



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

Regular Meeting of the Commission on Tourism
Wednesday, September 9, 2026 - 1:00 P.M.

MEETING LOCATIONS:

Northern Nevada:

RSCVA Office
Board Room
4065 S Virginia St, Ste 100
Reno, NV 89502

Southern Nevada:

LVCVA Office
Board Room
40 University Center Dr.
Las Vegas, NV 89169

[Microsoft Teams](#)

Meeting ID: 253 455 914 333 165
Passcode: WN3gF6ii

AUDIO CONFERENCE:

(775) 321-6111 Access Code: 650 961 746#

COMMISSIONERS

Lt. Governor Stavros Anthony, Chair
Rick Murdock, Vice Chair

Fletch Brunelle | Shelly Capurro | Mendy Elliott | Annette Kerr | Mike Larragueta |
Jane Moon | Judith Perez Siegel | Jill Rowland-Lagan | Herb Santos

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

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STATEMENT OF THE COMMISSION

- Action may be taken on those items denoted “For Possible Action.”
 - Items on this agenda may be taken in a different order than listed.
 - Two or more agenda items may be combined for consideration.
 - An item may be removed from this agenda or discussion relating to an item on this agenda may be delayed at any time.
 - Public comment 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. Those wishing to make public comment via email should email their public comment to NCOT_PublicComment@travelnevada.com or m.watson@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, Chair
Roll Call and Determination of Quorum — Lt. Governor Anthony, Chair

B. Public Comment

Public comment pertaining to Commission Meeting Agenda items 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 June 10, 2026, Commission on Tourism Meeting Minutes

D. For Discussion Only – Welcome and Opening Remarks

Lt. Governor Anthony, Chair

E. For Discussion Only – Travel Nevada Quarterly Report

Rafael Villanueva, Chief Executive Officer; Nicole Orsua, Chief Industry Development Officer; Tracie Barnthouse, Chief Communications Officer

Travel Nevada will review highlights of its 4th Quarter Report.

F. For Discussion Only – Finance Report and FY2027 Budget

Stewart Terry, Chief Financial Officer, Department of Tourism and Cultural Affairs,
Stewart will present the current budget updates.

G. For Possible Action – Mesquite Grants

a. FY2027 Rural Marketing Grant Recommendation

Nicole Orsua, Chief Industry Development Officer, Travel Nevada

Nicole will present Travel Nevada’s recommendations for the FY2027 Rural Marketing Grant for Mesquite, Nevada, tabled at the June 10, 2026, Commission meeting, for a total amount of \$34,174.

b. 3D Destination Development Cohort 4 Grant Funding Recommendation

Nicole Orsua, Chief Industry Development Officer, and Rafael Villanueva, CEO, Travel Nevada

Travel Nevada will present for approval the proposed awards total \$563,685 intended to support destination development and enhance tourism capacity for Mesquite, Nevada.

H. For Discussion Only – Key Tourism Indicators and Research Overview

Kyle Shulz, Research Director, Department of Tourism and Cultural Affairs

Travel Nevada will provide an overview of key tourism and research indicators used to monitor industry trends and evaluate marketing performance, including findings from the Integrated Marketing Effectiveness Study.

I. For Possible Action – Integrated Marketing Effectiveness Study Request for Proposals

Kyle Shulz, Research Director, Department of Tourism and Cultural Affairs

Travel Nevada will request approval to proceed with an RFP for an Integrated Marketing Effectiveness Study to measure the impact of paid, owned, and earned marketing efforts on consumer perceptions, travel interest, visitation, and spending. The proposed four-year contract would begin July 1, 2027, at an anticipated annual amount of \$225,000.

J. For Possible Action – Economic Impact Study Request for Proposals

Kyle Shulz, Research Director, Department of Tourism and Cultural Affairs

Travel Nevada will request approval to proceed with an RFP for a Nevada Economic Impact Study measuring tourism’s impact on visitor spending, employment, income, GDP, and tax generation statewide and by region, county, and legislative district. The proposed four-year contract would begin July 1, 2027, at an anticipated annual amount of \$110,000.

K. For Possible Action – FY2027 Q2–Q4 Marketing Plan and Media Budget

Rafael Villanueva, CEO, Travel Nevada; B.C. LeDoux, CCO/Managing Partner, Noble Studios; Chrystie Reep, EVP, Media Director, The Shipyard; Amy Bagner, Associate VP, Fahlgren Mortine

Travel Nevada and partners will present the FY 2027 Marketing Plan and Budget recommendation for the remainder of the fiscal year (Q2 through Q4).

L. For Discussion Only – Governor’s Conference on Tourism (GovCon)

Tracie Barnthouse, Chief Communications Officer, Travel Nevada

Tracie will provide an update of 2026 Governor’s Conference including dates and location.

M. For Discussion Only – International Update: Preparation for Qantas flight launch

Nicole Orsua, Chief Industry Development Officer, and Elsa Gomez, Global Market Manager, Travel Nevada

Travel Nevada will present Travel Nevada’s FY27 Q1 & Q2 integrative programming strategy for the Australian (and NZ markets) in connection with the new direct Sydney to Las Vegas flight.

N. For Possible Action – Agricultural Tourism Next Steps

Nicole Orsua, Chief Industry Development Officer, Travel Nevada

Travel Nevada will present phase one of their Agricultural Tourism Plan.

O. For Discussion Only – Adventure Centers Update

Carrie Roussel, Facilities Coordinator, Travel Nevada Adventure Centers

Carrie will update the Commission on the latest progress of the Adventure Centers in Boulder City and Carson City.

P. For Discussion Only – Future NCOT Meeting Dates

December 8, 2026, March 10, 2027, June 9, 2027, and September 8, 2027

Q. For Discussion Only – Reno-Tahoe Territory

Kaitie Demuth, Chair, and Juraj Sojka, Vice Chair, Reno-Tahoe Territory

The Reno-Tahoe Territory is a diverse Northern Nevada region encompassing Reno, Sparks, Lake Tahoe, Carson City, Carson Valley, Virginia City, and surrounding communities, offering a mix of urban excitement, historic charm, and outdoor adventure. Ms. Katie Demuth and Mr. Juraj Sojka will conduct a presentation showcasing the Territory’s commitment to market and promote tourism across their region.

R. Public Comment

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S. For Possible Action – Adjournment

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Maysha Watson at (775) 323-9395 or by email to m.watson@travelnevada.com. Materials are available online at www.travelnevada.biz/public-meetings.

Persons with disabilities who require special accommodations or assistance at the meeting should notify Maysha Watson at (775) 323-9395 or by email to m.watson@travelnevada.com.