



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

Regular Meeting of the Commission on Tourism
Tuesday, December 9, 2025 - 9:00 A.M.

MEETING LOCATION:

Reno-Sparks Convention & Visitors Authority (RSCVA) Board Room
4065 S. Virginia Street, Suite 100, Reno, NV 89502.

[Microsoft Teams](#)

Meeting ID: 277 062 478 359 0

Passcode: hx9vM97t

AUDIO CONFERENCE:

(775) 321-6111 Access Code: 149645703#

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 |

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 — Rick Murdock, Vice Chairman

Roll Call and Determination of Quorum — Rick Murdock

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 September 18, 2025, Meeting of the Commission on Tourism.

D. For Discussion Only – Welcome and Opening Remarks

Rick Murdock, Vice Chairman

E. For Discussion Only – Travel Nevada Quarterly Report

Rafael Villanueva, Chief Executive Officer; Caroline Sexton, Chief Marketing Officer; Nicole Orsua, Chief Industry Development Officer

F. For Discussion Only – Finance Report

Stewart Terry, Chief Financial Officer – Department of Tourism and Cultural Affairs

Stewart Terry will present the current budget update.

G. For Possible Action – Request to Initiate RFP Process for the selection of the Nevada Magazine and Adventure Center Printer.

Caroline Sexton, Chief Marketing Officer

*The State of Nevada Purchasing Division, on behalf of the Division of Tourism is seeking proposals from qualified vendors to provide printing services for Nevada Magazine & Visitor Guide, the Nevada Adventure Guide, Student Educational Materials, plus other bound print products that may be necessary to promote Travel Nevada’s goals. From July 1, 2026, to July 1, 2030
Anticipated contract amount = \$1,400,000*

H. For Possible Action - Agricultural Tourism Update

Nicole Orsua, Chief Industry Development Officer – Travel Nevada; and Matthew Landkamer, Principle & Destination Strategist - Whereabout

Matthew Landkamer, consultant for Travel Nevada’s Destination Development Program, and Nicole Orsua will present an update on Travel Nevada’s initial Agricultural Tourism Plan. The Commission may take action to approve proceeding with a strategic plan based on the direction and implementation outlined in the presentation.

I. For Possible Action - FY26 Special Projects Grant Program

Nicole Orsua, Chief Industry Development Officer; Cortney Bloomer Destination Development Manager

Nicole Orsua and Cortney Bloomer will present the recommended awardees for Travel Nevada’s Fiscal Year 2026 Special Projects Grant Program, which supports smaller-scale, high-impact destination development projects with a focus on accessibility and inclusivity. The Commission may take action to

approve the proposed selections. Total Funds to be presented and Allocated:
\$500,000

J. For Discussion Only - International Market Development Update

Nicole Orsua, Chief Industry Development Officer, Travel Nevada; Elsa Gomez, Global Development Manager, Travel Nevada; Corey Marshall, CEO and Account Director, Canuckiwi, Australia/Canada ; Heather McGillivray, Public Relations Associate, Canuckiwi, Canada; Jim Odoire, Managing Director, Black Diamond, UK; Alex Pace, President & CEO, GMS, Mexico

Nicole Orsua and Elsa Gomez will provide updates on the value of international visitors to rural Nevada, followed by market insights from each of Travel Nevada's international agencies.

K. For Discussion Only – An Examination of Resident Sentiments in Nevada Statewide Results of the 2025 Resident Sentiment Survey

Dr. Frederick Steinmann, Director, University Center or Economic Development,

Dr. Steinmann will share the latest findings from Nevada's 2025 Resident Sentiment Survey, providing insight into how Nevadans perceive tourism's impact on their communities and quality of life.

L. For Discussion Only – Nevada's Indian Territory

Ben Rupert, Vice Chair, Nevada's Indian Territory

Mr. Rupert will conduct a presentation about the Territory and their commitment to changing the world through eco-cultural tourism in the Great Basin.

M. Public Comment

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N. 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.