



NEVADA COMMISSION ON TOURISM

Minutes

Meeting of the Territory Advisory Committee
Friday, May 17, 2024,–12:00 PM

Meeting Location:

Join Zoom meeting:

<https://us02web.zoom.us/j/89786606457?pwd=Y3hwYTlWdE5yTFp3NHFLaERLVnlldz09>

Meeting ID: 897 8660 6457 | Passcode: 241658

Present:

Abigail Bernabe, Chair and Industry Development Specialist, Travel Nevada

David Peterson, Chair Reno-Tahoe Territory

Dee Helming, Chair Pony Express Territory

Michael Printy, Chair Las Vegas Territory

Marvin Minnick, Chair Nevada Silver Trails Territory

Paula Tomera, Proxy representative on behalf of Tom Lester, Chair Cowboy Country Territory

Jane Moon, Rural Commissioner

Absent:

Bethany Sam, Chair Nevada's Indian Territory

Tom Lester, Rural Commissioner, Chair Cowboy Country Territory

Cortney Bloomer (Destination Development Manager)

A. Opening

Meeting was called to order by Co-Chair Abigail Bernabe. Proper posting was confirmed, roll call was taken.

Paula Tomera, issued statement advising the committee that she will be filling in as Proxy for Cowboy Country Territory

B. Public Comment

Annette Kerr Executive Director of the Elko Convention and Visitors Authority in Elko Nevada, expressed gratitude to the Nevada Tourism Commission and Travel Nevada for their support and consideration for funding their project, their budget of \$200,000. She acknowledged the assistance of Abigail Bernabe in completing the application. She highlighted their commitment to supporting tourism in Northern Nevada and being actively involved in the Cowboy Country Territory and Thanked the commission for considering their funding request.

C. Review and Approval of Minutes

Dave Peterson, Chair Reno-Tahoe Territory – Has requested one correction be made for the Minutes of the June 6, 2023 meeting. Last paragraph under section E technically he doesn't recuse himself, but he does have to read a disclosure, and he does vote, Peterson asked to remove the recused himself due to conflict of interest. "David Peterson recused himself due to conflict of interest." Marvin Minnick moved to make corrections as presented, Dee Helming seconded, Motion carried.

D. Grant Recommendation Overview of Staff Process and Criteria

Abigail Bernabe Chair- 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- Paula Tomera sought clarification on why the recommended funding for the sportsman expos was allocated to Salt Lake City instead of Sacramento. Abigail Bernabe explained that the Fiscal Year 2024 funding was set for the Sacramento show, and it would be beneficial to gauge interest in Salt Lake City. Dee Helming inquired about the withdrawal of the Reno Marketing proposal. Abigail Bernabe responded that the proposal did not have enough detail to justify engagement and estimated impact they receive for Cowboy Country Territory. David Peterson moved to approve the Cowboy Country Territory \$231,543 grant recommendations as presented. Marvin Minnick seconded. Motion carried unanimously.

Nevada's Indian Territory Grant Recommendations – Jane Moon, had a quick comment stating she is delighted to see the grants that have been submitted by the Nevada's Indian Territory. So, it's always good to make sure that they are included, and that they are participating as they have been. Dee Helming moved to approve Nevada's Indian Territory \$81,600 recommendations as presented. Paula Tomera seconded. Motion carried unanimously.

Las Vegas Territory Grant Recommendations- Michael Printy had no comment. David Peterson moved to approve Las Vegas Territory Grant Recommendations \$224,149 recommendation as presented. Dee Helming seconded. Motion carried unanimously.

Nevada Silver Trails Grant Recommendations- Marvin Minnick asked for clarification if there are items in the grant that have been awarded but they would like to fund a different project, would that be acceptable? Abigail Bernabe confirmed that reallocation of project funds can be granted as long as there is written justification as to why funding needs to be reallocated from one project to another and how it will benefit. Dee Helming moved to approve Nevada Silver Trails Grant Recommendations \$319,465 as presented. David Peterson second. Motion carried unanimously.

Pony Express Territory Grant Recommendations- Dee Helming expressed her concern about Travel Nevada not funding print ads in the proposals. Abigail Bernabe expressed how the digital impact gives a better target audience and expands reach than print. Our recommendation is to add QR codes to print to show the benefit of the print materials that is driving back visitation to a website, signing up to your newsletters etc. Michael Printy moved to approve Pony Express Territory Grant Recommendation \$301,834 as presented. Marvin Minnick second. Motion carried unanimously.

Reno-Tahoe Territory Grant Recommendations – David Petersen stated the following, NRS-281A.420, requires me to disclose a conflict of interest and abstain from voting when I have a disqualifying contact -- conflict. I serve as the Executive Director of Visit Carson City. Through that position, I also serve on this territory advisory committee, as chair of the Reno Tahoe Territory. One of the proposed grants before this committee, in this agenda item, benefits Visit Carson City. This committee will make a recommendation concerning that grant. But it is not the final approving authority. While the grant, if approved, will benefit Visit Carson City, it will not provide me, personally, with any pecuniary benefit. I make this disclosure in interest of full transparency. But because I will not personally receive any pecuniary benefit, and also because NRS-281A.420 requires abstention, only in clear cases, I do not have a disqualifying conflict and will be voting on this matter. Paula Tomera moved to approve Reno-Tahoe Territory Grant Recommendation \$337,137 as presented. Marvin Minnick second. Motion carried unanimously.

Statewide Grant Recommendations – Paula Tomera moved to approve Statewide Grant Recommendation \$4,272 as presented. Michael Printy second. Motion carried unanimously.

F. Public Comment_____

There was no public comment.

G. Adjournment_____

Paula Tomera moved to adjourn. Dee Helming seconded. Motion carried and the meeting was adjourned at 12:52 PM.

DRAFT