



NEVADA COMMISSION ON TOURISM NOTICE OF PUBLIC MEETING

Regular Meeting of the Commission on Tourism
Thursday, September 18, 2025 - 2:00 P.M.

MEETING LOCATION:

Virtural Meeting

[Microsoft Teams](#)

Meeting ID: 211 112 619 288 3

Passcode: Qa9wg36E

AUDIO CONFERENCE:

(775) 321-6111 Access Code: [448527964#](#)

COMMISSIONERS

Lt. Governor Stavros Anthony, Chairman

Rick Murdock, Vice Chairman

Fletch Brunelle | Shelly Capurro | Mendy Elliott | Annette Kerr | 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 | Laxalt Building, Carson City, 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 kbenoit@dtca.nv.gov.
 - 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 Stavros Anthony, Chairman
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

Approval of the Minutes from the June 4, 2025 Meeting of the Commission on Tourism.

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

Lieutenant Governor Stavros Anthony, Chairman

E. **For Possible Action** – Travel Nevada America 250 Grant Recommendations

Abigail Bernabe, Industry Development Specialist, Travel Nevada

Abigail Bernabe will present Travel Nevada’s recommendations and awardees for Travel Nevada’s America 250 Grants.

F. For Possible Action – Request to Initiate RFP Process for Advertising and Public Relations Agency(ies) of Record

Rafael Villanueva, CEO, and Caroline Sexton, Chief Marketing Officer, Travel Nevada
Rafael Villanueva and Caroline Sexton will present Travel Nevada’s request to initiate the Request for Proposal (RFP) process for an Advertising and Public Relations Agency(ies) of Record for the 2027 Fiscal Year and beyond. This RFP may result in one agency handling all elements (creative, media planning and buying, digital, social media, and public relations) or in multiple agencies managing separate elements. The contract term will be a minimum of two years, with up to two optional two-year extensions with a maximum spending authority of \$17 million.

G. For Possible Action – Request to Initiate RFP Process for International Representation Agencies

Rafael Villanueva, CEO, Travel Nevada
Rafael Villanueva will present Travel Nevada’s request to initiate the Request for Proposal (RFP) process for International Representation Agencies in Canada, Australia, and the United Kingdom. The proposed agreement(s) will provide spending authority up to \$500,000 per contract to account for budget growth, with final allocations determined each biennium and approved annually. The contract term will be a minimum of two years, with up to two optional two-year extensions.

H. For Possible Action – Destination Development Co-hort 4 Participant recommendations

Cortney Bloomer, Destination Development Manager — Travel Nevada
Cortney Bloomer will present Travel Nevada’s recommendation for the Travel Nevada Co-horts 4.

I. For Discussion Only – Destination Development Next Phase

Cortney Bloomer, Destination Development Manager — Travel Nevada
Cortney Bloomer will update the commission on the next phase of the destination development.

J. For Discussion Only – Travel Nevada Quarterly Report

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

K. For Discussion Only – Finance Report

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

L. For Discussion Only – Governor’s Conference of Tourism Update

Tracie Barnthouse, Chief Communications Officer; Tracie barnthouse will provide an update on the Governor’s Conference on Tourism that will be held on December 9 & 10, 2025 at the Grand Sierra Resort in Reno, Nevada.

M. For Discussion Only – Future NCOT Meeting Dates

December 9, 2025, March 4, 2026; June 3, 2026 and September 9, 2026

N. Public Comment

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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.

O. For Possible Action - Adjournment

The public may acquire this agenda and supporting materials, pursuant to NRS 241.020(2) by contacting Kelly Benoit 775-220-8045 or by email to kbenoit@dtca.nv.gov. Materials are available online at www.travelnevada.biz/public-meetings

Persons with disabilities who require special accommodations or assistance at the meeting should notify Kelly Benoit 775-220-8045 with the Department of Tourism and Cultural Affairs or by email to kbenoit@dtca.nv.gov.