



NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Regular Meeting of the Commission on Tourism
Wednesday, September 11, 2024 - 11:00 A.M.

MEETING LOCATION:

101 N. Carson St. (Guinn Room), Carson City 89701
3260 Joe Brown Drive (2nd Floor), Las Vegas 89109

AUDIO CONFERENCE:

(775) 321-6111 Access Code: 139463247#

COMMISSIONERS

Lt. Governor Stavros Anthony, Chair

Rick Murdock, Vice Chair

Fletch Brunelle | Shelly Capurro | Mendy Elliott | Jill Lagan | Mike Larragueta | Jane Moon
Judith Perez Siegel | 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
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 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 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 cschmitz@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 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

Approve the final revised Minutes of the Commission Meeting on March 5, 2024.
Approval of Minutes of the Commission Meeting on June 4, 2024.

D. For Discussion Only – Welcome and Opening Remarks

Lieutenant Governor Stavros Anthony

E. For Discussion Only – Travel Nevada Quarterly Report and Annual Review

Rafael Villanueva, Chief Executive Officer – Travel Nevada

F. For Discussion Only – Budget Report

Angie Mathiesen, Finance Director – Department of Tourism and Cultural Affairs
Finance Director Mathiesen will present the current budget update and review the new reporting structure for spending categories.

G. For Discussion Only – Nevada Governor's Conference on Tourism Updates

Tracie Barnhouse, Chief Communications Officer and Rafael Villanueva, CEO

H. For Discussion Only – FY 2025 Strategic Plan

Caroline Sexton, Chief Marketing Officer; Tracie Barnhouse, Chief Communication Officer; Nicole Orsua, Chief Industry Development Officer and Rafael Villanueva, Chief Executive Officer – Travel Nevada
Team will present the FY2025 Strategic Plan and the elements that will direct the efforts of Travel Nevada in FY 2025.

I. Research Updates

Rafael Villanueva, Chief Executive Officer – Travel Nevada

Rafael will review a few Research slides related to questions asked at the last Commission meeting.

J. For Possible Action – Research RFP

Rafael Villanueva, Chief Executive Officer – Travel Nevada

Approval of an RFP in the amount of \$110,000 for a data aggregation platform that has the capability to collect, visualize and integrate various data sources including geolocation data, credit card spending data, and website data.

K. For Discussion Only – Nevada Magazine and Visitors Guide Update

Megg Mueller, Content Development Director; Caroline Sexton, Chief Marketing Officer – Travel Nevada
Update and changes on the Nevada Magazine and Visitors Guide

L. For Possible Action – Approval of TID Preponderance Study

Dina Babsky, Acting Director, Economic and Urban Development – City of Las Vegas; Kyle Sutherland, Director of Development – New Vegas Immersive District /Fisher Brothers; Charlie Johnson, President – Johnson Consulting

As per NRS 271.080: Prerequisites for Ordinance Adoption: The City of Las Vegas will present the findings and recommendation from the Tourism Improvement District Preponderance Study.

M. For Discussion Only – Approval Future NCOT Meeting Dates

Lieutenant Governor Anthony and Rafael Villanueva, Chief Executive Officer – Travel Nevada

The Lieutenant Governor and Rafael will present the schedule for Commission meetings through calendar year 2025.

N. Public Comment

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O. 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 cschmitz@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 Connor Schmitz at the Nevada Commission on Tourism at (775) 220-4941 or cschmitz@travelnevada.com.