



**NEVADA COMMISSION ON TOURISM
Minutes**

Meeting of the Territory Advisory Committee
Friday, June 2, 2023, 10:00am

- A. Opening-** The meeting was called to order by Co-Chair Abigail Ortiz at 10:01am. Roll call was taken.

Present:

Abigail Ortiz, Co-Chair and Industry Relation Specialist, Travel Nevada
Robert Graff, Co-Chair and Industry Relation Specialist, Travel Nevada
David Peterson, Chair Reno-Tahoe Territory
Dee Helming, Chair Pony Express Territory
Tom Lester, Commissioner, Chair Cowboy Country Territory
Marvin Minnick, Chair Nevada Silver Trails Territory
Earl Jobson, Chair Las Vegas Territory
Jane Moon, Rural Commissioner

Absent: Bethany Sam, Chair Nevada's Indian Territory

B. Public Comment

Ben Rupert treasurer with Nevada's Indian Territory commented on behalf of Bethany Sam Chair of Nevada's Indian Territory, stating if the TAC has any questions or concerns to the territory Ben will be available to answer.

C. Possible Action – Approval of Minutes of November 7th, 2022

Possible action of approval of minutes to review and approve minutes from November 7th, 2022. David Peterson requested action for revision of the minutes taken place November 7th, 2022. With no other comments. David Peterson motioned to approve the changes as revised, with a second from Marvin Minnick. No opposition.

D. Grant Recommendations- Overview of Staff Process and Criteria

Co-Chair Abigail Ortiz explained the staff process and criteria for preparing the Rural Marketing Grant Recommendations.

E. Review of FY2024 Rural Marketing Grant Program Staff Recommendations.

Cowboy Country Territory Grant Recommendations – Tom Lester stated that the Silver State Stampede is the longest running event in Nevada of 114 years. They have received funding of \$10,000 from Elko Convention and Visitors Authority and they put another X amount into the Cowboy Channel. Without the full funding of the Elko Convention and Visitors Authority those things don't happen, and it goes for Western Folklife Center. David Peterson agrees with Tom's suggestion and advises working with the DMO. David Peterson emphasizes that this is not meant to be mean to the Stampede, but a way to prevent double-dipping and optimize efforts. Tom Lester recommendation is reallocating \$10,000 from CC-24-01-009 and \$5,000 from CC-24-01-010 to CC-24-01-004. David Peterson moved to approve the Cowboy Country Territory recommendations as presented, with the stated changes to CC-24-01-009, CC-24-01-010, and CC-24-01-004. Earl Jobson seconded, and Tom Lester recused himself due to conflict of interest. Motion carried unanimously.

Las Vegas Territory Grant Recommendations- Tom Lester moved to approve the Cowboy Country Territory recommendations as presented. David Peterson seconded, and Earl Jobson recused himself due to conflict of interest. Motion carried unanimously.

Pony Express Territory Grant Recommendations- Dee Helming advocated for the Fernley Aces, stating after years of trying have we finally got Fernley on board. Abigail Ortiz stated they're focusing more on the events within the community and we're not expanding outreach. Dee stated she was excited to see them participate and knows they need to work together. Dee recommended reallocation of funds to be distributed from Fallon Convention Center or the White Pine Convention Center. Robert Graff stated that Dee Helming point is well taken, however funding would be encouraging a weak application and that is possibly not fair for the rest of the communities. Jane Moon stated we want to encourage them of course to continue to apply. Are you as a committee going to go back and now say. To encourage you we're going to give you a little although we denied your request. Dee stated to cancel recommendation to leave it the way it is. Tom Lester moved to approve Pony Express Territory recommendations as presented. David Peterson seconded, and Dee Helming recused herself due to conflict of interest. Motion carried unanimously.

Indian Territory Grant Recommendations – Earl Jobson moved to approve the Indian Territory grant recommendations as presented. Tom Lester seconded. Motion carried unanimously.

Nevada Silver Trails Grant Recommendations – David Peterson moved to approve the Nevada Silver Trails Territory recommendations as presented. Earl Jobson seconded, and Marvin Minnick recused himself due to conflict of interest. Motion carried unanimously.

Reno-Tahoe Territory Grant Recommendations - Tom Lester moved to approve the Reno-Tahoe Territory grant recommendations as presented. Marvin Minnick seconded, David Peterson, recused himself due to conflict of interest. Motion carried unanimously.

F. Public Comment

There was no public comment.

G. Adjournment

David Peterson moved to adjourn. Earl Jobson seconded. Motion carried and the meeting was adjourned.

DRAFT