



NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Regular Meeting of the Commission on Tourism
Wednesday, September 13, 2023 - 12:00 P.M.

MEETING LOCATION:

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

AUDIO CONFERENCE:

(877) 336-1831 Access Code: 6221873

COMMISSIONERS

Lt. Governor Stavros Anthony, Chair

Rick Murdock, Vice Chair

Steve Hill | Tom Lester | Jill Lagan

Mike Larragueta | Jane Moon | Herb Santos

Donald Contursi | Rafael Villanueva

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

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

STATEMENT OF THE COMMISSION

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

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

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

A. Opening

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

B. Public Comment

Public comment is welcomed by the Commission. A period of public comment will be allowed at the beginning and at the end of the meeting. Because of time considerations, the period for public comment by each speaker may be limited to three (3) minutes at the discretion of the Chair, and speakers are urged to avoid repetition of comments made by previous speakers.

C. **For Possible Action** – Approval of Minutes

Approval of the June 15, 2023 Minutes

D. For Discussion Only – Welcome and Opening Remarks

Lt. Governor Stavros Anthony, Chair

E. For Discussion Only – Director’s Report

Brenda Scolari, Director, Department of Tourism & Cultural Affairs

F. For Discussion Only – Budget Update

Presentation of Fiscal Year 2023 closing and Fiscal 2024 opening budgets.
Brenda Scolari, Director, Department of Tourism & Cultural Affairs

G. **For Possible Action** – Event Sponsorship Guidelines

Review and possible approval of sponsorship application and guidelines for previously allocated event funding.
Brenda Scolari, Director, Department of Tourism & Cultural Affairs

H. For Discussion Only – Public Relations Update

Presentation of Fiscal Year 2023 Public Relations highlights.
Tracie Barnhouse, Chief Communications Officer

I. For Discussion Only – 3D Grant Program Update

Presentation of 3D Grant Program first cycle activities and insights for future funding approvals.
Cortney Bloomer, Destination Development Manager

J. For Discussion Only – Marketing Campaign Update

Presentation of the overview and timeline for the new marketing campaign launch.

Caroline Sexton, Chief Marketing Officer

K. For Possible Action – Brand USA Letter of Agreement

Review of Letter of Agreement for Fiscal Year 2024 media and partner expenditures with Brand USA, which is the U.S. Travel Association’s international marketing agency.

Yennifer Diaz, International Market Manager

L. Public Comment

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M. For Possible Action - Adjournment

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

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