

MINUTES of the NEVADA COMMISSION ON TOURISM

THURSDAY, SEPTEMBER 8, 2022

Call to order

Lieutenant Governor Lisa Cano Burkhead called the meeting to order at 1:10 p.m.

Commissioners Present:

Lt. Governor Lisa Cano Burkhead
Edward Estipona
Jane Moon
Julie Pazina
Kristen Windbigler
Donald Contursi
Claire Muñoz
Jill Lagan
Charles Harris (1:28pm)
Rick Murdock (1:20pm)

Commissioners Absent/Excused

Bob Stoldal
Cynthia Mun
Steve Hill
Brian Wadsworth

Staff and Guests Present:

Rosalie Bordelove, Deputy Attorney General
Benjamin Challinor, LG Office
Staff:
Brenda Scolari (speaker)
M.E. Kawchack (speaker)
Anton Eckert (speaker)
Kyle Shulz (speaker)
Kelly Benoit
Ron Webster
Angie Mathiesen
Tracie Barnthouse
Aida Blankenship
Cortney Bloomer
Robert Graff
Susan Mowers
Samantha Szesciorka
Abigail Ortiz

Other:

Bobby Ritzi, Fahlgren Mortine (speaker)
Heather Sheppard, Fahlgren Mortine (speaker)
Natalie Radaci, Fahlgren Mortine
Marty McDonald, Fahlgren Mortine
Kimberly Pedego, Noble Studios
Mark Bassett – Nevada Northern Railway Museum (speaker)
Kat Galli – Tonopah Tourism & Events Coordinator
Hayley Owens – GOED Research Manager
Chase Whitemore - Lobbyist

KAWCHACK: I will continue to let people in. There are members of the public who are coming in. I am showing that there are 32 people on the call. So, I do believe this is working now. We can go ahead and wait till 1:10, but again, I'll just repeat for any public on the call, since it is a public meeting, if you could please write in the chat who you are and where you're with for the record, please. Thank you.

CANO BURKHEAD: Great. It is 1:10. So, we are going to go back and start the meeting now. I appreciate that. Thank you, M.E., for that. I'm going to go ahead and now say that the meeting is actually starting at 1:10pm as opposed to 1:04pm and we are going to start with roll call. And so, either Kelly or Director, if you want to do roll call, please.

SCOLARI: Thank you. Lieutenant Governor, I'll take the roll. Lieutenant Governor Cano Burkhead?

CANO BURKHEAD: Here.

SCOLARI: Commissioner Stoldal? Mark him absent/ excused. Commissioner Wadsworth? I believe also absent/ excused. Commissioner Harris? Absent/excused. Commissioner Munoz?

MUNOZ: Present. Thank you.

SCOLARI: Commissioner Mun is absent/excused. Commissioner Contursi?

CONTURSI: Present.

SCOLARI: Commissioner Estipona?

ESTIPONA: Here.

SCOLARI: Commissioner Moon?

MOON: Present.

SCOLARI: Commissioner Lagan?

LAGAN: Here.

SCOLARI: Commissioner Pazina?

PAZINA: Here.

SCOLARI: Commissioner Windbigler?

WINDGIGLER: Here.

SCOLARI: Commissioner Murdock?

KAWCHACK: He was here; I saw him.

SCOLARI: I believe he was on. He is not in the waiting room, so I will mark him when he comes in. Okay. Commissioner Hill also absent/excused. I believe even without Commissioner Murdock acknowledging we do have a quorum.

CANO BURKHEAD: Okay. Thank you. Noting that we do have a quorum we will move forward, and let's move on to item B. This time is set aside for public comment. Is there anyone on the call for public comment or do we have any written correspondence or anyone on the Zoom?

BASSETT: Good afternoon, Lieutenant Governor. This is Mark Bassett, and I would like to make public comment.

CANO BURKHEAD: Thank you, Mark. Go ahead.

BASSETT: Good afternoon, Lieutenant Governor and Commissioners. I am Mark Bassett, president of the Nevada Northern Railway Foundation. The operators of the Nevada Northern Railway National Historic Landmark consisting of 60 buildings and structures. The City of Ely and the Foundation own 58 of the buildings and structures and have reserved property rights in the other two buildings, the East Ely Passenger Depot and the East Ely Freight Depot which are owned by the State of Nevada. The Foundation is a successful nonprofit with years of experience in not only operating this historic site, the trains, but we have also restored the buildings to their highest and best use. We are directly responsible for bringing in millions of dollars of tourism revenue each year to our community and Nevada. We've been featured in movies and shows like the Big Bang Theory and Good Morning America.

My comments today concern item E budget update with respect to the Passenger and Freight Depot. I want the Commission to be aware that the Foundation presented a proposal to the State to enter into a 99-year lease on the Freight Depot to develop it into a Smithsonian-level Museum. The Foundation has the ability to save Nevada taxpayers millions while investing the necessary capital in the building and the development of a museum. The Freight Depot has sat idle for over 30 years. It is now time to put it to its highest and best use.

On August 31st, at a presentation in Ely, the Nevada Division of Museums presented their vision, which was to convert the Freight Depot into a large public meeting space. Museums will need to request funding for their project from the next legislative session and will need additional taxpayer dollars to hire the necessary staff to operate the facility. As funding decisions are made for Travel Nevada and museums, I wanted the commissioners to know that the Foundation made a 99-year lease proposal. The Foundation stands ready to develop the Freight Depot as a Smithsonian-level Museum at no cost to the state's taxpayers. This is a win-win. There is no downside to the State, only upside. This Commission has a duty to act in the best interests of the taxpayers and see to it that state museums is maximizing taxpayer's dollars to their highest and best views. We need to put egos aside. Rural tourism is at stake. Millions of taxpayer's dollars are at stake. Now is the time to come together and allow us to make this investment. Our previous proposal related to the two buildings was approved by our board, but also the Mayor of Ely, the Ely City Council, the White Pine County Commission and the White Pine County Tourism and Recreation Board. We welcome this Commission's comments and eventual support as well. Please feel free to reach out to myself or our lobbyist, Chase Whitmore for any further information. Thank you.

CANO BURKHEAD: Thank you, Mark. You ended right on time for your three minutes, so thank you. I appreciate that.

BASSETT: Thank you.

CANO BURKHEAD: Are there any other comments for public comment? Okay. We don't have any written comment, correct?

KAWCHACK: I have not received any. No. This is M.E. Kawchack for the record.

CANO BURKHEAD: Okay. Thank you so much. We'll move on to the next item on the agenda, which is the approval of minutes. This is for the June 8, 2022, meeting. Are there any proposals by way of motion for any matter relating to those minutes?

LAGAN: I'll move to approve.

CANO BURKHEAD: Okay. Thank you so much. I have a motion to approve the minutes.

LAGAN: That was Jill Lagan for the record. Sorry.

CANO BURKHEAD: Thank you Jill. Is there a second?

PAZINA: Second. This is Julie Pazina for the record.

CANO BURKHEAD: Thank you, Julie, I appreciate that. So, we have a motion on the floor with a second. All those in favor, say aye, or put your hand up.

MEMBERS: Aye.

CANO BURKHEAD: Any opposed? Okay. The motion passes. Thank you. We're going to now move on to agenda item D, which are the welcoming and opening remarks, I will keep them brief just to say welcome everybody. It's nice to see everyone, but we do have a really long agenda and I'm being cognizant of everyone's time, so we're going to go on to the next item, which is the Director's report, item E and budget update. Director?

SCOLARI: Thank you, Lieutenant Governor. For the record, Director, Brenda Scolari. Again, good afternoon. I want to take some time to officially introduce the Commission to some new Travel Nevada staff members. So, staff, if you're on the call please give a wave as I introduce you so everyone can see your face and get acquainted with you. Our new staff members are Robert Graff, industry relations specialist, who will be working out of our Las Vegas office, serving Southern Nevada. Robert, if you want to give another wave. Cortney Bloomer, our destination development manager, who will be giving oversight to our new destination development grant program. Samantha Szesciorka, a content marketing specialist. Samantha will be working on the cultural agencies content development. So, technically a department employee, still vital and important to the entire team. Abigail Ortiz, industry relations specialist in Carson City who will be serving Northern Nevada. Aida Blankenship, Industry PR specialist who will also be working out of the Las Vegas office. I also want to note Travel Nevada's Art Director, Susan Mowers has agreed to serve as our interim chief marketing officer until that position is permanently filled. Then I want to thank and acknowledge her for taking on those additional responsibilities. Thank you, Susan. We're so relieved to finally be back to full staffing levels and we're so proud to have this talented group of people join the team. So again, welcome and thank you.

I'll move right into my director's report on the administrative front. September 1st was our deadline to submit our biannual budget for the legislature. Governor's finance office will now review the revenues and expenses for approval within the Governor's recommended budget. Our submitted lodging tax revenues are based on projections, which, Kyle Shulz will present to you later in the meeting. We hope to be able to present the fully approved tourism budget at our December meeting, if the Governor's budget has been released at that point.

I'll now take a look as usual at our budget summary, which this reflects our fiscal closing for fiscal year 2022. As you can see, we ended with cash reserves just over \$6.5 million. Our actual lodging

tax revenue for the year was \$26.6 million, which exceeded our projected authorities by slightly more than a million dollars. We still carry the \$13.5 million from the state EDA award on the books but have finalized plans to sub-award and expend the rest of that by the end of fiscal year 2023. Operating expenses and lodging tax transfers are more or less back to healthy 2019 levels. And as we rehire staff the payroll expenses that you see on GL item line 01, will reach authorized spending levels in the coming fiscal year as we rehire and fill all the vacant positions.

Kelly, if you can now bring up category 31, which is all of our marketing expenditures as compared to prior fiscal years. As you can see, we expended just short of 11.2 million, with the majority of that spent on domestic media buys. We're looking forward to better revenue this year and into the biennium, which will be detailed in Kyle's report. But you can see that we're still under in spending by about 4 million dollars from the legislative authority high point of FY 19 and FY 20 reflected here as 15.3 million dollars. So, we're hoping to reach that level or beyond in the coming biennium, and we'll get more information from Kyle later in the agenda.

I also want to review the Travel Nevada quarterly report. It's in your materials, as I say, every Commission Meeting, this gives you a sense of the volume of work done, and it's been a single quarter, and it also includes the key performance indicators that are met or exceeded. Highlights I'll point out are the Silver State Reset Campaign in our new markets of Portland and Chicago. This campaign has been a big success, and it includes media partnerships with Nat Geo, iHeart radio podcasts and Outside Magazine influencers. There was also an exciting out of home execution of the campaign in a bus takeover expressed through Nevada imagery and messaging through compelling imagery, reflecting our incredible outdoor offerings to incentivize urban resonance to plan a visit. The ongoing Discover Your Nevada Campaign for residents made multiple ad placements in major regional publications, including a Zodiac Road trip guide that leads the reader to newly launched Dark Skies Finder on travel nevada.com. So, please explore that cool new resource, it's really great, and plan your next Dark Skies road trip. The PR team was busy with earned media placements in major publications, like Lonely Planet, Travel and Leisure and the Today Show. So, there are links in your materials which will lead you to those stories, and you can read those national Nevada stories yourselves. The Industry Development Team is fully staffed and back to a productive travel schedule. Anton will present some details related to all of that in just a bit, but I encourage you to look at the impressive roster of trade events and important industry connections the team undertook in just three months, including a mission to Mexico and the East coast, as well as attendance at the US Travel's IPW show in Orlando. As I said, Anton will have more information about international markets and the new Destination Development program in her presentation. I think that's it for me. Before I throw it over to Kyle for the projections report, I'll stop for any questions. I don't see anyone, I guess there are none. So, Kyle onto you.

SHULZ:

Thank you, Brenda. Kyle Shulz for the record. I'm going to attempt to share my screen. Okay. Can everyone see? Perfect. Okay. So, as Brenda mentioned, we wanted to take this opportunity to present our updated projections for room tax collections through fiscal year 2025. So, to start with, we wanted to give just a high-level overview of the data that informed our projections and some of the assumptions that went into them. So, as part of the process for updating these projections we looked at the relationship that room demand in the state had with several other economic indicators. One of the indicators with the highest correlations with room demand was total private employment in the US, which is not necessarily a surprising finding. The more people that are employed, obviously the more ability people have to travel. So, although this doesn't necessarily tell us what will happen in the future, it does give us an indication for what data to look at that might be important for projection purposes. So, in terms of the current labor market, it's looking pretty strong at the moment. The two charts here are from the BLS and they show that the unemployment rate is at really low levels. Currently it's at 3.5% and the preliminary figures for June and July for

total private employment in the US are showing that these have eclipsed pre-pandemic levels. There are other indicators out there on the labor market, such as more jobs being available than people looking for work, which basically, again, all of these signals point to the labor market being at a relative strong point right now.

Further, there are some travel sentiment indicators that remain at healthy levels. So, this indicator right here is readiness to travel from Destination Analyst, State of the American Traveler survey. And those saying that they are ready to travel has been at above 80% for most of this calendar year. There are other COVID-related sentiment indicators in this report that are all basically indicating that people are not super concerned with COVID in the sense of traveling right now, which is obviously a good sign.

However, there are some troubling signs with other data points. The consumer sentiment index from the University of Michigan has recently hit its lowest levels on record. Other times of low sentiments in this index were in the late 1970s/early 1980s, which was a period of high inflation and stagnant growth in the US. And another low point was during the great recession. So, it's certainly not a positive indication when consumers are saying that they're less positive now than each of those two times, and similarly traveler financial sentiment is trending lower.

The percentage of people saying that now is a good time to travel, and the percentage of people saying that they expect to take more trips in the next 12 months have both fallen throughout the course of this calendar year. Again, this is from Destination Analysts, State of the American Traveler survey. And there are other questions that are asked in this survey that relate to household financial status that show similar signs of stress. A large reason for the current pessimism is around inflation. As we all know, inflation has been at very high levels throughout this year, and this is obviously a concern because for everyone in the country, rising prices affect people's spending power and unless wages keep up with inflation, people's spending power erodes due to rising inflation. So, there are some signs that inflation is starting to slow down, but it's not an issue that's going to be resolved overnight, and most expectations are that inflation will return to normal levels of about 2% gradually over the next couple of years. So, to combat the high levels of inflation, the Federal Reserve expected to keep raising the federal funds rate. The federal funds rate is still at relatively low levels, but it's expected to keep rising as inflation remains high. The Fed keeps indicating that they will do anything that can to tamp down inflation, which would suggest more federal funds rate increases are on the horizon. And the effect of this will be that interest rates throughout the country will rise, which could lead to lower demand levels as both households and businesses have less money to spend on goods and services.

So, against that backdrop, there are several forecasts out there, more or less anticipating an increase in unemployment in the US over the next couple of years. The forecasts shown here are from the FOMC, the IMF and the OECD, and all of these are basically projecting unemployment to rise in 2023 and 2024, but it's not expected to be a drastic increase. So, all of these projections have unemployment to rise to about the 4% level. And there are other forecasts out there such as those from CBRE that show similar increases in unemployment, and none of them seem to be particularly drastic.

So, as a recap, there are a few different conflicting indicators at the moment. On the positive side, the US labor market is currently strong, with low unemployment levels and, lots of jobs available for those who want them. Sentiment surrounding COVID 19 is also at a relative strong point. And there are other economic indicators that we didn't go through here, such as consumer spending that remains strong. However, on the negative side of the ledger, consumer sentiment, particularly that surrounding household financial status is at really low levels. Inflation remains high, although there

are signs that it may be slowing, it's again, not an issue that's going to be curtailed overnight. And the expectations are again for the Federal Reserve to keep raising the federal funds rate, which could lead to reduced demand.

So, using all of the prior information as a backdrop here is what we're projecting for room tax collections through FY25. For these forecasts, like we've done in the past, we're doing a best case, worst case and mid-level scenario. And for our mid-level scenario the room demand forecast, as stated previously, one of the assumptions that we're making is that there's going to be a slight increase in unemployment over the next year or two. Our assumption is that this will lead to a slight dip in room demand around early to middle of 2023; however, since the increase in unemployment is not expected to be drastic, we are anticipating room demand to start an upward trend around early 2024. In a best-case scenario, the economy continues to run hot rather than having an economic slowdown and, more or less we would eclipse pre-pandemic levels this fiscal year in room demand. But in a worst-case scenario, a potential economic downturn comes sooner and is more pronounced and the recovery takes longer. So, another part of our forecast for obvious reasons is ADR, and this is a tougher variable to forecast at the moment.

To align with our mid-level assumptions of lower room demand and a general cooling of the economy around early 2023 our mid-level forecast for ADR is to soften a bit, and one of the reasons for this is if there is a decrease in room nights demanded, properties might lower their prices to try to induce more demand. However, as demand starts to pick up in 2024, according to the mid-level, we are anticipating ADR to begin an upper trend at that time. And in a best-case scenario ADR essentially continues on a strong pace that it's been on. It should be mentioned that although we have ADR softening a bit in our mid-level forecast, ADR has been consistently above what our mid-level projections have been. So, we've been consistently raising these forecasts over time. And the forecast you see here for ADR is an increase from what our previous forecasts were. But we did want to mention that given that this is kind of a tough variable to project with high levels of inflation and, a lot of money out there still from people not being able to travel for the better part of the last year and a half or two years, it wouldn't be necessarily surprising if ADR does continue to outpace our mid-level projections, but this is one statistic that we will be keeping a very close eye on as new numbers come in, and if those new numbers continue to be above our forecasts -- our mid-level forecast, we will be most likely upgrading our ADR forecast.

So, taking all of that into account, here's a roundup of what the mid-level forecast is through FY25. You can see that in FY23 and FY24 we're projecting about 56 million room nights demanded in those two fiscal years. Based on the assumptions that we're making, particularly surrounding ADR, and a general cooling of the economy happening around the middle part of 2023, which would be obviously at the start of FY24. We do have room tax collections forecasted to dip somewhat in 24, although again, not drastically. But we are anticipating room demand to eclipse FY19 levels and FY25. And we're anticipating room tax collections of about 28.6 million in that fiscal year. So, with that -- that is it for my presentation. Thank you for letting me present to you all today and I'd like to welcome any questions.

CANO BURKHEAD: Does anyone have any questions for Kyle? Okay. Seeing no questions. Thank you, Kyle, for your presentation. Appreciate it. Seeing no questions, we're going to go ahead and move on to item G on the agenda, which is Industry Development update, Anton.

ECKERT: Thank you. Good afternoon, everyone. Anton Eckert for the record. I'm here to give you the Industry Development updates. We'll start big and go small, starting with international. We've got some numbers from tourism economics to kind of show where we are internationally. And I just wanted to present a few of these numbers for you today. Looking pre-pandemic, we hit a peak of international visitation in 2024. This includes Las Vegas. We don't have the numbers finalized yet

from Tourism Economics for the visitation outside of Las Vegas. So, what you're looking at here does include everything. So, 6.2 million in 2014 was our peak and it started to slowly decline after that - not by too much. The biggest decrease was 5% overall. The biggest decrease came from Canada at 14%, and Mexico at 10%, which sounds big, but it was essentially about 200,000 visitors over the course of the five years, which I'm confident we can make up as we move forward. This is what recovery was starting to look like as we came out of the pandemic. What was interesting in 2021 is that we had over a million Mexican visitors, which made up 71% of the total visitation. You see the growth as we come out of the pandemic from '22 to '25 forecasted continues to grow. I did have some questions on this. It looks like it just continues to go up and up and up where we see in the past, we have not seen those numbers before, so I'd be curious to see how this looks moving forward. I'm not an economist, I don't claim to say their information is wrong, I'm just looking at it with a curious eye. This is the visitation by country. When you look at it for our top five markets, Australia, we included New Zealand, Canada. Germany-- which we've always had Germany, Austria, and Switzerland, which is the German speaking markets. Latin America, which covers Mexico as well as Brazil and Argentina and the rest of South America. And, UK, we included Ireland in this, mainly because most of these markets are very much aligned in terms of how we reach out to them. Brazil is the one I wanted to point out as Latin America doesn't seem to be recovering as quickly. That's mainly being driven down by Brazil, which is having a slower recovery overall.

In item I, we're going through RFPs because we do have four of these markets. The RFPs are not up for renewal. The contracts are ending at the end of this fiscal year '23, so we need to get started on those RFPs so that we can look at offices moving forward after that. And so I will refer to that in item I. And just quick, some of our international objectives will be to continue to build an awareness and drive incremental bookings. We are going to extend our market reach, as I mentioned to include New Zealand and Ireland as part of the existing contracts that we have when we are up for RFP, we're going to be doing some social listening. We want to test this to kind of see what the conversation is out in these countries. We don't have enough money to do an awareness campaign in terms of our brand. So, we figured this is next best thing, and it is something that we're looking forward to hearing from and help drive the message as we move forward in those markets and the type of content that we're looking for, how we can encourage them with new information. And also, as we know many, many international visitors to the State also visit other states, and so we want to work some multi state partnerships with some of the other gateways that have great connectivity for us in terms of their airlift. In your packet is a full two-year calendar of our full schedule, but this was some of the activities we have scheduled for the first Q1 and Q2 initiatives.

Moving on to Industry Development. I just wanted to give a layout of kind of the bigger high-level look at what we are doing here. We're going to be talking a little bit in few minutes about 3D, which is our Destination Development Demonstration project. And with that the Destination Development grants, which we are kicking off, in addition to that we've always had our rural marketing grants. We have some changes that I'll cover in a minute. We are also launching an ambassador program in hopefully this fall. We settled on a name, worked with the DMOs in the state on our last call, and we were calling our ambassador program, Battle Born Insiders. So, as our frontline staff take the program and learn more about the rest of the state they will be known as Battle Born Insider. We hope to make this platform the resource for everyone to learn more about the state, being able to recommend destinations down the line as visitors are traveling through. Potentially we can include events and happenings, build a volunteer base to help each other out and also potentially even a job board that I think many people are always looking for help, and it could be a way to find those tourism jobs on this platform. We are also looking at a territory strategy. As we continue to recover, we need to work closely with the territories and how best they can help promote the state as well as align with our programs and look for ways to help them also expand their memberships and develop plans and working plans moving forward. As part of that, I also spoke in last meeting about an

educational platform that is going to be called Destination Nevada Academy or DNA because it's in our DNA. And this education platform is really to help upskill the industry. It is somewhat of an extension of Rural Roundup. We bring a lot of partners to the table at Rural Roundup, but we want to make that more of an ongoing educational platform for everyone. So, this will be a monthly course that will include all areas in marketing and destination management. Cortney and I have come up with at least 24 different topics, which will take us to two years, so we know we have a lot of information to get out there and we're really looking forward to getting that kicked off. There will be homework. It's not going to be an easy thing for everyone. We want to make sure we have some real-world assignments so they can walk away with being able to use that knowledge through their work. So, more to come on that.

Moving on to rural marketing grants. And please let me know if you have any questions, because I can't see everybody on the screen. So, if anybody lets me know if there's a question, I'd be happy to answer. So, moving on to rural marketing grants. Just a reminder for FY23, our first cycle we awarded \$760,000. Our next cycle, we will be launching tomorrow. It's not Monday. The total we have for distribution is 766,138. We've launched a new platform for a submittable, and this is a platform that has been used by the Arts Council for their grant program. It allows for easier tracking and online review of the grants. It's sortable. All the data I pulled from the last meeting, I'll be able to pull at the snap of a finger hopefully, but it would definitely help us in terms of looking at context and history as we look at past grant cycles, because we will be able to import some of the last five years of information that I presented last time into the system. So, it'll be great for history and context. And then in 2024, which we've been talking about, I think for a year now, we are going to be moving to one cycle. So, it'll be the full 1.4 million. And we will be revising guidelines for that. We do have updated guidelines for FY23 which I'll talk about in the next slide. And just to give you a timeline for 2024, we'll probably launch those grants in March or April, have a review in May and then at the June meeting approve those grants for the full year. We are trying to get people to do more long-term planning as we discussed last time. And we do know that things do change over the year. So, we will be monitoring that and probably have a midyear check in to make sure that people are spending accordingly or if there's any changes to how they want to spend the grant that we reallocate that if needed. In addition to that for 2024, we're working on an economic impact calculator with Kyle, to help our partners have a better way of determining what the economic impact is. Right now it's a little bit vague and really reliant on them. I think that we can come up with ways for that. The other thing we're looking at is a sliding scale for the match, because we do feel that some of these smaller entities out there are having a very difficult time making the match or may not be applying because they don't have the ability to make a match. And so based on their budget, as well as their staffing we might be able to lower that in some cases. Instead of 50%, which is across the board for everyone right now, we could lower the match for some of the small ones down to 15% if that's needed. And we'll have a sliding scale, hopefully prepared for them. Does someone have a question?

CANO BURKHEAD: No, I think we're good. You can continue. Thank you.

ECKERT: So, for the grant guidelines, you have the old version and the new version that was provided for you in your materials. I just wanted to highlight some of the things we have, the difference between the old and the new in these areas. We are going to one application for organizations. We asked for this last time, some did it, but we're getting them into that funnel to do that, so it's much easier for us to look at these projects holistically. Other evaluation considerations we included were, pillar alignment with our brand and making sure that they're using data from their past programs that they're reupping or optimizing on. And so, we make sure that they're continuing to grow in that way. And a couple of things we learned too, is that people are submitting for web maintenance, and we feel that web maintenance should be part of the operating budget. And so that is not going to

be considered eligible, as well as retainer fees. Retainer fees should be covered by those destinations who have agencies and really should be supporting the marketing. So, if the grants can be used to extend that marketing reach, that's really what it should be used for. The last thing was defining some deadlines for the grant agreement and the reimbursement request, because we got slammed at the end of the year because of the number of grant reimbursements that came in at the end of the year, and we're all crunched for getting that into Finance. If they can submit it earlier, it doesn't put stress on the rest of our team trying to get those out in time.

There's a lot of information on the packet, so I want to make sure to be able to answer any questions that anyone has regarding the Destination Development program. As part of destination development, we hired an agency to help us with this, Better Destinations. And, we've created a program called Destination Development Demonstration, which is going to be providing these consulting services on projects. So, it's basically a two-step program. The first application part is really to find those programs that we can look at in terms of capacity and capability and, opportunity in rural Nevada and find those organizations or groups of organizations who are interested in doing some destination development as it relates to their infrastructure, it's their type of marketing that really involves the community. And this is really something that we want to work with the community on. We have up to six awards over two years, and that is EDA funded for \$2 million. The eligibility is similar to the rural grants program where you have to be a nonprofit, but we of course encourage for-profits if they want to work with that nonprofit to help build that destination, that would be a big part of it. Even though we will be selecting up to six awards, it won't be done all at once. So, there are timelines in your materials as well to kind of show you over the course of the next two years how that would lay out and each project will have then, once we select the projects, the second part of that is they would go back to the grant program to apply for a specific piece of whatever their program idea is that can be funded, because obviously \$2 million won't go too far for six programs, but we can at least help jump start that.

So, we'll be seeking approval for the guidelines and guidelines in item H, but I wanted to stop here to see if anyone had any questions related to the guidelines. The rubric we had was also included, and that is something we have worked with, both the contractor and a working group of partners. As you see here on the slide that we come to develop both the guidelines and the rubric. So, does anyone have any questions related to that, that I can answer now?

CANO BURKHEAD: Anton, I'm going to scroll through and see if I see any hands up.

ECKERT: Thank you, Madam Chair.

CANO BURKHEAD: I do not see anyone with their hand up.

ECKERT: Great. Thank you. So, moving on, we are kicking this off tomorrow with a 3D overview. It's a virtual meeting from 10 to 11. And, if any of the public needs the link, I can certainly send it out to you, but you should be able to get it from here. Then we're doing a road show of nine different locations starting tomorrow afternoon here in Carson City in our offices. We'll then be going out to Winnemucca, Elko, Ely, Caliente, Henderson, Pahrump, Tonopah and Fallon. That makes one meeting in both Reno-Tahoe Territory, as well as Las Vegas, two meetings in Cowboy Country and Pony Express and three meetings because it's the biggest location, Nevada Silver Trails. So, we hope that we have enough destinations and meetings to cover as many people as possible. We are trying to make it easy for people to get to. We have many destinations on here, and we're really excited to get out there and start talking about this and get people interested in signing up. The biggest challenge is that we have a short timeline for the actual grant application. Thanks to Cortney and the rest of the team, we have 155 people already signed up across all of these. So again, we're really excited, and I think the biggest one is Carson. So, if you're in the area, we'll see you

tomorrow. The timeline, as I mentioned earlier is a little tight, so we're very aggressive now that I have a full team, we are launching both of these pretty much at the same time, just a week later.

Rural marketing grants will open tomorrow or Monday. We're still testing the system, so it might be Monday, with the close on October 14th. We'll have an internal review with attack, and we will expect to have our recommendations at the next board meeting on December 8th. Destination Development grants are on the same schedule, just a week later, as I mentioned. We will have that working group that will help us and review those applications and make recommendations to the board at the next commission meeting on December 8th. We are not sure how many applications we'll get or the types of levels. We want a good mix of companies and organizations who are somewhat mature or maybe not as mature and so that we can have a variety of different projects to work on as well. We know some people may have ideas already. It might take longer for other people to get together with other partners to present their application and ideas. So, if we don't get up to the six that we need, we'll probably try to do a round two of the grants in the spring of '23 if that's where it comes, but we won't know until we get there.

KAWCHACK: This is M.E. Kawchack for the record. I know that you said that you wanted to know when questions came in. Kat Galli would like to know when they will find out if the Tonopah meeting is taking place so that they can make another location.

ECKERT: Make another location?

KAWCHACK: Go to another location in case Tonopah ends up being cancelled.

ECKERT: Oh, no, we've been really getting the word out. We had a minimum of 10 people that we had to have show up, and we got that for everyone. We're hoping Jane will rally the people in Fallon and we can get those numbers up, but otherwise yes, it is happening in Tonopah. We have all this information on our website with location and links to register. We really ask anyone who plans to attend, please register because we have to get food counts into the caterers. If it's a morning event, there will be breakfast. If it's an afternoon event, there will be hors d'oeuvres. So, please spread the word, feel free to forward the link that you see on our website and encourage people to come. We'll be closing the counts on Friday for most of them. Any other questions M.E.?

KAWCHACK: There are no other questions in here. I did just want to mention that the Commission meeting is actually on December 8th and not December 9th just in case there's any confusion there just to confirm it is December 8th.

ECKERT: Thank you for correcting me, M.E.

CANO BURKHEAD: Do you still have an additional slide, Anton?

ECKERT: Just a few more. I just want to let you know, we launched Nevada Trailblazers. This is our travel trade program. It's a beautiful platform. If anyone gets a chance, we can certainly share it. It's for our tour operators and wholesalers to get trained on Nevada. We have three chapters in there. It's really engaging in terms of all the content. It's available online and offline for them, as well as mobile and laptop. We are launching the Spanish version shortly and we'll have some incentives as well around that. So, we encourage you to become a Trailblazer. And if you take the ambassador program, you'll become a Battle Born Specialist. And last but not least, Rural Roundup. We have the dates for Mesquite, it's April 11th through the 13th, save your dates. We will have registration information probably at the start of the year, but just want to let everybody know that that is on and it's going to be in person, live and hoping to see everyone there as well.

CANO BURKHEAD: Thank you very much. I'm going to actually ask for any questions. Okay. I think, yes. Jane?

MOON: Thank you, Madam Chair. This is Jane Moon for the record. Lots going on with industry development and, I am going to commend Anton for really getting that all put together. She was all by herself for a long time and now is fully staffed. However, we have a lot of changes happening there. We're coming out of the pandemic with many changes happening with grants and programs. So, wonderful work on getting the workshops ready for the 3D destination development. Thank you for adding on Fallon last minute at the request of a PT member. That was a great response on your behalf, but I would urge you to really get that effective communication out there to the rural communities in terms of the new staff, introducing them in rural Nevada, in all of Nevada for that matter, but especially to rural Nevada and also educating us on not only the destination programs, but the changes in the grants and the changes in many of the programs. So, I would urge you and, really appreciate that, and that way we could all work best together and support Travel Nevada as well. So, thank you for your work.

CANO BURKHEAD: Thank you, Commissioner. Any other comments or questions? I'm going to take one look again, just to make sure I don't see anybody.

LAGAN: Commissioner Lagan.

CANO BURKHEAD: Okay. Commissioner Lagan.

LAGAN: Thank you very much. I appreciate that. And thanks Anton for the information, clear and concise, and we appreciate your efforts. I do have a question in regard to FY24, rural marketing grants. In your discussion, the concept of potentially changing the match to a sliding scale, is that something that has to be changed legislatively or is that something that can be managed just by the guidelines changed by the staff?

ECKERT: Anton Eckert for the record. I'd have to double check on that. I just assumed I was helping everyone if I could make it a little bit easier for everyone, but I will double check if it does need to be changed. It was just really something we thought that could help some of the smaller entities out there to be able to participate in part of the program.

LAGAN: I 100% agree. Jill Lagan for the record. 100% agree and love this concept but I don't remember hearing about this in the past, otherwise I would've asked before, so I apologize for not bringing that up, but I do think that that could be a very large opportunity for some of the smaller entities across the state. So, great work on that suggestion.

ECKERT: Absolutely, Commissioner Lagan. Anton Eckert for the record. The last cycle, we did ask what the number of staff and the budget size was, and we were able to kind of tabulate that and based on that result, we thought of this. It wasn't like it's been in my mind. It was like, how do we help the little guys? And that is something that we wanted to do. I failed to mention that we will have a grant workshop a week from today. And, we will explain the new system, because this is new. We have a lot more detail that we'll go into how it should apply, but it's fairly user friendly and then we will have another, probably another deeper workshop into the FY24 when we get into one cycle so that everyone is understanding how to apply it based on the new process.

LAGAN: Thank you. Jill Lagan for the record. I appreciate that, and I look forward to hopefully those being recorded as well, just to make sure everybody has the chance to see those. So, thank you very much for your work.

CANO BURKHEAD: Thank you. Thank you, Commissioner Lagan. And I appreciate your use of the raise hand feature. I believe that is all the questions or comments that we have related to this agenda item. So, we're going to go ahead and move on the next item, which is item H, Marketing and Destination Development Guidelines.

ECKERT: Thank you, Madam Chair. This session we are looking for approval for both the Rural Marketing Grant Guidelines and the Destination Development Guidelines as submitted. I am not sure if you can do that at once or do they need to do that separately.

CANO BURKHEAD: I think let's go ahead and do them separately if you want to. We'll just break it down and then we'll entertain a motion.

ECKERT: I believe then I'm to ask if a motion is required for this? Do I do that, or do you do that?

CANO BURKHEAD: You're going to present on Marketing and Destination Development Guidelines, you're going to provide an overview of the upcoming RFPs for International Market Representation.

ECKERT: The guidelines were included in your materials. I don't have a slide or anything on that. It was just really, as I mentioned earlier in the presentation, I included the old versus the new one we discussed for the Rural Marketing Guidelines, we discussed some of the changes. I can go back to that slide.

CANO BURKHEAD: I don't think that's necessary. I just wanted to have you state what we're voting on and then we'll entertain a motion.

ECKERT: We're looking for approval of the Rural Marketing Grant Guidelines as submitted in your packets.

CANO BURKHEAD: Okay. Is there a motion, does anyone want to move to approve this item?

HARRIS: Charles Harris, move to approve.

CANO BURKHEAD: Okay. I'm sorry. I missed who that was.

HARRIS: Charles Harris move to approve submission.

CANO BURKHEAD: Thank you, Commissioner. So, I do have a motion on the floor. Do I have a second?

ESTIPONA: Edward Estipona, I second.

CANO BURKHEAD: Okay. Thank you. All in favor, please say aye.

MEMBERS: Aye.

CANO BURKHEAD: Any opposed? Okay. The motion passes.

ECKERT: And the second part of this is we are looking for approval for the Destination Development Guidelines as submitted in your packet.

CANO BURKHEAD: Okay. Thank you. I need a motion please.

LAGAN: Actually, Lieutenant Governor I have a question first, please.

CANO BURKHEAD: Sure. Please, go ahead Commissioner.

LAGAN: So, Anton — Jill Lagan for the record. I am wondering -- I know that it's talking about in the project overview that the 2 million dollars for this particular grant program is coming through the EDA funded grant program. But my question is, do we have identified where it will be budgeted, where the dollars will come from for future years of the 3D project?

ECKERT: Anton Eckert for the record. Yes, we are. It'll be coming out of our regular budget. We're looking at earmarking some funds after the two years, probably somewhere around the million-dollar mark for every year moving forward.

SCOLARI: Brenda Scolari, for the record. Commissioner Lagan, I've submitted a request for funding for the Destination Development program at a million dollars a year, beginning in FY25, but until that

becomes included in the Governor's recommended budget and then approved by the legislature, we really can't confirm that.

LAGAN: Thank you.

CANO BURKHEAD: Okay. With that clarification, I'm looking for a motion to move to approve the Destination Development Grant Guidelines as presented.

PAZINA: Julie Pazina for the record. I'm so sorry to interrupt. Would we approve it just based on the first few years with the Cares Act money and then approve again? It will take a motion to approve again at a later date once the legislature has allocated funding?

SCOLARI: For the record, Brenda Scolari. Yes, that's correct.

ECKERT: Anton Eckert for the record. We are just approving the guidelines at this point. The funding is already there. The funding will be spent after this first phase of the grant cycle... I mean the Destination Development grant cycle. We're trying to identify those partners who want to apply for that program.

LAGAN: Jill Lagan, for the record. I move that we approve the Travel Nevada Destination Development Project as reviewed or as summarized in our packet.

CANO BURKHEAD: Okay. I have a motion on the floor by Commissioner Lagan. I need a second.

HARRIS: Second.

CANO BURKHEAD: Okay. Thank you, Commissioner Harris. All in favor, please say aye.

MEMBERS: Aye.

CANO BURKHEAD: Any opposed please say nay? Motion carries. Thank you. Okay, we're going to continue on for agenda item I.

ECKERT: Thank you, Madam Chairman.

CANO BURKHEAD: Upcoming international RFPs. Thank you, Anton.

ECKERT: Thank you, Madam Chair. Included in your materials also was contract information for international offices. We have those contracts. Current contracts we have are ending June 30, 2023, so we need to start the RFP process. Four RFPs are very difficult to run at the same time, so we are trying to stagger that. We would like for the Canada and the Australia ones to start as soon as possible, which would mean the new contract could start in as early as February and March, and technically that would run for a year and four months finishing out the year, which as I mentioned will stagger the other two. We would still have the other two contracts to start July 1, 2023, which will run for two years.

So, we're asking for approval on four of these contract information documents that were included. I do want to let you know two things that have actually changed for Canada. The request is actually for 400,000, not 300,000. And I inadvertently copied the United Kingdom and Ireland twice, so one of them is actually Germany. We just replaced everything else with Germany, but it's for 300,000, so that would be annually for Germany, and the German-speaking countries, which are Germany, Austria, and Switzerland for 300,000, and the UK for 300,000 annually including the UK, including Ireland for 300,000. That would start July 1st '23. And then for Canada and Australia, these will start as soon as possible. Canada will be 400,000.

To give you some context, we've only had 150,000 for Canada in the past. There really wasn't much we could do with that. With Canada being one of our largest markets, we want to make sure we

have the right amount of money going into there. So, Canada's at 400,000 and Australia would be 300,000. So, I'm looking for approval for all four of these so that we can go to RFP as soon as possible.

HARRIS: Charles Harris, move to approve the proposal for the four.

CANO BURKHEAD: Okay. We have a motion on the floor by Commissioner Harris to approve the four RFPs. Do I have a second?

PAZINA: Julie Pazina to second the RFPs for Australia, Canada, Germany, and the UK, Ireland.

CANO BURKHEAD: Thank you so much. We will take a vote. All in favor, please say aye.

MEMBERS: Aye.

CANO BURKHEAD: All opposed, please say nay. Okay. Motion carries. All right. The next thing on the agenda is going to be the Industry Development items and the Brand USA agreement, Anton.

ECKERT: Anton Eckert again for the record. This is just approval on the Brand USA LOA, the letter of agreement we typically have with Brand USA, just to give it context. In the past, we had 300,000 devoted to this. This year we went down to 100,000, primarily reviewing a lot of the content that we've had in the past. And some of them were not as favorable as we'd like. So, we've scaled it back a bit, really looking at how we can maximize our relationship with them. We're presenting it here because it is over the spend threshold. So, I'm looking for approval for it, a Brand USA LOA for 100,000.

CANO BURKHEAD: Okay. We are in need of a motion to approve the agreement with Brand USA for \$100,000. Is there a motion?

MOON: Madam Chair, this is Jane Moon for the record. I move to approve the letter of agreement with Brand USA.

CANO BURKHEAD: Thank you. I have a motion on the floor by Commissioner Moon to approve Brand USA for \$100,000. I need a second.

HARRIS: Charles Harris, second.

CANO BURKHEAD: Thank you. Commissioner Harris has seconded it. All in favor, please indicate by saying aye.

MEMBERS: Aye.

CANO BURKHEAD: If there are any opposed, please say nay. Motion carries. Okay. Next item on the agenda, item K, it's going to be a marketing update and we're going to hear from M.E. now. M.E.?

KAWCHACK: Good afternoon, Madam Chair and members of the Commission. For the record, I'm M.E. Kawchack, Chief Deputy Director, and I want to provide an update on all of our current marketing activities. We do have Bobby and Heather here, but they're going to be sharing their screens, so I just want to make sure they'll be able to do that.

In the Spring, the Commission approved a campaign launch, which brought us into the new markets of Chicago and Portland. This allowed us to capitalize on market disruption and expand into markets that as research showed, had the largest propensity to consider Nevada in their travel considerations. While some initial highlights were included in your review packet materials and Director Scolari also mentioned them in her report, Bobby Ritzi and Heather Shepphard from Fahlgren Mortine are here today, and they're going to provide an overview on the efforts over the last year. Take it away, guys.

SHEPPARD: Awesome. Heather Sheppard, Fahlgren Mortine for the record. Thank you, M.E. So, as M.E. mentioned, we're here today to talk about our proposed integrated direction for Travel Nevada's FY23 marketing efforts. First, we'll share some results from and reflect on the FY22 plans that you approved the last time we saw you, then we'll share insights we've gathered from the industry, some competitive and first party research. And then finally we'll walk through our recommendations for FY23 based on those results, reflections, and research.

So, starting with reflections, as you remember from last year, we presented a strategic direction that capitalized on disruption caused by the pandemic. Our goal was to get visitors to spend more and stay longer in the state, and with input from the marketing committee and approval from the Commission, we developed and executed a strategic plan for achieving that goal that was focused on three key pillars, a strategic market mix, a realigned mindset within our audiences and powerful creative messaging and content. While we are currently awaiting official visitation results, as those take a little while to trickle in, we did measure the success of those efforts based on KPIs focused on awareness in new markets and travel intent. And so, we are excited to share some of those results with you today.

RITZI: Thank you, Heather. Bobby Ritzi, Fahlgren Mortine for the record. Yes, indeed. We're very excited to share those. I'll run briefly through a few highlights from the fiscal campaign. You know, our multimedia campaign met potential travelers throughout their purchase journey, from original content produced by our media partners to unique and custom executions, with online travel agencies. We helped inspire, intrigue and encourage potential travelers to book their trip to Nevada. Our campaign included multiple personalities that traveled in-state and shared their experience with their millions of followers, including one very well-known name, and that specific content execution won the team, a gold ADDY at the Reno Advertising Awards.

Now most recently we just wrapped up our integrated Silver State Reset Campaign in the fiscal Q4, which featured unique and custom executions in Portland and Chicago. And that included a set of interviews between Nevadans and local radio talent in both markets. And we used those interviews to create custom podcasts and also promotions that promoted our Silver State Reset giveaway, which is two trips to Nevada. And that campaign was a huge success. During the three-month period, we set multiple new records for website engagement and our sweepstakes generated over a hundred thousand total entries. And we know we've now made an impact in those key new markets and in a couple slides, you'll see how we're planning to keep that momentum going in this fiscal year.

SHEPPARD: Heather Sheppard for the record. Again, integrated within those paid and owned tactics were creative PR tactics, which we've consolidated for you in a short highlight reel.

(Highlight video shown, with on-air dialogue: "I'm travel expert, Jeanenne Tornatore with the Outside Insider, here to share some of the best places to visit in Nevada, a state that's more than 80% public land making it the perfect destination for great outdoors month.")

So, as you saw at the end of that video, we exceeded several of our FY22 PR KPIs that focused on shifting perception and driving interest in visitation. Overall, our earned media generated more than 1.4 billion impressions, which is a 300% increase over FY19 and FY20, and nearly a billion of those were within our top 100 media outlets, which are outlets that we specifically selected because they reach our target audience and markets. So, we want to build on that momentum from FY22, using those learnings from the programs that we just shared as well as some industry and Travel Nevada conducted research.

So, starting by looking at the broader tourism industry, the integrated team found really three key themes that are especially relevant as we look into FY23 planning. First, values and reputation

matter more than ever. Travelers want to support sustainable destinations. They want to travel sustainably and consumers want to support and buy from brands that align with their values. So, for Travel Nevada this presents an opportunity for us to showcase our welcoming and sustainable travel offerings. We also know that mental health and wellness are at the forefront of social conversations and culture. People are expecting to spend more in the next year than ever on wellness goods and services, and this research is what helped inspire our transformative travel, Silver State Reset Campaign, and we intend to build on that.

And then lastly, travel planning timelines have really shortened with some travelers going from start to finish through their entire travel planning journey in a matter of weeks. So, this means that we need to stay top of mind at every stage of the traveler journey with tactics at every level.

The team also looked inward reviewing its own findings from the IME study and from competitive audits. And that research showed that Nevada is still not widely known as a destination for cultural off the beaten path or restful experiences. And we also found that amongst our competitive set, the offerings, especially for outdoor recreation are showcased very similarly, both in terms of visuals and tone. And when DMOs talk about sustainability and other values-based offerings they're using really heavy and dense language. So, all of these have presented opportunities for Travel Nevada to identify and take advantage of some ownable white space, and M.E. will share more on that later.

So, what does all of this mean for our FY23 direction? Based on those reflections and the research and in keeping with that goal of getting visitors who spend more and stay longer post pandemic, we recommend optimizing our current approach in three specific ways. So, first by evolving our market mix, then by dialing in on our audiences, and then finally by honing and customizing our messaging to those audiences and markets, which we'll talk about on the next few slides.

RITZI:

Bobby Ritzi for the record. So, as Heather mentioned, our plan for the year is to continue our positive momentum in Chicago and Portland and continue to build brand perception in those markets so that we can evolve them towards emerging markets as we already have with Seattle, Houston and Dallas, while we continue to defend our core, and high brand perception traveler in our existing established markets. We'll also continue to focus on our core audience segments while evolving our messaging from content that features everyday skill levels from the everyday adventurer to the Explorer. And we'll continue to reach those individuals throughout the purchase journey, or their journey towards purchase.

So, our focus in those new and emerging markets continues to be building brand perception, which largely takes place in that dreaming and discovery phase, while we continue to encourage booking from our established markets who are already into planning and already in that booking phase.

Now, currently we are extending best performers and always on tactics as part of a bridge campaign that will extend through this calendar year, and at the same time we're working closely with the Travel Nevada team to build the plan for 2023 and those first six months of the year following our plan media mix, and again, continuing with those impactful and successful tactics that we've seen in fiscal 2022.

SHEPPARD:

And then integrated within the paid, owned and shared tactics that Bobby just referenced, we also will have earned tactics focused on addressing key brand and content pillars all at the same time with our other tactics all throughout the year. PR's role specifically will be to continue to increase awareness of Nevada's offerings and align again with those brand pillars that we've established in the last year. We'll do that through targeting media that inspire travel nationally, and then also speak to specific travel interests and motivators aligned with our audiences through executing tactics, like our media missions and target markets, FAMs with target media and from those key markets and events that really drive that messaging home and make it more memorable. And then

finally through sub campaigns that are PR only campaigns that support the higher-level messaging and create timely news hooks to keep Nevada top of mind in the national earned conversation.

KAWCHACK: Okay, thanks Heather. This is M.E. Kawchack again for the record. So, just as in the Spring, the competitiveness in the marketplace is still top of mind, and we want to consider where Nevada has the opportunity to stand out. You've seen examples of our real top campaign, which evolves the Travel Nevada voice to be even more conversational and accessible. As we previously mentioned, this tone does make Nevada stand out, particularly within top of funnel executions where competitors tend to look and sound the same.

So, what does this look like as far as timing goes? The creative contracts that were part of the previously awarded agencies of record RFP will go before the Board of Examiners. Those will be contingently approved depending on our work program that goes to interim finance committee in October. In the meantime, we'll be making refinements to our brand guidelines, which are already in pretty good shape. The tweaks will better define some tonality and will move us toward our new campaign, which we'll launch next year. We'll also continue the real talk campaign and extend the media buy with the top performers as we discussed, and we'll repurpose executions in our new markets since the content has not been previously released in Chicago or Portland. Once those contracts begin, we'll work with Foundry on the bridge campaign and other DTCA work, while we partner with Noble Studios on developing a new campaign. Those concepts will be refined and then tested over the winter, and we'll plan a full shoot late spring, early summer for a release in next fall. We'll come back to the Commission December 8th, to report progress and to present a more comprehensive media plan for the next calendar year. Any questions?

CANO BURKHEAD: I'm going to scroll and see if I see any hands up. There are not any questions.

KAWCHACK: Okay.

CANO BURKHEAD: Thank you. Thank you for that update on the spring campaign and next steps in timeline at this time. If I could ask for a motion, we're looking for a motion to approve proceeding forward with the Bridge Campaign and timeline as proposed and extending the media buy through the remainder of the calendar year.

PAZINA: This is Julie Pazina for the record. I would so move.

CANO BURKHEAD: Thank you Commissioner. I appreciate that. It's moved to approve proceeding with the bridge campaign and timeline as proposed and extending the media buy through the remainder of the calendar year. May I have a second?

HARRIS: Charles Harris. I'll second it.

CANO BURKHEAD: All right. So sorry. I didn't realize that you talked over each other, so I didn't see where that came from. Commissioner Harris was that you?

HARRIS: I was one of the voices. Yes.

CANO BURKHEAD: Okay. We'll go with you for the second. Thank you. all in favor, please say aye.

MEMBERS: Aye,

CANO BURKHEAD: Any opposed, please respond with a nay. motion passes. Thank you. Okay. Moving on to the next item, which is the approval of the new marketing committee member, M.E.

KAWCHACK: Again, this is M.E. Kawchack for the record. Last quarter we did not hold a marketing committee meeting, but we did meet one on one with the active members. We've been discussing potential

additions to the marketing committee, and I would like to propose adding Kyle Horvath of White Pine County to serve. You have already received his bio, but at this time I will read it into the record.

Kyle is currently the tourism director of White Pine County; there he has spearheaded long term destination plans to develop recreational infrastructure product. During his tenure he has expanded Ely's allure as a year-round mountain town attracting renowned events and outdoor recreationalists. While White Pine County continues to invest in its outdoor economy, receiving funding for the nation's first recreation trail building school, trail expansion and development and fairground updates. Previously, Kyle worked with the Carson City Culture and Tourism Authority where he served as marketing manager. In his position he was responsible for developing a rebrand for the destination, establishing a social media presence, redesigning the website and bringing several outdoor and cultural events to the area. I'm happy to answer questions, and then I would like to request for the commission to consider approving Kyle as a member of the NCOT Marketing Committee.

CANO BURKHEAD: Thank you, M.E. Are there any questions or comments? Okay. Seeing none, may I have a motion to have Kyle Horvath of White Pine County as one of the newest marketing committee members? I need a motion.

MOON: Madam Chair, this is Jane Moon for the record. I am happy to move that Kyle Horvath of White Pine County be the new marketing committee member.

CANO BURKHEAD: Thank you, Commissioner Moon. Commissioner Moon has moved that we approve Kyle Horvath for the newest marketing committee member. Can I have a second?

ESTIPONA: Edward Estipona for the record. I second.

CANO BURKHEAD: Thank you so much. I appreciate that. We do have a second. All in favor, please say aye.

MEMBERS: Aye.

CANO BURKHEAD: Any opposed please state nay. The motion passes. Okay. Our last action item today is the election of an interim vice chair. Last year when Lieutenant Governor Marshall resigned, there was a need to elect an interim chair and vice chair to the Commission on Tourism. Cynthia Mun served as interim chair while Julie Pazina served as interim vice chair. And thank you to both of them for stepping into those roles. As a formality, it was proposed that we reelect Cynthia Mun as vice chair to the Commission on Tourism. She is not present today but has agreed to accept the role. Are there any proposals by way of a motion to move to this election?

PAZINA: This is Julie Pazina for the record, and I am so awe inspired by the amazing work that Commissioner Mun has done and would like to make a motion to ensure her appointment for the Tourism Commission Vice Chair.

CANO BURKHEAD: Thank you, Commissioner Pazina. We do have a motion on the floor, is there a second?

ESTIPONA: Edward Estipona for the record. I second.

CANO BURKHEAD: Thank you so much. We have a second. All in favor, please indicate by saying aye.

MEMBERS: Aye.

CANO BURKHEAD: If there are any opposed, please indicate by saying nay. Motion passes. Thank you so much. Before we end today's meeting, I want to open it up to see if there are any comments from our commissioners.

PAZINA: This is Julie Pazina for the record. I'd like to thank Travel Nevada for all of the hard work they do that goes on behind the scenes for these meetings. So, thank you. I especially always enjoy the marketing updates and am really excited for the future. So, thank you so much.

CANO BURKHEAD: Thank you. Thank you for your comments. Other comments? Okay. Seeing or hearing none we'll move on to any additional public comments from anyone in attendance or on the phone. Okay. Seeing and hearing none I'd like to ask for our motion to adjourn today's quarterly meeting of the Nevada Commission on Tourism at 2:35 p.m.

PAZINA: This is Julie Pazina for the record. I would like to move that we adjourn today's meeting at 2:35 p.m.

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

MOON: This is Jane Moon for the record, I will second that motion.

CANO BURKHEAD: Thank you. ALL in favor of please indicate by saying aye.

MEMBERS: Aye.

CANO BURKHEAD: Any opposed, indicate by saying nay. Thank you very much. That concludes today's meeting. Meeting adjourned.

UNIDENTIFIED: Thank you everybody.

[end of meeting]