RSCVA, the Division of Outdoor Recreation, as well as used to augment the Travel Nevada budget for destination development and marketing grants and an additional \$1 million to boost Travel Nevada media buys.

M.E., if you could bring up the category 31 spending. This, we review with you every meeting and, you can see here that our expenditures, year over year, reflect recovery and are trending in the right direction. But let me point out that the full slate of marketing expenditures in media are never realized until the end of the fiscal year. Invoices for ads, particularly broadcast, always lag behind. So, you'll see those expenditures toward June and July. We also haven't had reimbursements yet for partners for the first cycle of marketing grants that you awarded in December, and that totals \$760,000. So that will then be placed in the sales and industry partners line item. I'll stop now and, are there any questions regarding the updated budget?

If not, I'd like to mention a couple of big wins in the second quarter report in your materials. As a reminder, this report spans work done in October through December of 2021. One is the success of the Nevada Pride Shopping Guide, which featured over 150 Nevada products and companies, a central part of our seasonal Discover Your Nevada campaign for residents, this second annual shopping guide, spotlighted Nevada-owned businesses, and locally made gifts. We're very proud of the response to the guide and hope to grow this engagement with residents and businesses again next year. Another important item to note, are the high-profile Travel Nevada ad placements in sports programs, with teams like the Golden Knights, the Lakers, NHL, NFL -- the marketing team has done a great job developing creative that speaks directly to sports audiences. Now that Las Vegas has become a sports capital, the importance of this audience segment has increased and our ability to capture their attention is more important. So, I encourage you to please take a look at those ads, in the report also. That concludes my Director's Report today, unless I have any questions on any of the reporting and the materials. Nothing? Okay. Well, we can move on to item F then.

CANO BURKHEAD:

Thank you. Moving on to agenda item F, the Marketing Committee report. M.E.

KAWCHACK:

Hello. M.E. Kawchack, Deputy Director, for record. Good afternoon again, Madam Chair and Members of the Commission. In your packets, you have a memo from Fletch Brunelle, Chair of the Nevada Commission on Tourism Marketing sub-committee, briefing you on our quarterly

meeting. On February 22nd, 2022, that sub-committee convened, and the presentation from that meeting is also in your packet. As previously approved, we have been planning to move into new markets, as budget would allow this year. We spent several months last year determining what those markets would be via a rubric-based methodology. We presented a tiered budget that would allow us to facilitate programs to support marketing efforts. We're currently slightly below the tier-three spending as presented, and we also want to be able to stay competitive in the current marketplace, which is currently very competitive. So as a result, we'll be concentrating efforts in Chicago and Portland for the spring, while continuing ongoing efforts in our core and emerging markets. The sub-committee supports these updated tactics and staff will be moving forward with paid and earned efforts as discussed. We're currently exploring projection mapping as an out of home activation in these markets, and we'll be implementing them if the execution is deemed to be appropriately impactful. We look forward to sharing those results with the Commission at a future meeting, most likely in the fall. I can take any questions at this time. Okay. Thank you.

CANO BURKHEAD: Thank you, M.E. Moving on to agenda item G, the Industry Development Report. Anton.

ECKERT: Good afternoon, everyone. I am Anton Eckert. M.E., can you share please? Thanks, M.E.

I just wanted to give a quick update on where we are with the rural grant program. You can go to the next slide. So, we're still looking at a grant audit. I've done some of it. I haven't completed it all. But I just wanted to go through what the thinking was, in terms of how we are looking at revamping the grants. Really wanted to see how we can improve the process, maximizing the funding that we have available and looking at extending our reach through some of the assets that we have here at Travel Nevada. How do we create equity in a very competitive grant environment? I have some key learnings about that I'll touch in a second. Also looking at what the true impact and effectiveness is of the grant program. We currently have two cycles, one that's going to happen soon, that will cover the next fiscal year. And then, we have a secondary one that's usually launched around December, I believe. That one covers for the second half of the fiscal year. And that's really more just to give other people an opportunity to plan around that. So, we're just wondering if the two cycles is the right cadence for this. Also we want to look at how we can improve our relationship with our partners and how we can streamline the effectiveness of the process. The grant audit was a five-year analysis. It's ten grant cycles. That includes two years, pre-COVID, and includes the CRF funding. I'm trying to pull that out too, because I think that was an anomaly, obviously. And then, we looked at seven geographic areas, which were the six territories, plus the statewide application. And really again, trying to look at how we can streamline the process for efficiency. It's not only with time, but also the finances and the human resources that go into reviewing all the grants.

Next slide. So, some of the key learnings that I found so far. Every grant is unique and it's not a one size fits all program. I really want to look at equity among these requests, especially considering that we can maybe split it out into buckets. When you look at how these organizations are applying, you've got these big territories competing against these very small organizations, and maybe there's got to be a way that we can look at it to give it a little bit more equity. The other piece of it is just really understanding what these grants are asking for. Looking and understanding where they're coming from. So, what is their organization type? What is the mission of that organization? How big is their staff? I think again, it's unfair. Some of them are fully volunteer. Some of them are fully staffed. Budget size is another consideration. I've heard feedback that some people tend to pad their grants, knowing that they're only going to get a portion of it. And I've also heard that some of them actually do have the funding, they're just looking for supplemental, whereas some other grant applicant may be more needing of that funding. So just trying to understand how that is looking across the board.

Also wanted to figure out how these projects are tying back to their goals, but also how it aligns with our mission. And that's another piece I'm looking at. The territories also act as a de facto extension of our brand, and we want to help support that, help drive engagement with those partners, potentially increase their membership, add new perspectives. And since I've been on, there's at least like three or four people that have retired and I haven't seen anyone new come in. And so, I'd really like to see how that succession works within the territories, but also with just in general, within our organization and bringing in new blood and fresh perspectives, as well as the next generation of tourism professionals who work in our industry. I wanted to also see if we can develop, moving forward, some co-op opportunities for what we have at Travel Nevada. I think partners know what we do, but maybe not know how to engage with us and having something that we can lay that out would be a great way for them to participate more.

And lastly, we want to have more meaningful reporting. A lot of people do some estimates, for example, for websites. If the grant is supporting their websites, they submit estimates, there's no way they can predict how many people will come to their site as an effect of what they're doing. And we do reimburse those invoices from the grants, based on estimates, because that's how they have to submit. However, there's no reason why we can't do a little bit more due diligence and go back in three or six months and follow up with actuals, and then we can actually see what the results were instead of basing it on estimates, which really are not as important.

And so, what is planned right now is, I'm going to launch the next cycle, which is fiscal year '23, Cycle 1, which is, in effect, these grants will be able to be implemented starting next fiscal year, July 1st through the rest of the year. We're going to update the application and evaluation questions. There's some questions that aren't as relevant, and a lot of what we're asking for is going to address some of those learnings that we had, and just trying to understand more about each of these organizations. We want to encourage more layered programming. I think layered programs give us a better indication of how they're promoting, even if it's not something that we're fully funding, but we can get a sense of other projects -- other campaigns they're doing to support it. And, really just trying to see how they can leverage these programs together, because we can get five or six applications for a single destination, or an organization, and I think seeing them together and seeing how they work with each other is a better way of looking at it. We're going to implement a rubric. We're still developing that, but that is the plan, to test. It's not going to be sent out completely -- it's not going to be sent out as an official way, we're looking at it. We want to test it because I want to make sure it's as best we can do it, in terms of evaluating it. We're also going to expand the review grants. I know the TAC committee is part of the review process, but also internally, I think we need to have more eyes on how it works, in terms of leveraging with some of the assets that we have. And of course, I'll be conducting industry workshops to make sure that all of our grant applicants are aware of what's happening. In phase two, you'll see a whole new grant application. We're basically going to blow up the system and create one that is a little bit easier to fill out, with drop downs and radio buttons. We'll introduce templates that will allow people to easily show their work plan. As I mentioned, we'll do the co-op programs and then I can report on real numbers for fiscal year '22, because we'll go back and take a look at this year, and then as well as the first cycle of the '23. And again, always conducting workshops. Then, in the last phase, looking at potentially going to one cycle, and really asking our partners to plan out for full year so that we can look at that, in its totality. From there, we'll define funding categories. As I mentioned, just trying to leverage between the territories and the small businesses and everyone in between, and making sure that we can support them in the ways that we need. I did a little fishing around with our industry to see if these are type of changes that everybody would be okay with, and they seem to be okay with the big ideas, but we'll see once we get the application and evaluation forms updated. Does anyone have any questions?

PAZINA: Hi, Anton. This is Julie Pazina, for the record. I'm so sorry, Commissioner Moon. I am so sorry to interrupt. Anton, are you handling the grants, moving forward, in place of Shari Bombard?

ECKERT: For now. We do have the position open -- I'm sorry, Anton Eckert, for the record. We do have the position open right now. So, we're looking at hiring.

PAZINA: Thank you so much. I'm interested to see the new format when it unveils. Thank you.

ECKERT: Anton Eckert, for the record. Julie, the format's going to look the same this time, this first round, because we aren't able to make the fixes that we want to. So, you'll see it on the next round.

MOON: Commissioner Moon for the record. Hi, Anton. Quick questions. So, of course, you've discussed this with me, as far as efficiencies and getting things together. I really appreciate that work, especially in the fact that you're trying to make it more accessible and easier for the grantees. My statement, moving forward, is because as you know, having been in rurals now, sometimes there's the turnover with the personnel representing tourism. And, as you had alluded to, some of the representatives are volunteer only. Not a lot of paid positions throughout rural areas. So, my -- it's not even a caution. It's what I'd like to keep in front of us always, is to make sure we keep in contact with those rural communities, make sure they're fully supported, in terms of really being able to understand the grants. And I'm happy to help with any workshopping, anything like that. I will go everywhere with you, if you need. But we want to make sure that, especially our smaller rurals who do not have that representation, are constantly in the loop. So, I know you'll do that. I just had to make sure that that was heard. So, thank you so much.

ECKERT: Anton Eckert, for the record. Yes, Commissioner Moon, yes. We do plan on having workshops. I also want to record the workshops, so that everyone will have a chance to see it, if we're not able to go out and see them. And, I will have, as part of the application, moving forward, that they have actually reviewed the workshop, whether it's online or in person, so that they get the right information, and we want to make sure everyone gets the right information. The big goal is this is really to bring those rural destinations, the smaller ones, particularly for applying for grants and their partners, to get up to the same competitive level that those in some of the bigger cities are doing. Thank you so much.

MUN: This is Cynthia Mun, for the record. I just wanted to chime in here and really thank Anton and the team for taking this on. Especially since this commission was formed to really help the rural markets, in general. And I think this is a wonderful way, and something very strategic, in looking forward, in terms of the baseline and understanding of everything that could be more effective or efficient. But to Commissioner Moon's comment, I do think whatever it is that you do, it does have to serve the rural markets and make it easy for them as well.

ECKERT: Anton Eckert, for the record. Absolutely, Commissioner Mun. I definitely want to make sure everybody is aware, and I will do everything I can to have them prepared -- that the applications will open after this commission meeting, probably next week. And it'll be open for seven weeks. We'll close at the end of April. We'll hopefully have someone in by May, so we can start to do the review process and we'll be presenting recommendations once we meet with the TAC committee at the next Commission meeting in June.

MUN: Thank you.

CANO BURKHEAD Thank you. Do we have any other questions?

ESTIPONA: This is Commissioner Estipona, for the record. So, I think as we go through this and we're trying to look at this and make it more efficient, I think one of the things I would like us to see, and I'm

sure it's being looked at, but I just want to make sure that we're looking at from a diversity equity and inclusion standpoint -- that we're looking at, how are we reaching out to other people within the rural community? There's different pockets in that rural community. You've got Hispanic communities, you've got all different kinds of people, Basque communities, and so on. And I just want to make sure, from an accessibility standpoint, that they understand how to fill out the grants properly. Because oftentimes, the ones that tend to get awarded the grants are the one that are very polished and have a fair understanding how the system works. Where the ones that don't get the grants and the ones that are kind of just trying something new, and they heard, , I can get a grant here, but at the end of the day, they end up not getting the grant, they put a lot hours into it, but they don't get it because they're not properly trained or they don't understand the system very well. So, I think if we are trying to be more inclusive and also trying to create a better efficient system, I just want to make sure we're looking at that from that angle as well. Thank you.

ECKERT: Thank you, Commissioner. Anton Eckert, for the record. Yes, I've been considering that as well. because the way the grants work currently, is it's open, they apply, we can't ask questions. And I would like to maybe insert maybe another layer where we have a technical review somehow, to help them submit the best application possible. Now, we still aren't able to find every single person that comes around, unless we decide to give us more money to do that. The other thing I was considering is also adding that as part of the rubric to see if you know an application can get additional points if they're new. And the other thing I wanted to do is really work with the territories to encourage more people to also work with them and could have, as part of the rubric of just another point system, where if they are members of the territory, or active with the territory, whether it's attending one meeting, because I know not all of them are memberships, but, that could be another piece in getting everyone else engaged and teaching each other how to do all of it. Any other questions? Thank you.

CANO BURKHEAD: Thank you, Anton. The next item on the agenda is the Annual Tourism Forum. So, Brenda's going to speak to that.

SCOLARI: For the record, Brenda Scolari. Last March, our Recovery Committee hosted an online tourism forum for the industry. We asked our tourism leaders from around the state to offer a snapshot of their future plans. And that opportunity for tourism partners to get that information firsthand was very well received. The Recovery Committee recommended that Travel Nevada continue to host this forum as an annual event, and that's what I'd like to discuss with you today. We'd like to hold the forum in-person, either in Las Vegas or Reno. And, of course as we transition out of the pandemic and away from holding meetings virtually all the time, we had a capacity issue with that online meeting. So, we wanted to include as many industry attendees as possible. And we, of course, have a capacity limit in whatever venue we choose, but we just feel like an in-person event would be that much more appealing to partners. And we could field questions more efficiently, would just have a better feel all the way around. So, I'd like to ask the Commission, A) if we should proceed with hosting a live event in the fall. And B) if any of you would like to join a planning committee to help Travel Nevada staff plan the event.

PAZINA: This is Julie Pazina, for the record. Thank you so much Director Scolari. This was, having served on the Recovery Committee, I think one of the most meaningful things that we did, in the sense that we had so many people join just for information and to really hear what was going on in the industry. It was incredibly meaningful, especially during the pandemic, but we felt like it was something that would remain popular because we are such a large state and we do have so many phenomenal things going on, from a tourism standpoint, that unfortunately, we get so busy in our daily lives, it can be really hard to hear about. So, I think it's a great idea. I would absolutely love to help with the planning. That said, I don't know if maybe another year of doing it virtually only, so that we can get everyone from the north, the south, the rurals, and everyone

involved on one call might be also an idea. But, either way, I'm more than happy to help and excited to see this continue.

SCOLARI: Thank you, Commissioner Pazina. Are there any other thoughts on a virtual versus live?

MUN: Cynthia Mun, for the record. I love the idea of having a live event, only because I think so many of us are excited to be out and about. But I do agree with Commissioner Pazina, in that, having the opportunity for both the north and the south to also join in. And I don't know if having a live event would accommodate that. If it does, it'll be great, but, personally, an in-person meeting would be exciting, I think for many people. And bringing back all the work that the commission has done in terms of getting everyone back to Las Vegas or Reno, I think there'll be another momentum for Nevada. So, I think it might be a good idea.

STOLDAL: Director Scolari?

SCOLARI: Yes, Commissioner Stoldal?

STOLDAL: First of all, I apologize for being late. I think the challenge is there's only some people who want to have a live event. What we're also seeing, that between Reno and Las Vegas, that's an hour flight back and forth. When we start bringing in the rurals, whether it's Ely -- and I never think of Ely and Elko as the rurals, but those parts of the state, you have to add at least a day or two days of travel and so forth to go to these live events. And so, I think that if there's some way to really take what is being developed out there is, as these hybrid events that are almost fully live, but are virtual in one sense. I'd start really investigating those opportunities, so we can have more people from around the state to participate in the event, at the same time still have that ability to meet human to human, so to speak. Thank you.

SCOLARI: Thank you. I appreciate those thoughts on live streaming the event. Maybe that would be a good compromise and still have the in-person feel and the ability to meet face to face, but then be as inclusive as possible.

MOON: Director Scolari, this is Jane Moon, for the record. It's been what, a couple years since we did the Rural Roundup by hybrid. Is that correct? When we had the pods? Am I thinking correctly?

SCOLARI: That's correct.

MOON: I, myself attended in Tahoe, because we didn't have one around this area. But that gave opportunity for those who can't travel outside their immediate areas, but maybe regionally, to be able to participate in a somewhat live event. Because then there are people in that pod, and then we were streamed into each other. I do like the opportunity to start traveling again, under our current guidelines, whatever that may be, as safe as we can be. However, we are in tourism, and we really do need to be out there to advocate for ourselves. Right? And, for Nevada that we do this. This is what we do. We get together in a safe manner. So, I am all for a hybrid type of live streaming event if people cannot get to the actual gathering itself.

SCOLARI: Thank you. I like that idea, too. Let me suggest that what we'll do is meet internally and have further discussion about which option might work better. We did have a measure of success with this pod concept and having people meet and have some lunch while watching the online speakers, and that worked fairly well. It didn't allow us to do any panels or questions quite as well as I thought we could have. It's more difficult to do online -- field questions. So, how about this? What I propose is we will meet internally, discuss this, and present a plan and proposed budget at the June meeting? And any Commissioners interested in joining us on a planning committee, please contact me. You're welcome to be a part of that, too.

PAZINA: Director Scolari, this is Julie Pazina, for the record. Are we having the Governor's Global Tourism Summit again this year? Because that might be a great opportunity to do it, as well.

SCOLARI: Commissioner Pazina -- for the record, Brenda Scolari. The Governor's Global Summit had an international focus, and with international still in recovery, and now, of course we're challenged with the conflict in Europe and, it's just really something, first of all, that we didn't budget. And I think the very nature of the Governor's Conference would have to be re-imagined. Completely open to doing that and maybe this becomes a part of that. But as I said, certainly before for the past four or five years, it's had an international focus and we really haven't been able to do that.

PAZINA: Of course. I just thought, again -- this is Julia Pazina, for the record. I thought that might be a good idea to get a lot of tourism people together from the state and might be at least a good place to host something like this. If not now, in the future.

SCOLARI: Correct. Yes. Though, that has the same travel challenges, any conference does, but I think if we promote it well in advance, we're likely to get a good number of attendees. I agree with you. People are definitely ready to travel again and come together, as an industry. Well, thank you. I appreciate --

MURDOCK: I have a question, if I may?

SCOLARI: Commissioner Murdock?

MURDOCK: Yeah, I kind of think it's interesting because you do have the war. Your international travel is probably going to be sidelined for a little bit here. But it makes a lot of sense because people are traveling regionally, and then they're traveling in the United States. So, I think it behooves us to really look at that, and I agree with what everybody said here. I think the pod concept, but I do believe we've got to figure out how to come out and to survive and make this better because internationally might take another bullet. And you're going to see a hit in fuel prices and jet flights. So, might be interesting to get into our local, regional, and like I say, USA market hard right now, and come out with some of those kinds of companies coming out or travel companies or people that can be on the committees to help us guide us through this. As you sat through the airport meeting, it's going to be quite interesting what happens with these airlines, too. And were seeing a lot of growth in the airline. If you looked at the airport yesterday, the growth we're seeing through the flights actually into Northern Nevada are coming out of the smaller places like Medford, Oregon, and places like that. So, I think it's important maybe we focus there. It might be something to think about.

STOLDAL: Brenda, I was thinking maybe -- Stoldal, for record -- that we define internationally as Canada, Mexico, South America, and the Caribbean. Hawaii, and maybe even Greenland, but we cut a section that we would feel comfortable with that is going to be less conflict, or less of a challenge, as we go forward in the next year, and just really emphasized Canada and Mexico, Central Americas, and so forth. Thank you.

SCOLARI: Brenda Scolari, for the record. We do have our contract active in Mexico and Canada. Also, the UK, Germany, and Australia. Some challenges there, with some of these long-haul flights, as Commissioner Murdock indicated. But yes, we could certainly bring that representation and operators from those markets together. It would just be a smaller event than it has been, historically. But, as I said, we're open to assessing whether maybe that, in combination with the tourism, forum that was more focused in-state, would be something that partners would be interested in doing.

ESTIPONA:

Edward Estipona, for the record. So, Brenda, what I was thinking is, I think we're going to have to live with this kind of hybrid world for a while, no matter what we do. Because I think people have gotten used to it. I think there's some sense of convenience for some people, that I can attend this meeting, but then also be able to do this and not miss out on this. So, I think you got a little bit of that that's going on. And I think technology will catch up to that to make things a little bit better and easier to be able to facilitate panels and so on. So, I think, even from where we're at right now, the pandemic isn't over. We hope it's getting to endemic stage, sooner than later, at this point. But, because of that, you have some people that do want to participate that are still cautious and maybe not, from a health standpoint, and don't want to be in a large setting. So, I think that's why it's valuable to have something like a hybrid system, which allows everybody to attend whichever form that they would like. On that note, I do know that there's a big need for definitely in-person meeting and wanting to meet in person. I think s our mental health needs it. I think these square blocks, as pleasant as it is to stare at everybody's face this way, is not going to cut it. And so, I think it's wonderful if we definitely hold at that. But then I want to challenge this group to kind of think when we looked at this pandemic has broken a lot of formulas. And I would say formula specifically in the travel industry, a ton of formulas have been broken because of it. Nobody expected it. Nobody expected the outcome to be what it is. So, I say, what if we need to reimagine some of these things that we used to do. Things that were successful may not be successful because of circumstances we're in. So now, like Commissioner Murdock says, let's take advantage of what is accessible, what is available to us, and re-imagine a different organization or structure that will benefit us now, before any of the other communities. Again, we're competing against the rest of the other places to travel. So, as far as I'm concerned, let's figure out how to do it better than they do it. So, let's not just go down, because we used to have this type of forum. Let's not go down that thinking, but rather what is the right way to do it? And so, maybe that's when, in that June meeting, there's an opportunity after you've had a chance to meet with the group, to say, okay, we've done this. And we think this is the best way to do it. So, that's just my only two cents to that.

SCOLARI:

Thank you, Commissioner Estipona. I think what we'll do is we will meet internally, and go through a process of discovery, talk about some creative formats that we might initiate. I agree with so many of these points. I think as an industry leader, we need to send the message that it's okay to travel and it's better to meet face to face. But at the same time, we do want to be inclusive and make the opportunity available to as wide a group as possible. So, we'll come up with some solutions and bring those to you in the June meeting. And, we'll have to plan fast if we're going to do something in the fall. But I think, to Commissioner Pazina's point, it is important to continue this offering. I think it was valuable and, in whatever version we come up with, I think it will be well worth doing. So, thank you.

CANO BURKHEAD:

Thank you, Director. We look forward to the June meeting and hearing what, internally, we come up with as a plan and a proposed budget. Thank you so much. Moving to item I, upcoming meeting and summer workshop, is going to be back to the Director. So, Brenda.

SCOLARI:

Thank you, Lieutenant Governor. In your packet, we have proposed some upcoming meeting dates. So please get in contact with me or Kelly, if you have any conflict with any of those. And I would like to also continue this concept of getting the commission together in an informal workshop setting. We did one virtually last September. These aren't public meetings. We don't vote on anything. We're not taking any action, but they're purely educational and an opportunity for us to get into some real depth and background in some of our programs and get to know staff. I'd like to do that live, too, if possible. So, what I'll do is poll the Commission for a date, either in late August or early September, that would work for everybody, and another new idea that sprung of the pandemic that I think is worth hanging on to. So, thank you.

CANO BURKHEAD: Great. Thank you so much. As we start to finish up our meeting, are there any comments from any of the Commissioners?

MUN: Yes, Cynthia Mun, for the record. I just wanted to comment that the Marketing Committee has done a great job looking forward, in terms of what Commissioner Estipona said, in terms of how do we reinvent what we've been doing. But I just wanted to make sure everyone knew, before the pandemic Nevada had a great brand. And through the pandemic, the team, Travel Nevada has done an amazing job in making sure Nevada has been at the forefront of people's minds, in terms of the rural areas, of the Discover Nevada ideas, and the fact that in the marketing committee, they've also come up with some proposals as some exciting new campaigns for the upcoming seasons. So, I just wanted to say it has been in the marketing committee's mind and has been there, and they've been working very hard through this entire time. So, I'm really looking forward to seeing more great things come from them. But at the same time, they have been doing an amazing job. Thank you.

CANO BURKHEAD: Thank you so much. Other comments? Okay. Seeing no other comments from Commissioners, we'll move on to any additional comments from the public, if anyone is here on the call. Okay. Hearing none, I would like to ask for a motion to adjourn today's quarterly meeting of the Nevada Commission on Tourism at 1:51. Is there anyone who would like to make that motion?

PAZINA: This is Julie Pazina, for the record. I would like to make that motion to adjourn at 1:51 PM.

CANO BURKHEAD: Thank you. May I please have a second?

MOON: I will second that. This is Jane Moon.

CANO BURKHEAD: Thank you. All those in favor?

MEMBERS: Aye.

CANO BURKHEAD: Great. Anyone opposed?

UNIDENTIFIED: Aye.

CANO: Is that a delayed -- a delayed reaction, not an opposed, just for clarification? I think so. Okay. Thank you all very much. This concludes our meeting. I am officially adjourning at 1:51. Thanks everybody.

MEMBERS: Thank you everybody. Thank you. Bye.

[end of meeting]