

NEVADA COMMISSION ON TOURISM

# Minutes

Meeting of the Territory Advisory Committee Friday, June 2, 2023, 10:00 AM

**Meeting Location:**

Nevada Division of Tourism 401 N. Carson St., Laxalt Building

Carson City, Nevada 89701 https://us02web.zoom.us/j/86765390568?pwd=c1VhUW42cTIEcDFKcU5zbFo3T3lwdz09 Meeting ID: 867 6539 0568 | Passcode: 713295

# Present:

Abigail Ortiz, Co-Chair and Industry Relation Specialist, Travel Nevada Robert Graff, Co-Chair and Industry Relation Specialist, Travel Nevada David Peterson, Chair Reno-Tahoe Territory

Ben Rupert, Secretary/Treasurer Indian Territory (via zoom) Dee Helming, Chair Pony Express Territory

Earl Jobson, Chair Las Vegas Territory

Tom Lester, Rural Commissioner, Chair Cowboy Country Territory Marvin Minnick, Chair Nevada Silver Trails Territory (via zoom) Jane Moon, Rural Commissioner

**Absent:**

Bethany Sam, Chair Nevada’s Indian Territory

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## Opening

Meeting was called to order by Co-Chair Abigail Ortiz. Proper posting was confirmed, roll call was taken.

## Public Comment

Ben Rupert treasurer with Nevada’s Indian Territory commented on behalf of Bethany Sam Chair of Nevada’s Indian Territory, stating if the TAC has any questions or concerns to the territory Ben will be available to answer.

1. **Grant Recommendation Overview of Staff Process and Criteria**
Co-Chair Abigail Ortiz explained the staff process and criteria for preparing the Rural Marketing Grant Recommendations.

## Review of FY2024 Rural Marketing Grant Program Staff Recommendations

Cowboy Country Territory Grant Recommendations – Tom Lester stated that the Silver State Stampede is the longest running event in Nevada of 114 years. They have received funding of $10,000 from Elko Convention and Visitors Authority and they put another X amount into the Cowboy Channel. Without the full funding of the Elko Convention and Visitors Authority those things don’t happen, and it goes for Western Folklife Center. David Peterson agrees with Tom’s suggestion and advises working with the DMO. David Peterson emphasizes that this is not meant to be mean to the Stampede, but a way to prevent double-dipping and optimize efforts. Tom Lester recommendation is reallocating $10,000 from CC-24-01-009 and $5,000 from CC-24-01-010 to CC-24-01-004. David Peterson moved to approve the Cowboy Country Territory $242,825 grant recommendations as presented, with the stated changes to CC-24-01-009, CC-24-01-010, and CC-24-01-004. Earl Jobson seconded, and Tom Lester recused himself due to conflict of interest. Motion carried unanimously.

Las Vegas Territory Grant Recommendations- Tom Lester moved to approve the Las Vegas Territory $327,050 grant recommendations as presented. David Peterson seconded, and Earl Jobson recused himself due to conflict of interest. Motion carried unanimously.

Pony Express Territory Grant Recommendations- Dee Helming advocated for the Fernley Aces, stating after years of trying have we finally got Fernley on board. Abigail Ortiz stated they’re focusing more on the events within the community and we’re not expanding outreach. Dee stated she was excited to see them participate and knows they need to work together. Dee recommended reallocation of funds to be distributed from Fallon Convention Center or the White Pine Convention Center. Robert Graff stated that Dee Helming point is well taken, however funding would be encouraging a weak application and that is possibly not fair for the rest of the communities. Jane Moon stated we want to encourage them of course to continue to apply. Are you as a committee going to go back and now say. To encourage you we’re going to give you a little although we denied your request. Dee stated to cancel recommendation to leave it the way it is. Tom Lester moved to approve Pony Express Territory $255,923 grant recommendations as presented. David Peterson seconded, and Dee Helming recused herself due to conflict of interest. Motion carried unanimously.

Indian Territory Grant Recommendations – Earl Jobson moved to approve the Indian Territory $102,875 grant recommendations as presented. Tom Lester seconded. Motion carried unanimously.

Nevada Silver Trails Grant Recommendations – David Peterson moved to approve the Nevada Silver Trails Territory $243,515 grant recommendations as presented. Earl Jobson seconded, and Marvin Minnick recused himself due to conflict of interest. Motion carried unanimously.

Reno-Tahoe Territory Grant Recommendations - Tom Lester moved to approve the Reno-Tahoe Territory $327,812 grant recommendations as presented. Marvin Minnick seconded, David Peterson, stated the following disclosure as presented, NRS 281A.420 requires me to disclose a conflict of interest and abstain from voting when I have a disqualifying conflict.  I serve as the Executive Director of Visit Carson City.  Through that position, I also serve on this Territory Advisory Committee as Chair of the Reno-Tahoe Territory.  One of the proposed grants before this Committee in this agenda item benefits Visit Carson City.  This Committee will make a recommendation concerning that grant, but is not the final approving authority.  While the grant, if approved, will benefit Visit Carson City, it will not provide me personally with any pecuniary benefit.  I make this disclosure in the interest of full transparency, but because I will not personally receive any pecuniary benefit, and also because NRS 281A.420 requires abstention only in clear cases, I do not have a disqualifying conflict and will not be voting on this matter.

 due to conflict of interest. Motion carried unanimously

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## Public Comment

There was no public comment.

## Adjournment

David Peterson moved to adjourn. Earl Jobson seconded. Motion carried and the meeting was adjourned.