



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

Regular Meeting of the Commission on Tourism
Wednesday, June 10, 2026 - 1:00 P.M.

MEETING LOCATIONS:

Northern Nevada:

Nevada State Capitol
Old Assembly Chamber
101 North Carson Street
Carson City, Nevada 89701

Southern Nevada:

Travel Nevada Office
Board Room
4000, S. Eastern Ave
Las Vegas, Nevada 89119

[Microsoft Teams](#)

Meeting ID: 236 586 308 192 989

Passcode: Y9Au3qZ6

AUDIO CONFERENCE:

(775) 321-6111 Access Code: 723 420 008 190#

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):
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

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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 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 Anthony, Chair
Roll Call and Determination of Quorum — Lieutenant Governor Anthony — Chair

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 December 9, 2025, and March 4, 2026, Commission on Tourism Meeting Minutes

D. For Discussion Only – Welcome and Opening Remarks

Lt. Governor Anthony, Chairman

E. For Discussion Only – Travel Nevada Quarterly Report

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

F. For Discussion Only – Finance Report and FY2027 Budget

Stewart Terry, Chief Financial Officer – Department of Tourism and Cultural Affairs, Kyle Shulz, Research Director - Department of Tourism and Cultural Affairs, Stewart Terry will present the current budget update as well as introduce the FY2027 Travel Nevada Budget. Kyle Shulz will present projections that support the FY2027 Budget.

G. For Possible Action – Agricultural Tourism Plan

Nicole Orsua, Chief Industry Development Officer – Travel Nevada
Travel Nevada will present findings from the recent Agritourism Survey, including key themes, opportunities, challenges, and recommended next steps for advancing agritourism as a long-term opportunity for Nevada’s tourism economy. The Commission may consider approval of a phased implementation approach, including the creation of an Agritourism Working Group to help guide priorities and partnerships.

H. For Possible Action – Governor’s Conference Inter-Local Agreement with RSCVA

Rafael Villanueva, Chief Executive Officer, Travel Nevada
Travel Nevada requests approval of an Inter-local Agreement, not to exceed \$150,000, with the Reno-Sparks Convention and Visitors Authority (RSCVA) for hotel sourcing, contracting, and payment services in support of the 2026 Governor’s Conference on Tourism, scheduled for December 2026.

I. For Possible Action – FY2027 Rural Marketing Grant Recommendations

Nicole Orsua, Chief Industry Development Officer and Abigail Bernabe, Industry Development Specialist
Nicole Orsua and Abigail Bernabe will present Travel Nevada’s recommendations for the FY2027 Rural Marketing Grant Program. The proposed awards total \$1.5 million and are intended to support marketing initiatives that drive visitation, enhance tourism capacity, and promote economic impact across Nevada’s rural communities.

J. For Possible Action – FY2027 Q1 Marketing Plan and Media Budget

Keelie Cox, Chief Marketing Officer, Travel Nevada, Heather Sheppard, Fahlgren Mortine, B.C. LeDoux, Noble Studios.

Team will present the FY 2027 First Quarter (Q1) Marketing Plan and Budget recommendation.

K. For Discussion Only – Adventure Centers Update

Rafael Villanueva, Chief Executive Officer and Carrie Roussel, Facilities Coordinator, Travel Nevada Adventure Centers

Rafael Villanueva and Carrie Roussel will update the Commission on the latest progress of the Adventure Centers in Boulder City and Carson City.

L. For Possible Action – 3D Destination Development Cohort 4 Grant Funding Recommendation

Nicole Orsua, Chief Industry Development Officer

Nicole Orsua will present Travel Nevada’s recommendation for the allocation of Destination Development (3D) Cohort 4 grant funding for Goldfield Nevada.

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.