



## NEVADA COMMISSION ON TOURISM

### NOTICE OF PUBLIC MEETING

Regular Meeting of the Commission on Tourism  
Tuesday, June 4, 2024 - 1:30 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

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### COMMISSIONERS

Lt. Governor Stavros Anthony, Chair

Rick Murdock, Vice Chair

Fletch Brunelle | Donald Contursi | Mendy Elliott

Jill Lagan | Mike Larragueta | Tom Lester

Jane Moon | Herb Santos | Judith Perez Siegel

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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](http://www.TravelNevada.biz) | [www.notice.nv.gov](http://www.notice.nv.gov)

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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 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 [cshmitz@travelnevada.com](mailto:cshmitz@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 Minutes from the Special Meeting held on January 10, 2024 and the regular quarterly Commission meeting held on March 5, 2024.

### **D. For Discussion Only – Welcome and Opening Remarks**

*Lieutenant Governor Stavros Anthony*

### **E. For Discussion Only – Travel Nevada Quarterly Report**

*Rafael Villanueva, Chief Executive Officer – Travel Nevada*

### **F. For Discussion Only – Budget Report**

*Angie Mathiesen, Finance Director – Dept. of Tourism and Cultural Affairs*

Finance Director, Angie Mathiesen, will present the current budget update and review the new reporting structure for spending categories.

### **G. For Discussion Only – Governor's Conference 2024**

*Rafael Villanueva, Chief Executive Officer – Travel Nevada*

Rafael Villanueva will update the Commission on preparations for the Governor's Conference on Tourism.

### **H. For Discussion Only – Research Presentation**

*Kyle Shulz, Research Director – Dept. of Tourism and Cultural Affairs*

Research Director, Kyle Shulz, will present a general update on tourism statistics for the state.

**I. For Possible Action – Fiscal Year 2025 Marketing Plan and Media Buy**

*Caroline Sexton, Chief Marketing Officer; Tracie Barnthouse, Chief Communications Officer – Travel Nevada*

Chief Marketing Officer, Caroline Sexton, and Chief Communication Officer, Tracie Barnthouse, will present Travel Nevada's 2025 Marketing Plan and Media alongside Bobby Ritzi, VP of Media Connections Director, and Natalie Radaci, Senior Account Supervisor, Fahlgren Mortine, for approval as recommended by the Commission's Marketing Committee.

**J. For Possible Action – Fiscal Year 2025 Rural Marketing Grant**

**Recommendations**

*Nicole Orsua, Chief Industry Development Officer; Abigail Bernabe, Industry Development Specialist – Travel Nevada*

Approval of Fiscal 2025 Rural Grants as recommended by the Commission's Territory Advisory Committee.

**K. Public Comment**

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**L. For Possible Action - Adjournment**

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Connor Schmitz (775) 220-4941 or by email to [cshmitz@travelnevada.com](mailto:cshmitz@travelnevada.com). Materials are available online at [www.travelnevada.biz](http://www.travelnevada.biz).

Persons with disabilities who require special accommodations or assistance at the meeting should notify Connor Schmitz at the Nevada Commission on Tourism at (775) 220-4941 or [cshmitz@travelnevada.com](mailto:cshmitz@travelnevada.com)