



**NEVADA COMMISSION ON TOURISM
Minutes**

Meeting of the Territory Advisory Committee
Tuesday, Nov 7, 2022, 9:00am

Call to order:

Anton Eckert, Chair and Chief Industry Development Officer, Travel Nevada
Robert Graff, Co-Chair and Industry Relations Specialist, Travel Nevada
Abigail Ortiz, Co-Chair and Industry Relations Specialist, Travel Nevada

Territory Advisory Committee Present:

David Peterson, Chair Reno-Tahoe Territory
Earl Jobson, Chair Las-Vegas Territory
Dee Helming, Chair Pony Express Territory
Tom Lester, Chair Cowboy Country Territory
Marvin Minnick, Chair Nevada Silver Trails Territory

Staff and Guest Present:

Jane Moon, Commissioner
Cortney Bloomer, Destination Development

Territory Advisory Committee Absent/Excused

Bethany Sam, Chair Nevada Indian Territory

Roll Call and Determination of Quorum

RECORDING: This meeting is being recorded.

ORTIZ: Calling TAC Meeting to order at 9:17 AM Nov 7, 2022

GRAFF: Robert Graff from Travel Nevada so we can take roll call so can determine if we have a Quorum here.

GRAFF: David Peterson

PETERSON: Present.

GRAFF: Earl Jobson

JOBSON: Present.

GRAFF: Marvin Minnick.

MINNICK: Here

GRAFF: Dee Helming.

HELMING: Here

GRAFF: Tom Lester

LESTER: Here

GRAFF: Bethany Sam

ORTIZ: Absent

GRAFF: Jane Moon

MOON: Present

GRAFF: Abigail Ortiz

ORTIZ: Present

GRAFF: Anton Eckert

ECKERT: Here

ECKERT: We have no one online joining

GRAFF: And we have a Quorum

HELMING: I thought Mark would have been on there again

ECKERT: Just us.

GRAFF: We have no one online for public comment.

ECKERT: Does anyone here have a public comment? OK. So, we have no one online for a public comment, OK. So, we are going to scrape the minutes from the

agenda because. I was not able to finish it on time to get it reviewed by our internal staff, so we will strike the minutes.

ORTIZ: OK. Dee, you have a quorum we can go ahead and discuss that? As everyone is speaking, please. Be sure to announce your name. For the record, Abigail Ortiz is speaking now. Go ahead Dee, I'll have you take it away.

HELMING: I was just going to say one of the things I liked about it before is when we could see what everybody was doing is you could steal their ideas. And there is no breakdown, and you can see what everybody else is doing for great ideas and you know that was a great idea, I should be doing it so that we could probably come up with a different format.

ECKERT: Anton Eckert for the Record, we were looking at the last format which is kind of the condensed version for the Commission meeting. But maybe for this meeting we can do a little bit more, maybe not the full application. Yeah, with the breakout because we're still, we were testing the new system and we do find there is better reporting that we can enable to pull out. But then you know really, we wanted to have this meeting in person again because when during COVID, there was a lot of rubber stamping because time and people didn't want to sit on zoom for so long and now, we can again have those conversations. So, I think those conversations were helpful last time and certainly you know want to keep that moving forward. Anything else?

LESTER: TOM Lester For the record I will say that the new format. I like it better, and I think at the end of it all on one grant. Once I figured it out and went back in there, thank you. Submitted it by accident and then had to go back in. But I think it works better and I think you know it's more condensed. But I do like these comments you know maybe just a little bit more information, but I like the new format works well. Good job.

ECKERT: Yeah, this is a little hard for me. Even when I first started it was a little challenging because I also didn't know all the details. But I think for this, yeah, let's just make sure we have a good summary for you.

HELMING: And even then, still. But some of these guys have some really good ideas and it's like wow, I should be doing that well.

GRAFF: Dee if there's a specific one that you might be of interest to. We can probably pull that information for you like if you want to be able to see it here. With a smaller number of applications, it gives us more time to go into it furthermore deeply.

ECKERT: I just wanted to recap; things have changed since the last time. We have a new system called submittable and that is a platform that is allowing us to kind of track a little bit more of the reporting. The old system was not as easy to make updates to and changes to. We're still one, which people can still go in and look at it. There's really nothing else you can do in there. We created a Google form for the evaluation. We can then start to migrate all that over. We'll be able to import over the last five years. It won't exactly be apples to apples, but it will give us some idea of kind of where the data was. So, if we have to do an audit of the grants in the future, we can then be able to do it, put it through the system here. Funding for this Cycle is 700 and almost 760, so close to what we had last time. The amount of grants that the differences between last time and this time. This time we were only in submittable. You were only allowed to submit one application, and, in that sense, you wanted everybody to put everything in one. You still could put in as many media types you want or activities you want, but it was all going to be 1 application. So, give us a more holistic view of the kind of what we what people were planning to do during the rest of the year this funding will. This process gets approved through the Commission meeting on December 8th and then the funds will be available right after that. So, we work on getting the letters out right as soon as possible. Now we have a little more time and more staff to get those letters right out after the Commission meeting and everyone will be able to receive it. So, you'll have about six to seven months to spend on that before the end of the fiscal year. There have been questions about the evaluation of what we're trying to do last. The last cycle was really testing because we didn't have everything in July. June 30th, we had to get started at looking at all the backup and everything for these reimbursements for the invoices and it got very, very difficult to manage with the onboarding and new staff with myself still trying to figure it all out. So, we thought it would be better if. As the programs have ended to go ahead and apply for a partial reimbursement, we can process invoices over time and then the evaluation can still be done at the end of before the end of the year. So, it was just going to help us in terms of bandwidth. Invoices are processed in a timely matter, so if there's any way that anybody can help us with just trying to get that in sooner, do try to do that because it was a bit of a challenge

PETERSON: Question. David Peterson for the record. On the reimbursement side of things? Are you going to send something out to everyone so they know that it's OK to seek the reimbursement or like say we have 5 components to your grant, you finish one that you can get reimbursed for that? Process, OK. Well, that's not bad for you guys. These guys I would just advocate that's wonderful, right, because I think you guys get slammed with probably 80 or 100 requests on June 30 or postmarked June 30. So, to allow that flexibility, I think that's good because then for us as grant recipients, we can get funding from back into our budgets, but we're not required to have the final numbers right either because sometimes like with the different co-ops and campaigns, they can take 90 days, right, just to get their results to come back. So, we're kind of allowing us to get some money to come back into our budget, but at the same time we can still work on getting you those actual numbers out.

ECKERT: So, the application asks for estimates. Those are good enough for us right now. The end will be the actual and that's what we want and if you can't even get it by June 30th because your campaign ends on June 30th, we will just come to you three months later and ask you for the finance, yes.

LESTER: TOM LESTER for the record. What happens if you are running a longer campaign, does that have to end on June 30th? I mean because. When you're marketing of course you want that to extend out past June 30th, the contracts will be signed, we'll start the campaign like in March. You know because our season is you know primarily is you know spraying through October, I mean that's where we want to use our marketing dollars. So, we started the campaign in April, it wouldn't end until October running a six month. campaign for instance by doing. People redirect targeting ads or whatever, you know, that's what we've done in the past, but be able to give you some data back within that first few months of what the campaign is actually doing.

ECKERT: How are you, how are you looking at that because. I believe the grant guidelines say if the bulk of it runs in the fiscal year, we pay for that. You can go over if you're if your campaign, I mean that's a little different April through October because most of that is in the other half.

LESTER: My understanding is these contracts were signed. The agreement was signed, and the billing was done, and we put that submission in. Even if it ran over, it was still reimbursable, correct? Is that still, OK? because I mean even if we get placed already, that's going to be an annual thing. We're

pulling data.

ECKERT: And so, if you put the end date as October as your campaign ends in October, we will come to you and December, December, January somewhere in that time to ask you. Three months after the end of the fiscal, you need to have all the finals. We just make sure we get that.

LESTER: Oh, no, no, that's fine. We'll get that from the agency.

ECKERT: Would be good to just get the data for the end of the year so then we can wrap up the year.

LESTER: It's just data like. And you're just pulling that data, what do you want from that because basically we're just going to be, you know, tracking events, things like that, seeing how well those that do.

GRAFF: Anton, do you think and on maybe would that change in going to an annual cycle, would we still have that same requirement based on when you're looking to bill it?

LESTER: Campaigns are different things that you're going after. I mean, those two are totally different. I mean they're placing targeting ads, redirect targeting ads and whatever and the other campaign is just pulling. And to see how well our events are doing and tracking that and you know seeing where our markets are and whatever so.

ECKERT: Yes, I think you know what we're trying to do is figure out how much the impact of the grants were for that year. So, I think what we could do and the fact it's like say you did in April through October five, you probably could look at. Maybe have it. I don't know how to I have to figure out the numbers, but if you did the April to June

Lester: Certainly, we can give you that data.

ECKERT: But then get that reimbursement and then that funding in the second-half because technically that ran it anyway. We'll figure that out.

LESTER: Yeah. But I mean as long as it was spent in the contract was signed because I mean it doesn't make sense for us to promote something in our territory January through June because nobody's coming charge. I mean it's 24 the high when you're coming in. You know, it's not that. That's what I'm saying. I

mean we've heard the territory. We're not, I mean we do have snowmobiles in our area.

ECKERT: And you know unfortunately our fiscal year ends in the middle of the summer when we are.

LESTER: Right. OK.

ECKERT: Well, marketing needs to be flexible in terms and in terms of how we look at it.

LESTER: But I'm just trying to figure for the purpose, I just wanted to make sure that was OK.

MOON: Yeah, I like that clarification. That's always been an issue. Like I was unaware and uncertain as far as, OK, so we signed the contract. I only have three months and I actually was working in those terms of the contract time, but I mean the grant time frame. So this is good to know and maybe express that to all of us and applicants.

GRAFF: Would that change when you're going into an annual? Did you want maybe?

ECKERT: For example, The Nevada magazine. Last time we met we said we were only going to fund for the end of the year. The process is taking a bit longer. So now we can fund, and we said that in the webinar we could fund all the if you wanted to make us into the second-half, you can do that. We base that on the deadline for the materials because that's when you pay the bill and that material. So, for the fall issue it the materials deadline is in June, which means you could apply for that June 1 and still get the fall issue. Even though it's outside of the fiscal year and that's because, yeah, well, it's not that you're probably paying at that .1, could be it's not our fault that it takes 3 months to get the thing printed and distributed. So that's where we're trying to be a little bit more flexible with that.

JOBSON: Question, going back on the partial reimbursements and thank you for being able to continue that concept. Oh, number one, is there a Max? I would assume around 50% on a partial reimbursement. So, let's say we have 5 projects with vendors going on using grant money. In the old days, of course, we had the individual. You know, project now it's all under one. And you know, sometimes the vendors need some money to get the project going, you know, I would assume it would be like up to 50% like we just did, but now I'm thinking of the future with under the one grant. If we have 5 different projects going on. Umm. Is there a more streamlined process to

submit one partial? Request for all the projects or still do this.

- ECKERT: We Can't pay in advance if you need money to get it started so that you can do a 50% deposit. I get that if, especially if it's an ad, right? Advertising is like an event. We can't pay that much.
- JOBSON: Yeah, but you gave the perfect example.
- MOON: So, if you have 5 components in the grant and one of those is done or they're getting done subsequently. You can submit your request. You're part of the reimbursement form is going to change.
- ECKERT: We just added a few things. It's more for our side because there was, we had this pink sheet where they call the pink sheet. We're trying to get rid of it, but there was information that we needed to put into the reimbursement. So, then we could see it all in one. That's the only change we made. So, I'm removing it. No changes to that.
- GRAFF: There were changes to the volunteer hourly rate sheet.
- ECKERT: And then we also looking at the next cycle we'll have sliding scale or forward match. So, if depending on the staffing and the budget, Kyle is going to come up with some magical sliding scale that that will allow some of these smaller destinations who may not be applying because they don't have the match to be able to do it a little bit easier. So, we'll have that and then the other thing Kyle is working on is an economic development Impact calculator. Calculator based on event or medium, we'll figure out how to use it. It may not be perfect, but it'll at least give us some numbers so that you weren't trying to figure them out because everybody has different ways of measuring that. And I say yeah, it's useless if everybody has different that we just need to have one way to do it. I mean you might like I said it might be different between an event versus a travel trade show. Like that's really hard to do it economic impact and then marketing and we'll just come up with something but. That's on our list.
- PETERSON: Thank you. Do you move in that direction, which I think is the right direction to move on? You'll take out the requirement. then for everybody who's trying to come up with this year's peculation and be better off? This course has been visitors is very difficult honestly for probably out.
- ECKERT: We may need the number like if you had an event and you know how many people came to that event, we probably might leave that to figure out because we now have Zartico which is their research tool will be able to tell

who was in town versus out of town as it relates to an event specifically. So then, we can kind of calculate it, talk about starting that next. We could probably do it by county two because I don't think we can get as granular as a city, but our town we can do it.

PETERSON: To folks may have access to reunite data. Perhaps they can see how many room nights were generated by the result of. So, depending on what model Kyle comes up, right, you can derive visitors On room nights.

HELMING: Lander County doesn't share that anymore. Because we are about to ask that.

ECKERT: Why can't they wait?

HELMING: Because you have to go before the board, and they have to approve it on an individual request. And could possibly arrange individual hotels. Yeah, they have. But they're being really weird about it because I wanted to use it for one of my reports and I had permission to share with anybody and it's like, wait a minute, this is a matter of public record.

ECKERT: Just to divert a little bit. So, Kyle, typically we get the information to start with. We do weekly, so we get data from, but we get a there are a lot of hotels we actually don't get any information, so we have to send a manual sheet which says you know shortly that has that has been reported he has gotten very little response from that over the past couple of years.

LESTER: We get 25% of 75.3% of the reporting, the other little hotels that are going to give you. Because I'm just telling you, you don't have that in your municipal code. Also, we get 100%. Look at that.

GRAFF: Is there any way you might be able to help or like a few hotels to be able to get some reporting because we're trying to aggregate these numbers?

LESTER: Ours, I mean, I can't share that report with you, but I can pull some of that, OK? To which? I Talked about it.

ECKERT: Anyway, the other one thing I did want to mention from the last time is we initially thought we were going to have a full 1.4 million for this cycle. What happened was literally as I was paying the Bills, County told me we're out of money. So, when we're talking about how can we be out of money, we have money and they said we ran 3 cycles last year, but we never marked it for the EDA funds. It wasn't really a backtrack, but we had money. It's just that we didn't use the EDA money and there was. In the last cycle if I can. If I had

articulated this in the last cycle previous because we didn't let finance know that was an EDA, it was supposed to go for the EDA. Funds, they just kept processing out of our regular funds. And so that's why we have no money, but in fact we had six, that's 760 EDA funds. So, we then took the last cycle, cycle one and we called that the EDA funds because it was exactly 760. And the only thing there is really, we did send out a letter after that about that, but it wasn't there. There's really nothing you need to do. I think there were only four. Applications that were over the limit, but they'll probably do an audit on, but the rest of it was so minor that was more formality. So that is done what we've done with the eight months. So, this is what was left, but it's almost again 760 and then we do have we will have some money leftover instead of redistributing that. Right now, what I'd like to do is take that money and kind of have a discussion with you in a separate occasion, maybe after this meeting. To talk about how we put that back into the territory. So that's OK with everybody.

MOON: I do have a question on the possible audits so. Those, those possible audits already need the stipulations going in. So, there are no different stipulations coming because all of us signed back, right. Yeah. So, which is not an issue. I just want to make sure that going in the stipulation for the same.

ECKERT: Yeah, it's all, everything stayed the same. The COVID relief funds got previously it's the same. It's all the same.

LESTER: Yeah, it was just so you have that fund, so what about the funds that are coming in from the tax like? So typically, where did those go?

ECKERT: So, the last cycle we actually had three. Last year we had three cycles. The EDA. I know it gets a little funky when it comes to that.

LESTER: Yeah. So, we're in cycle 2, but those second ones started for you this year. That's where it gets a little confusing. So, we do have that money should have been banned from the room tax though, right? They should already be there. I mean, it shouldn't be gone because you have the EDA. Recycled from the previous year and you didn't use them.

ECKERT: Yeah, we had.

LESTER: I know, but we had to get one of those numbers. Or specifically you utilizing that funding? And. The number. There's. A number and like a federal ID

number or whatever.

HELMING: No, the corporate ID

LESTER: What? No, it was. But we had to utilize, we had to apply for one. You know the DUNS number. During the COVID relief, the CR wouldn't that have been part of that funding?

ECKERT: That was, COVID funding.

HELMING: So where did the third cycle come in? I don't remember the third cycle. There were three cycles. I don't remember that.

LESTER: There was one that was federal money, COVID money, yeah. And then there were two cycles. So that's what I'm confused about. And. The money where that money ends, or did they spend it or move it? Or because that money should still be coming in. You got fed money coming in and you got room tax money coming in. That money should be there somewhere.

ECKERT: From what I was told, the total for legislative authority for that one year would have been 1.4. And in addition to that we had 760 of the EDA funds which is separate than the room tax because you still got the room.

LESTER: Yeah. So, where's the room tax? That's what I was asking is where's the room tax? You understand what I'm saying? Yeah. It doesn't make sense to me. They can give you any numbers that they want, but I want to see it. Let's see. So, I would, but they have to be transparent with that requesting that which I asked Jane while back for them to be transparent with them. Because I don't, it doesn't add up to me. It could be that obviously different types of collection was way off when you're looking at. So, because it's a percentage of the Las Vegas which is running about, I'm saying you were running at one point. Coming in off of there should have been something. The amount of work down to 500,000 or whatever. There should have been money there on both sides. You got federal money and you've got you've got room tax money coming in. And also, double check all the cycles in the middle system. Yeah. But these are the questions that I have, right. One was COVID.

ECKERT: Let me let me go back because even the way it's named in this federal money and state totally different and room tax that money slated specifically.

LESTER: And the rest, yeah, under that. And you know, did they just spend it? You don't, have it? I don't know. I don't know. You understand what I'm questioning? Because I don't see it. I don't.

ECKERT: Let me let me go back because even the way it's named in this federal money and state totally different and room tax that money slated specifically.

LESTER: And the rest, yeah, under that. And you know, did they just spend it? You don't, have it? I don't know. I don't know. You understand what I'm questioning? Because I don't see it. I don't.

ECKERT: I'll go back to finance and maybe I need to go back five years and just look at where everything came down because we do have additional funds in addition to what's going to be left over from here, I was told also, which I am still not clear on. On the record we do have additional funds that will look at responding as well back in the territories. So, as we go through these, if you feel that it is we have, we can have the conversation on kind of what was applied for and what was approved. There was also an option or an opportunity for people to list their priorities and we would assume that based on whatever is funded that they would go, they would do their media plan based on where their priorities. No, we are not mean we did ask it as a courtesy would not and it was also for us to gauge how much to fund. So I think with that if we want to get started. Last time Sue complained that we started alphabetically, so we will start backwards if you'd like.

PETERSON: Yeah. OK

ORTIZ: Our review was based upon how well you were compliant with the grant guidelines, how and the Rubric breakdowns. Those questions were a possible out of 100 and you were eligible for additional bonus points to help you increase your score. We had about 5 to 6 reviewers, not just me and Robert, but to have an overview of everyone's thoughts and how we can come together and provide you with the recommended amount. What everyone saw, what was missing? You know, we had from marketing from the magazine input, which really helped with the discussion, but in the end, it came down to Robert and I to give the recommended amounts. We're happy to discuss and see if we can, move funds as needed. This is a new system; we're going to make sure we improve it. We saw a few things missing from the questions that will help improve you guys when you're applying again. But you know we did have a few questions regarding the application. I know it was kind of difficult to input all the information you

wanted to give and what you guys are trying to do for your projects, but I'm excited for this discussion just to hear you guys out and how that money is going to be spread through your territories and how we're bringing consumers to Nevada.

GRAFF:

Yeah, a few things like just an update for example. And when we said we had Nevada Magazine involved for any of the grants that had an application from Nevada magazine, they were removed from that grant review process. So, there were certain guidelines that we set up. Again, it was a team consensus with the whole scoring. So, it was very interesting to see the rubrics. That work based on what your applications are there I think a few things that we could standardize a bit better, and this came from some of the comments that you know were for the next grant cycle. We've added a question that tabulates what the total amount of your request is. So, we've already prepared that. Met goals for the next grant cycle, we were trying to take those things and put them into work. I think one of the things that we want to do is to follow up on the last grant cycle was the issue of equity by territory. Not just from an organization perspective, but your whole territory. So, some of our observations that we were noticing when we were coming down to the funding of it is and first of all, thank you guys going through the whole system with us. It was a brand-new system, but one of the things that that we kind of noticed was I think specifically addressing the Las Vegas territory in the Reno territory. The funding coming out of the territory region could be stronger. We would like to see more equity coming out of those territories, which have very strong participation from some of the other territories, but we want to see that level. So, it's not necessarily the territory organization. The whole domain area that we would like to see a lot more so that keep in mind some of the other territories your participation was incredible coming from your region, other people applying. However, those two larger territories that we see, we didn't see enough coming through. We saw the organization. come through but we're also put a limit on how much we could really fund for the organization. So, some of the things that say these are opportunities for us to provide more funding.

JOBSON:

May I just say something to that, and I certainly agree with you and I'm just going to say. You know we'd love to work with you to help make that happen. I'm not sure. Our territory has all the answers. I think we're learning more from that since the rural communities can submit their own grant process, but. Which is remarkable because in prior cycles they have not. And so, we're, you know, how do we interact with them to encourage them to come to us or for them to submit their own? I just don't have a road map for

that.

GRAFF: Yeah, I think, you know, a few things would be helpful that we can provide for all the other towns and communities. I think it was really tough for Abby and I to see. People who missed the deadlines. I mean we're talking out of your territories. People who are applying who were off by a week they thought it was ten days later where we could not accept these applications specifically Pioche missed it by around 10 days and asking why you had, I'm just giving you an example of some of the things, Moapa Valley for example, same thing. They did not make that timing. So, we could use territory help in communicating. A reinforcement of the grant deadlines and from a fairness point of view, when the grant cycle was closed, we all agreed it was closed. We could not ascertain requests to reopen it. And so that's some of the things that we're coming through. So, we just wanted to give you an update on what we saw, which was a bit unusual in the last cycle.

MINNICK: Yes, I'm surprised Pioche didn't, they have been doing it forever.

LESTER: I think the cycles are off a little bit too. Right

HELMING: Its way off.

LESTER: Yeah. So, I mean just kind of from COVID.

ECKERT: And for like December we're trying to set, we have, we're stuck with the mission.

LESTER: No, not right. But I'm not saying anything about that. I just think that you know some of the rural communities, you know they get that time cycle and I think that was it off just a little bit from normal from past years. Well, I mean like before COVID.

GRAFF: You know, when they are actually a few people were which were very interesting comments being made on some of our zoom calls that we've had. For example, I believe there was bolder Boulder City said you know I just wanted to focus on the destination development side and didn't want to focus on the marketing. So, you know I'm saying, but I think we could definitely use more help in letting people know the deadlines well.

LESTER: OK, so and I will say this though that. A lot of those people, though, change. So, I mean, in these communities, I mean, like wells, for instance, but don't even know who the Chamber person is anymore. The chamber closed. It's open, Lovelock, the same way. Every time I go through there, it's open one

day, close the next day. Wendy was whatever her name was there, and now somebody else. Sharisa, was it jackpot. No, nobody's there. And they don't give, you know, a new person. Absolutely right. And that's a challenge in some of these rural areas.

GRAFF: We have a database problem coming out of this COVID environment right now, for example, in Pioche saying they're not getting communication. So, I'm now going back, you know what I'm saying and saying this is not the territory's fault for not communicating. Let us know five of your tourism-related contacts that you wish us to keep up to date and we will update it. We'll update ours. And yours is the same thing. So that's one of the things that Abby and I are working on because we realize the people are no longer there who were there two years ago.

LESTER: They leave, and they don't replace anybody or say, hey, I'm not doing this anymore and so assuming.

JOBSON: Assuming that the rural communities, they have their own percentage of the total bucket, correct? And then the territories have their percentages, would you like us? To encourage them to submit on their own or to come to us because we have what?

GRAFF: Well, I think if there, I think from what we are seeing. Correct me if I'm wrong. Abby is that. It's great that the territories are here to help their region, OK. But as an organization you should not be taking the lead for all the funding via the territory. What we wanted to see is the individual towns and cities and nonprofits come through with requests and whatever you can do to encourage them, help them through, use us as resources to go out there and communicate with them. These opportunities would be great.

ECKERT: So. At the same time, you know you're seeing someone that you're not communicating. Whether it's applied for a grant. You should be reaching out to them because as a territory you should know what's going on. I mean, Dee knows a lot about everything in her territory She's has the best practices on how to you know, community.

GRAFF: It was just kind of observations.

JOBSON: Do we have to focus on the DMO, let's say the designated DMO's and?

HELMING: You just need to put your best volunteer in every community.

ECKERT: Exactly.

MOON: To an extent that could be courage and I think we do this; we do this in the Pony Express territory, and I think we've seen it too. So, with the changeover in many of those organizations, having the city and someone at the chamber always likes the info, always sending that information to the info of chamber or at whoever. This, you know, licensing people consider, usually knows that they know who are working in terms and that kind of thing and they can. That's how we got from them because we got them at the destination.

HELMING: Well Fernley invited me to their next meeting in December. Yeah. And I will do a presentation for Pony Express. PowerPoint presentation. Yeah, they came to our destination. Yeah. And we make more contacts are great. But like with Eureka, they don't have a Chamber of Commerce and they have had so many changeovers at the Eureka Opera House. The Gal that is there now, I know her. She's married to my cousin, but she doesn't participate. But I follow Eureka social media, so I know who to contact, you know?

ECKERT: Dee follows Everybody on their social media.

HELMING: I do and Ely and Baker all of them I follow their social media and I know who's posting and what's going on so I know who to contact.

GRAFF: And yeah, even if there can be it was kind of interesting. There were some discussions that I had with the Barrington and basically, they wanted to liaise with Fernley they have their music festivals they were trying to work out a lot more you know we put them actually in touch with Pahrump because wants to have a music festival as well what could be done together so I I think. One of the discussions that I had with Yerington specifically, yes, you followed in Nevada trails, but you're welcome to attend and I'll be glad to facilitate it in meeting with another territory if you think it's a bit closer for you to visit, but you're still within the Nevada. So, I think it's kind of good that we're seeing that and. We're like, really good. And I I got to say, I was specifically impressed to see Pahrump show up at a Las Vegas territory meeting as well, which was kind of an interesting interaction on discussing how they could work on grants together, so.

HELMING: Just a side bar there is a guy in ELY and I think his name is Rudy something and he does that music show that is going on in Ely and is going on his second year and I met with him and he is awesome and he would be good to be able to tie in with those guys.

GRAFF: So, it seems like we're getting themed concepts and then letting people know who else is in that same ballpark would be great

HELMING: He is doing glamping. And he's got this gravel pit where he has his auditorium set up and it's all outside. Yeah, he took me out. It was really cool.

GRAFF: Those were some of the overall Observations from the team and everything from the from what came out of this grant cycle.

ORTIZ: I'm sure we'll have more applicants for 2024 if we're going for one cycle of for the whole year. So hopefully there are more applications.

HELMING: One question on this one a year what happens if something comes up in the middle and for one of these smaller communities and they have like they decide they want to do a music fest and they need the funding and we're only doing 1 cycle. And they need extra funding. What are we going to do about that?

ECKERT: You can call us. We will be doing a mid-year check-in to see if people have made any changes because again it should be flexible to marketing, should not be rigid. So, if you need to make changes, make the changes. If they can't spend it, that's a different thing. We have to figure out where to put that money.

HELMING: Right.

MOON: I have a question on the rubric and the group review process. So, did you see a lot of deviation or where you're this is just for my interest where your Rubric pretty much in line with each other depending. On each brand, were there a lot of variation?

ORTIZ: I think everyone was pretty much in line. There were a few that did not. Unfortunately, there were some organizations that didn't follow the guidelines. We gave you the funds, but they weren't necessarily following the guidelines and we want to give you guys this opportunity. Since this is a new grant guideline, new rubric. We want to give that opportunity for organizations and territories, we want to give you guys a chance, to do it right, but for the next time we're going to be a little more. Strict when it comes to scoring.

GRAFF: For example, some of the observations, we realize that the breakdown was in the attachments, not in the category breakdown. So, when our colleagues

are sitting there reviewing the categories and it's coming across, we have to kind of go in there and say, well, actually no, it was mentioned in the top. It was also mentioned here. Those are things that in fairness to. That reviewing teams, they're not going to have that opportunity to go through. They're going to see and allocate very much by category. So, I think we were a bit more flexible on this go around.

MOON: Talking About scoring with their deviation in the scoring.

GRAFF: From what I could see, was very interesting because we were not allowed to view the scoring until we completed our review.

ORTIZ: A lot of us were more in line. We were average. The scale was not way off like zero to hundred. No, we were really in the middle.

GRAFF: I think the questions really forced us to answer. The questions on the rubrics really forced us to answer questions. Was there a marketing plan? Is there a tracking component? All these things from what we saw, can we answer these questions correctly and to give it a score?

MOON: Thank you.

GRAFF: Any other questions in regards to?

ECKERT: Does anyone need a break right now?

MEMBERS: No

ORTIZ: Yeah, we'll work our way backwards. Reno Tahoe territory. I'm just going to go over the recommendations and what we saw. So, our final comments were, you know we approved the fund for the admin grant. I believe it was the 2000 that you requested. Travel Nevada recommends a clear direction for consumer related initiatives. I believe we are concerned in our discussion with the reviewers about what your marketing is being driven to, is it going towards the territory or Carson City etc. Or just directly to the territory website?

PETERSON: So, once you're there, then you break off and go to the DMO's website.

ORTIZ: OK.

PETERSON: They're not trying to replace.

ORTIZ: Ohh it's so just territory focus.

PETERSON: Yeah.

ORTIZ: OK, that was just kind of. Our internal discussion was, you know, we have you guys as a territory, but you know is it breaking off or is it just directed to the territory itself.

PETERSON: So that would be our website but then from there it breaks off.

ORTIZ: So, our recommended amount. We approve your total request.

PETERSON: Is it OK if I advocate a couple of things?

ORTIZ: Yeah.

PETERSON: OK, so. When we went through this process, you guys, so rad strategies has been handling the account, they're not. So right now, it's down at the end of December, right. So, when we put the grant together, all we give you is base it on a proposal for her because we were in the middle of an RFP, right. So, we didn't have anything else to go off of. So, at this time, we're actually short. So, we were paying less per month for this local circle now than the firm that has now been selected. I didn't know because if this is the appropriate opportunity because we don't have. In terms of the funding, right now we don't have enough for content. For our website, which we would need \$500.00 a month for, nor do we have the funds for website maintenance when we get about \$500.00 a month for that as well. Again, it is kind of a timing thing because we've already submitted the brand and then now, we're where we are. And then we just literally as the Executive Board made a decision last week to approve the recommendation from our communications committee between our short, those two elements based on the way that they're. Proposal that was accepted payments. I don't know if there's an ability there.

ECKERT: Are you asking for more money?

PETERSON: Well, we, yeah, we would need 500 a month for content, around 500 for the website. So that's it. Don't worry about December. I would just ask because the new contract doesn't start till January, so we're all ready. So just 6000, we just need 6 just January. Not the whole year, because we would do the

simple cycle.

ECKERT: So, you're asking for 6000? That would mean 51,700.

LESTER: Question. You did bring that up because I remember that there was a conversation that you weren't funding maintenance for the website. Is that because the territory has no money to pay? So, they're different, right? We need that.

ECKERT: We can do this territory separately for a grant, you're going to have to then apply for two grants, one for your territory admin and then the other one for everything else. I mean it's a little, it's a little challenging in the system because otherwise it's just one long application and we were trying to figure out if you're not, not terribly we're having you know how you remove those. Question that we can cover.

HELMING: OK, so you never told us that before. Because when we were doing the grants, that was part of it. There were no websites. Unless you were reviewing your entire site, you couldn't put it into the website.

PETERSON: Well, Anton did disclose the exception.

HELMING: She said maybe she didn't say that they were. going to look into it and the territories might be.

LESTER: We have no funding.

HELMING: That's all we have.

ECKERT: All the funding comes from that. So, in essence we're recovering whatever it is you need.

PETERSON: So, I can just speak to our situation so. Greg and Lydia are two of our three people in the communications because they can't really make you so much like with regard to the renotahoe.com when it comes to actual programming on that side and some of the other things, programs that you have for website maintenance you're dealing with. That URL's you know, WordPress update, something that they don't even know how.

HELMING: We're funded through June 30th but on the next cycle we would have to go back again because it was.

ECKERT: If you need additional funding through here through here, we can.

HELMING: Well, no. I'm funded through. June 30th. Our grant. I wrote it. On the last grant cycle to cover the whole year, knowing that this was going to be coming up. So then after June 30th I was going OK now. Different applications to be able to express all that.

ECKERT: That message was never about the territories. So sorry.

LESTER: So are you looking for 12,011

PETERSON: 6,000. The 500 would cover US content blog Wise Right, which based on the proposal we accepted with the firm doesn't sit there. And then also there's no website comments, no updates. We don't have anything to do with the analytics side of it either, so that we feel we can accomplish that. That package. Just throwing it out.

GRAFF: Would we need a motion to approve that?

ECKERT: We're going to go through the whole territory first, then we prove it, and then we just take these all into consideration. So, let's get to the rest of them. We're in a unique situation. We have the money to do what we need. So., I know that. He has nothing to give up. This is.

ORTIZ: Yeah, right. So next we have the Brewery Arts Center. Recommended amount was \$4,275. We want to fully fund the grant presented an opportunity to expand out of state visitors. We hope to have them collaborate more with Carson City and see how they can bring in for this festival that they're doing and it's great. You know they want to celebrate Juneteenth and I think that's very diverse. And you know I thought it was great. Opportunity for them to just kind of continue this celebration and collaborate with the territory or Carson City and to just kind of help them bring them more of that attention.

PETERSON: So, we do work with them Yeah, not almost everything that happens in adolescence 100% willingly on a community level, in which case the city has their new person. So, it's kind of a reformed approach, right? City that there are some cultural recreation supervisors, but they have now. But for any type of event that they're in, people knock out the area, they sponsored stuff.

ORTIZ: OK, great.

PETERSON: Yeah, we just don't want you to think we don't. If I could just throw this in so Michael Smith is working on something else here in Carson City. But that event, as understood from just late last week, has been approved. So, this would just be that PAC. So that there may have been competing events going on up until about Thursday, maybe of last week, but that's no longer the 27th. And they're great. I mean, they're great. Chemistry, super. Always find the ground and the people.

ORTIZ: Yeah, yeah, reading their application was great.

PETERSON: Next one.

ORTIZ: Carson Valley Visitors Authority we're going to fully fund them the 30,000 we were discussing this during the review. I feel like they request this type of grant every year. Reviewing the past, we kind of want to see that the project for this be more sustainable.

GRAFF: Self-sufficient. So, moving on it, it seems to be very much the same repeat rehashing presentation and we're saying from a team like that we've seen this already before here. You're not adding anything new, any new components you're just bringing back. So I think we're saying if it continues on this path you have less likely to fund.

HELMING: In the past when people were doing events the first year they would fund 100% and then every year. That they would take it temporarily off, so they didn't get any, OK. That would help to get him going, yeah.

ECKERT: Having a historic view system that we can easily pull make it much easier for us because it's hard to tell.

HELMING: Yeah, because that was one of those things that you know that they're continuing the same thing every year. They continue to pull the funding further back because it should be self-sustaining. It should become self-supported.

GRAFF: And I think that's kind of when we're when you have access to the previous grants, your kind of looking at it, it's like OK, this just seems more of a resubmittal or you know you're at you're really not bringing something new to the table. So, we're kind of adding that this may be the last go around where we would approve of something unless we see.

MOON: This is their Creative campaign, correct? or part of it.

PETERSON: Yeah, which I've talked to Jan about. The potential change right as far as the retainers for public relations that that may be rent ineligible starting next fiscal year. So, he's aware.

ECKERT: It started this cycle. They're not allowed to apply for. Especially ones that have established you know if you're if you're a small DMO that doesn't you know have an agency and we consider that but for these big ones you've been doing this for many times it's really going to have to we don't we don't even play the team please.

PETERSON: So, do you have any specific direction for me to talk about to talk to Jen about components or elements within this moving forward the next cycle where the single cycle 24. That really needs to be committed.

ECKERT: I mean it's; it's got to be tragic based and like I said, the retainers the way we do it.

PETERSON: No, I don't want to put you in a bad spot. That's what's hard for me and this was brought up further. I'm not harping on this; I just don't have visibility to how that 30. It's broken down so I can have a little conversation. But it's about the question. What he needs to reconsider for that specifically.

ECKERT: He had 26 for streaming. Umm. Oh, sorry, he was requesting 5300 for streaming services. Online displays were requesting 13,000 with 5,000 for social media. 1800 for SEM. Yeah, right now this looks like all and then this is this is the PR is nothing in PR, nothing for trade.

PETERSON: Yeah, he did change that then, right? So, he did it. Yeah, OK, OK.

ECKERT: OK that help with that. Does this sheet help?

PETERSON: Just yeah, back. Yeah, it helps a lot.

MOON: So, I guess I'm not understanding if it's a like a media campaign. Why? We need to ask them to change. If it's been effective for them and they need the money for it.

ECKERT: They should be optimized.

MOON: Oh, and that's all. They're not showing any optimization.

ECKERT: What we'd like to see the optimization. So, the other thing we haven't talked about is the evaluation. That's really what we're going to start to look at because you can't keep running the same thing expecting different results. So, we want to make sure that are you optimizing and like I said, We're not trying to say that you're bad at guessing your estimates. We don't, we're not as concerned with that is like, OK, if that is your goal. And how do we help get to that? Do you need to optimize your media campaign? We can help with some of that.

MOON: That's very helpful.

HELMING: And how are they, I'm sorry, how are they tracking it, whether their media campaign is getting there.

ECKERT: Because they should be.

PETERSON: And they should be in the attachments, right hypothetically that they submitted?

ECKERT: Exactly. Yeah

PETERSON: Yeah, because they attached as they upload the buildings.

ECKERT: We were trying to get as much into the application that will pull a report like this. That's if it's a word like the summaries, you can't, you can't add that. So that's what we had to ask them individually.

ORTIZ: All right. So next we have the Comstock Foundation for History and culture. They applied the last cycle. I don't think they were fully funded for this. So, with this project. Or you know this organization, we recommended more collaboration with Virginia City to enhance the reach to bring consumers to the Comstock Foundation. We're going to fully fund, and we want to see how their collaboration with Virginia City brings more consumers to them. Directly.

PETERSON: OK.

ECKERT: So, if you're if you're curious with Virginia City was basically everything was an app. So streaming services for 11,000 online display ads for 3,000. 5,000 for social media ads. 4800 for SCM. Out of home was 11,500. The direct mail was 2250.

ORTIZ: Fully Fund Comstock Foundation. Next One visit Carson City. That one's going to be also fully funded and it was a great comprehensive plan on the application. So, we look forward to receiving results.

GRAFF: Yeah. I think one of the things that we noticed came from the whole review. That was an exemplary grant request. We saw 2 grant requests in this, and this is a consensus decision on all of us one goes to Laughlin specifically for the request. Extremely well done and the other one is Carson City.

ECKERT: Infrastructure with the application that you know from the territory, I mean, Laughlin actually called me and as we talked through that, that's probably why I'm going up there. I didn't score this time, but they did ask, and I said, yeah, throw that in, this makes sense. OK. And they didn't really get the applications you need. We have office hours. All the time.

ORTIZ: So that is all Reno-Tahoe Territory

ECKERT: They made to have an additional 6,000 go to Reno, Tahoe territory. For a total of 51700 total.

PETERSON: We won't have the situation. moving forward because obviously we're working through the contract negotiations, so you'll be able to know in advance of applying for next fiscal year.

ECKERT: Can I get a motion? To award Reno Tahoe Territory an additional \$6000, making the total Reno Tahoe territory \$161,281

MINNICK: I'll make a motion

HELMING: I'll second.

ECKERT: Any question comments?

PETERSON: NRS 2818420 requires me to disclose a conflict of interest and abstain from voting when I have a disqualifying conflict. I serve the Executive director of the Carson City for that position. I also serve on this territory Advisory committee as the 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 back but is not the final approving authority. While the grant of approved will benefit the supporting city, it will not provide me personally within the. Many benefits. I made this disclosure in the interest of full transparency, but because I do not personally receive any pecuniary benefit, and because NRS 281-A dot 420

requires at abstain abstention only in clear cases, I do not have a disqualifying conflict and will be voting on this matter.

ECKERT: So, you are voting but not extinct?

PETERSON: Yeah.

ECKERT: First by Marvin, second by Dee All those in favor.

MEMBERS: Aye.

ECKERT: Any opposed? Motion carries.

ORTIZ: Next we have Pony Express.

MOON: Before we go on there because that reminded me of the totals next time, could you do subtotals for?

ECKERT: You have it here. Yeah. So I have it. I'm trying to do the math online so that I can actually see what it comes after.

MOON: This reminded me of that. It was hard to do it before because if we make changes and then it all changes.

ORTIZ: Pony Express Territory. All the reviewers came to terms that we want to partially fund the territory. Your admin was approved. We decided to partially fund the visitors guide, print and travel shows, swag and TV billboard. We'd like to see more results before moving forward. We would like to see more of a clearly defined strategy with trackable data and a robust marketing plan for future funding. We understand that Submittable didn't have a lot of ability to express your project with what you want to do with your funding. We want to see more of what you're going to accomplish and see those results. I'm sure you'll be able to provide that information back to us and once I can, start seeing how this is actively working for the territory. We just want to get more of your insight into how you're seeing these results come through.

HELMING: Well, in the past whenever I've done grants, it's always been kept short Sweetened to the point. So, from now on it won't be. Trust me, those pages will be full.

LESTER: Tom Lester Cowboy Country Territory. I know that you had requested a marketing strategy for the territory and I'd really like to see travel, Nevada's

marketing strategy planned for next five years, three years, five years, whatever. That way we can base ours off Travel Nevada. How can we collaborate with them, you know, moving forward and I haven't seen anything, and I know I mentioned that to Jane about three months ago, mentioned it to Abigail at our meeting and I haven't even heard anything back. So that was one of my problems. Give us something, show us what you're doing.

HELMING: Everybody is so new and so different right now and everything has changed, and it changes monthly. I, you know, it's like when we talked about the reimbursement for the grants, she told me we had to have the evaluation submitted before we could get a dime of our reimbursements.

ORTIZ: That was my error, as I was still trying to understand how the grant program worked.

HELMING: Well, then when I talked to you, it's like, no, that's not true. So, we right. And when I asked you about it again, you were like, no, that's the way it is. So, we have submitted all our evaluations. Our grants are closed out for the first cycle. But so, we couldn't submit anything. So, every time we talked to you guys because you're still learning and there's no other reason than the fact that you're all still learning too. We were getting different answers every time we asked something.

LESTER: You should have a three- or five-year marketing plan. The strategic plan already done, and Emmy has been here forever.

ECKERT: Fiscal year 22 plan and was essentially a two-year plan even though it just says 22 on the website. We did have an internal discussion about that because I agree with you that we need a five-year plan at the very least and one that's a strategic plan in addition to a marketing plan. Getting that RP through takes five or six months, which is what we're talking about now because we can have like a bridge. Plan in between, but I still think it needs to be done. So, we are working on that, and I do. And part of what I want to discuss after this meeting was also the additional funds being able to fund strategic planning for all the territories.

MINNICK: On the strategic plan, we had put in for a grant. So, if you could give us something you know for the strategic plan for this cycle.

ECKERT: We will have money when we find out how much is left here. We already proved it, yeah. But we're going to have additional.

MINNICK: OK.

LESTER: OK, that's fair enough. I just, you know that was just one of my concerns. To me, though, I mean, I reached out to Jane about what was that three or four months ago, Jane had a zoom call and then Abigail came to our meeting two months ago. And I haven't heard anything. And it's like, you know, and I think that's part of the problem, is some of this. Transparency and, you know, information and communication. And that's how I feel anyway because, I mean, Emmy's been here forever. I mean, she can throw out, show me a marketing plan, give me a link. Let me see what your strategies are, where you're at, where you know, you know, and it's going to be interesting in the next year or so with Google and all the lawsuits. Where is everything really going anyway? Because you know, they're being sued, as you know, for redirect marketing ads and whatever. Are we going back to billboards? I don't think we are. But you know what I'm saying? Where is all going in? And how is that going to be and I mean I think we need to be prepared for that and now we're traveling about as many, so we can kind of jump on that same bandwagon, you know with and promoting travel about at the same token that you're already, you know the state of Nevada.

ECKERT: Valid Point. The last two years, the 22 and 23 cycle fiscal years really that recovery and now that we're kind of beyond that where we do need to have five-year Plan 3 at least three to five.

LESTER: Meeting, we talked about Co-op opportunities, and she got it out late and couldn't even write a grant for Expedia or anything. And I think that's the only group that you're really doing right now, right. And my understanding is there are going to be several different opportunities to Coop. I mean we used to do several different coop opportunities and I mean I don't make sense, right. And there hasn't been anything from travel Nevada about it that that I've seen and I'm not cutting image down, I'm just saying that you know, you know, there was know your Nevada, but I think we're past know your Nevada. You know and actually that was a Don Newman thing when he was on the Commission brought that up way back when and you guys took that initiative and went on it, but which made sense at the time. But now we're past COVID, we're past that, we need to move, move on. I mean is it the drive market and tying in those connector cities like you did with visit Salt Lake and for the northern part of the state it can all just be directed out of Las Vegas and it's definitely not the international market for Reno at 1 flight. Mike Gallagher, I mean, what are you bringing in from that? Nothing. I mean, I don't see any Hispanic people coming through our area as tourists. They just are not doing it. They're going to Vegas, they're going shopping, they're doing whatever. I mean, you know, I mean, I've been in it for quite a while

and I've done a tremendous lot of show with Travel Nevada about it, but I'm just saying, you know, I just don't see the ROI on some of that stuff.

ECKERT: No valid points. We'll work on other to circle back with Emmy and Brenda about strategic plans specifically and in addition to the marketing plan for sure we are looking there internationally by have you worked with other states like the Salt Lake, you know the Utah from the Arizona because we work with Utah. It's not we're not pretending we're an island and we, you know that people are only going to come here and stay here without going to another place.

LESTER: You look at the travel brand and then because for 19 years that I've been here, we weren't allowed to go outside of your state borders, you know, your world within a state apart. But technically. It's much more than that because you've never worked and they've never worked with them and collaborated with them before. Just saying it has to. I mean if you want those. Those are the gateways for us up North Salt Lake and in San Francisco, I mean.

ECKERT: To stay within the state, you have a growth mindset. Really look at that.

HELMING: What are you cutting? Are you cutting the billboards? Are you cutting the print ads? it's not clear on what you're even Cutting. Cutting TV.

ORTIZ: We are not funding TV, Billboard, and your swag that you requested

HELMING: OK, so we've been doing the swag for a few years now. And what it does is it promotes people stopping to get their survival guide stamped and there, you know, it's one of those things that every community has a different something and it promotes them to stop. And all the different communities because even though the survival guides are after 30-5 years, are still going strong, there are people. They aren't doing that anymore because it's a waste of time. And by making them stop in these communities and stopping to do that, it makes them stop and spend a little more time there. And if they know that they can gather this stuff up and go with it, it makes a difference.

PETERSON: Do you mind if we go through about 1200 of those a year just that our visitor Information Center right here in Carson City. I know that there are not any left. I've talked to Jane a little bit about this and Tom as well as to whether or not I know it's a pony express but coastal city where we're in there. I come in on Monday, they're gone from the outside of the building. I mean, so I again between inside, outside and I'm just wondering if there's the opportunity. I know we're crossing the two territories together, but I'm wondering is it possible through the grant that you're requesting it, would it

be possible to add or an additional venting because you know like maybe say 1500 extra guides?

HELMING: Guys, that's just swag. So, I haven't even got to the guides.

PETERSON: OK, OK, OK.

HELMING: So, but with the swag, what that does is it promotes the people to stop in the communities and pick this stuff up. And one of the things that we started this year is we were starting the, the Dog friendly campaign, you know, and we're promoting the fact that people are traveling with their dogs, everybody travels with their dogs and so. You know, and so Hwy. 50 is very dog friendly. Everybody has dog parks. Everybody has all these things. And so, part of what we were going to do for the swag idea this year was to do dog friendly items when we're reprinting our guides, because we're not reprinting, we're reprinting them, but we're also redoing them because one of the other really cool things that we found on Hwy. 50 now is everybody has the electric stations for the electric cars along Hwy. 50 now. Now that's something that was a real challenge. For us in the beginning, but now every community along Hwy. 50 has that which encourages people to bring their electric cars across once they get into Utah. That's their problem. The charging station is right there at the border, and everybody has one and we think that's a really important thing to promote. So that was one of the big things in our new visitor guides was promoting the fact that you can bring your electric car across Hwy. 50, you can come to Great Basin National Park and visit. That, and know that you're going to be able to charge your car. Which was something that until this year when you Eureka and border in finally got those you couldn't do that. You didn't dare take a chance of doing that. And the dog friendly thing, you're encouraging these people that won't leave their dogs home and having a bed and breakfast. Let me tell you what people are nightmare with their dogs. Their dogs are more important than their kids are. And so, by promoting the fact that we're a dog friendly territory and we are doing all these things to bring them along, that was what we were looking at with our guides. Now the first time we reprinted them, we used to do these little booklets that were like would fit in the brochure rack and those little buggers were spending and so we went ahead and moved them up to a full-size magazine. Well then Bruce decided to use the most expensive paper he could find, and we didn't get as many of them as we showed up. And so, this time around what we did is we took, and we have the Nice covers with the expensive paper and then we switched it to a cheaper paper, like almost a news print like everybody else does. On the inside, so that we would have, we could be able to print one of those and those things go out the door. They are a really nice guide, and we were out

of them in two months. This isn't survival. Yeah, the regular visitors side after we switched them over to the regular magazine size and they were easier to read, and it really made a big difference on that. And so, we really felt plus like I said, we're adding the dog parks and we're adding the fact that we are easy friendly and all of that. We felt that it was really important that those guides be printed again and handed out because they said they just flat go out the door and it brings people clear across the entire state. East or West. You know, and whether they go to Vegas or they go to Tahoe or wherever they go, they're coming from somewhere to get there because we are the center of the state.

GRAFF: And how much was that guide request you? Is that one of the things that, was cut.

HELMING: Yeah, that was one of the things cut Because they considered it a reprint.

HELMING: Yeah, that was one of the things cut Because they considered it a reprint.

PETERSON: Yeah, so I confuse everybody. I got ahead of the process with the survival guide.

HELMING: Yeah. Now, survival guides, if you need more of those and the state doesn't have any Candy, gets a lot of them you can call Candy. You might have all the stuff in that category.

GRAFF: Dee do you remember how much that specific guide was you were looking at. Maybe in that breakdown, this was the whole category. Keep in mind, yeah, we do have that whole category. So, we can come back and have a look at that.

ECKERT: Other thing I want to do this is another thing you looked at. In terms of equity across the territories, we last time you know there's many of you felt that Tom got jilted with. And we wanted to make sure there was some level of equity across. So, we looked at both the first cycle and the second cycle in terms of what the funding was. We're here to discuss if you want to raise Dee's up a little bit more. I just want to know this is what we were also looking at is making sure there's equity across the state for the territories. And then you see here these percentages really the percent of the total for the territory face, sorry the percentage of everything inclusive of your territory. So, for example, of the Cowboy Country, they were total was. Let me look at Reno. We know the total was 321 since we just did that one and the territory itself is asking for a one or two. So, it's 32% of total, not. I'm

not. really concerned about it, it's just trying to get some numbers. And I wanted to be fair because last time I think many of you thought that Tom got in trouble for that joke itself. This is what we were also looking at.

HELMING: OK, full color, 48 pages plus cover, 8 1/2 by 11 saddle stitch cover, paper gloss inside pages, 24 pound news print. 10,000 of them was 10,048 and that included the changes in the production cost and everything. That right? 10,000 of them was 10,048.

PETERSON: And just to clarify them, was that 10,048 was left with proportionately? So deep could not do a full run or no.

ECKERT: I mean basically whatever the funding is like at the end of the day. Let me just tell you, I never understood how it was calculated, we're trying to get to this in terms of equity across the territories and then looking at what they have, like they have priorities, right? And this is the priority. We can certainly put that money back. From there I just want to be aware that if it does, this starts to look wonky because. It doesn't really seem fair. This is where we're trying to make it, so we don't the numbers are looking at is that in some ways, yeah, we're looking at what they're offering, but again if Dee decides to change in the territory but priorities shouldn't spend it on what she needs.

PETERSON: I just didn't want to do that.

ECKERT: So, if you want to add 10,000 back and to do that, we can certainly do that.

HELMING: For those 1048 dollars. The visitors guide last year just went off the shelf.

MOON: What do you have to remember through and I'm just speaking for any part of rural Nevada and the bar is that sometimes you don't have service, so maps are still available.

HELMING: You know, and we also have it digitally on the Pony Express chair for a page so people can look at it go, OK, this is what we're doing. And we at one time we talked about trying to do that with the survival guide. We did those, these little kiosk things out if you remember, and we were doing that. We did these little kiosk things, and you could, like to click into those and each of the, like the Chamber of Commerce has had them or whatever. That did not work at all because the Internet just did not work well enough to make it work. And so that's why we're still doing the print on the survival guides. The state does those for us, but still. And the idea is that. You can't access all that stuff all the time. And when you're driving across and you want to go, OK, I'm going to be in Eureka next, what am I going to want to do? You can actually have that book that you picked up in Fallon and go, OK, we're

going to go to the Opera House and we're going to go to their museum. But if you drive through there, you know you're not going to get in Right. Yeah.

GRAFF: I don't think there was any problem when we were reviewing that, going through it. I think what we were trying to do with Anton brought up that percentage breakdown. We wanted to make sure that there was equity by region. So it wasn't that some of the submissions weren't. Viable options, for example, which you're bringing up. So, we just want to make.

ECKERT: So, I mean I it sounds like you want to put another 10,000 in, I'd like to, and I'd like to put the swag back in too because it really does make people stop in the communities. We will never give coffee cups again, but the other swag is really good. So, this bag is 4800, so yeah, and even 15. By the way, please don't add \$0.99 right. Let's work in. 15K.

HELMING: Yeah, it'd be like little dog tags and things like you know and it's just it's one of those things that just it goes along with the whole idea of our campaign that we're working on that we're extremely dog friendly and we're promoting the dog parks and we're promoting people traveling with their dogs because everybody travels with their dog these days. Some of them travel with five or six.

GRAFF: It's a doggy dog world out there. I know that.

BLOOMER: What you're telling us right now is a very, very telling story. What you're telling us right now is a very compelling story. And we're like, sure, yeah, great. It was. It was not. Super clear in the application.

HELMING: It's always been kept short and sweet and keep it clean and get it done. We won't do that anymore.

GRAFF: Cortney, we appreciate you bringing it up. It's great again. That is to the whole team looking at it. They're only looking at certain categories and from different areas as well.

ECKERT: All right, so. The request is to fund Pony Express to fund an additional 15,000 to cover both the books and the swag. That's 14,000.

GRAFF: Are there any others in the Pony Express territory you'd like to Address or?

ORTIZ: Everything else that's fully funded. So, for the Nevada, Northern Nevada Railroad Museum, that one was declined. It was ineligible. due to our grant

guidelines and compliance. But everything else should be fully funded. So, we'll add that 15,000 to the territory.

ECKERT: Does anyone have any other questions? Alright, so I have there's no other comments on Pony Express. We would like to recommend total for Pony Express territory. For 147,622 with the addition of the 15,000 responses to the territory under 20,302. Do we have a motion?

PETERSON: I would make a motion to approve Pony Express Territory. \$147,622 and alleging that there was an additional 15,000 put in toward the visitor guide and describe to get that total 147,622.

ECKERT: Do we have a second.

MINNICK: I'll Second.

ECKERT: Dee and are you going to abstain?

HELMING: I abstain? I'm the one who wrote the grant. So ethically I cannot vote. Thank you.

ECKERT: Any further discussion, any further discussion.

MOON: I do have one question. So, the survival Hwy. 50 survival Guide, if this has been this was established, it's just a state campaign. So, we distribute the Pony Express territory specifically inbound. We do all the requests inbound. Now we're down to 408 boxes of 400 and usually we will go through that in a heartbeat.

HELMING: OK. Did that include the count of the ones from that grant that she made me do a couple last year, 3200.

MOON: We have 3200 on hand right now? So, the last time we went, we had this discussion. Pony Express territory with.

HELMING: Well, after looking to connecting our own right, but then it was clarified that the state was supposed to do that when they come up with this campaign all those years ago, that it was the state that was supposed to do that and they're the ones that are supposed to send out the certificates and the pins and bumper stickers or whatever.

ECKERT: Are you saying you need Reprints?

HELMING: Yes, that's what she's saying. And just make sure it's still supportive.

PETERSON: Yeah. In January, we don't have anymore.

MOON: We partner with Carson.

ECKERT: Yeah. But I think you should look at it as being partnered with a person. So, it's a bigger state.

MOON: Absolutely.

PETERSON: It's a multi-territorial State.

HELMING: So, for all the stamps, whenever the communities need new stamps, the territory has been taking that out of their admin funds.

PETERSON: Wow Well, I didn't know.

HELMING: Yeah, and we also had a bunch of nice new metal signs printed up. And one of the things I really, really, really stressed to the different communities is if your business, you have a business that goes out and they'll have a stamp, go get that stamp.

MOON: Stamps at \$55.

HELMING: Yeah, they're not cheap, you know? Just says the community, not the business stuff.

MOON: Yeah. So OK, if you could look into that, yeah, that would be great. And we do need a reprint.

BLOOMER: Like I know you said in a heartbeat, but like real life per month, how many of these do you go through.

MOON: Candy is our keeper, but usually I would say just from Fallon's request I would say about oh 800. A month or more in the summer. Right before the summers, right just before they start.

HELMING: But out of Our admin money, like I said, we pay for the stamps, we pay for the signs, and we pay for the postage. For any of those that are asked, you know that candy sends out the Fallon that also comes out of our admin money. OK, yeah, so.

MOON: OK. Thank you so much.

ECKERT: Thank you for that. Moving on Marvin 2nd and all those in Favor.

MEMBERS: Aye.

ECKERT: All right, motion passes.

MINNICK: Before we start, I've got silver trails. We are the largest territory. Understand that. But did we acquire Laughlin?

ECKERT: No. It was an error; they may have chosen that when they selected the drop down.

GRAFF: Yes, Marvin, in regard to Nevada Silver Trails do you have any Questions? You're Pretty much fully funded for all your territories.

MINNICK: I just had one on the hunting, fishing guide. Yeah, so we can't do that.

GRAFF: Correct.

MINNICK: And you say the team up with, I imagine that's a Nevada Department of Wildlife.

LESTER: They have an Outfitters guide.

ECKERT: What you could do then? Whatever funds you had planned on spending, just bump up something else.

PETERSON: Marvin, could I ask you a question about the L CAP? So, are you comfortable that that? 55 and change will be able to be implemented by June just given. that it is 100% volunteer based? You think that that's a reasonable lift for that group you know to put all that together in six months or 6 ½ months, six months? Have enough time?

MINNICK: They're pretty. They're pretty good at it.

GRAFF: I did want to bring it within the silver trails of the night and the country was not Funded And the country was not funded and that primarily we could not see any form of justification. for Night support whatsoever on that one. OK, it was, and the town of Tonopah, the special Revenue Tourism Fund. That application was incomplete when they submitted it and that was why it was not funded. And again, it has to be in, in the case of that specific it has to be tourism related. We're not funding local events. So that that's kind of what

happened on that territory. For Nevada silver trails, do we have a motion to approve 90,777.

PETERSON: I will make a motion to approve \$90,777

JOBSON: Second.

MINNICK: I will abstain.

GRAFF: All in favor

MEMBERS: Aye.

GRAFF: All oppose. Motion passes.

GRAFF: All right, moving on to Indian territory.

PETERSON: Have you guys seen the Indian Territory website that they have running because it's lovely. Yeah, no, it's. I don't know if I could bring that up. It's Nevada's with an Indian territory. It's super. He's got the full-blown itineraries laid out and that he has brought the whole state together from About Indian Territory perspective, but just from an indigenous people's perspective with the different I want to say events, right? Like I know he was flushing some stuff out. I mean I've been through that. Lydia go there too. Indian territory.

GRAFF: There was a recommendation that we do get a clear established strategic marketing plan for that. I'd like to make a motion. Is there is a motion to approve Nevada Indian Territory in the amount of \$15,608?

HELEMING: Motion to approve.

LESTER: I'll 2nd.

GRAFF: All in favor.

MEMBERS: Aye.

GRAFF: All those oppose. The motion here by passes.

GRAFF: Next one is the Las Vegas territory.

JOBSON: Would you pull up that chart again, the breakdown again.

ECKERT: This breakdown is based on what was submitted. So, a lot of the stuff we had was in. Attachments That's not we can see any of that. We just reported. So, for Admin you had 5000 which should only be 2000 because we did last time that it would only be up to 5000 for everybody. So, we were only approved 2000. There were online display ads and social ads 25 and 3500 feet. They're asking for paid influence at 4000. I think the submissions that 14. And trade fam's for 18. And that was it. That was 47. But then on your summary you said 125,000.

HELMING: He had the same problem I did where you couldn't put multiple things on each one and so he didn't put the totals on there like at the end for all of it.

JOBSON: No, I did. I did. I prioritize and I put the numbers in there, yeah. Is still in the all the pieces.

ECKERT: A lot of it was in the backup and only ones that were in the actual form were these ones here.

GRAFF: You did provide in your summary on the top the whole amount breakdown. What happened in the different categories that was not broken down. I mean in the summary in in your overview I believe provided a breakdown.

ECKERT: It wasn't clear there was the travel zoo, we didn't know what that was. It was used to think about 3D projects. So that was not approved, wasn't, we didn't know what a visual ad spend was even when we put that in there.

JOBSON: So, we should have broken down each one of those, is what you're saying. I didn't do that part, but you can blame me.

ECKERT: That's how this report holds. OK, I can't pull a report. If you're if you've got an attachment there, it's not going to show up here.

JOBSON: OK, I've got the whole thing in front of me, that's why.

ECKERT: So, what we looked at was admin at 2000. The Las Vegas sells mission. We didn't approve. We wanted to have more discussion on that to a line with what we have. But then you had travel Nevada sales mission on there. We put that in the go West was fine. The FAMs were lowered.

JOBSON: That is fine, we will only do one. Yeah, to provide collateral 9 and website 7.

JOBSON: Can I get those amounts from you?

GRAFF: Sure.

JOBSON: No, I need to make sure we're spending the money in the right place and we're fine. But.

ECKERT: Again, if you want to reprioritize how we looked at it. And so, this is where we go back to when we look at how it looks, yeah, let me just double check that I add that.

PETERSON: But Earl, I will ask you the same question I asked Dee is there something? And I understand you're looking at probably your details, but is there something that was a priority, a top 123, but it's not, it didn't translate into the actual submittable tabulation that you're concerned about?

JOBSON: Well, I'm obviously if we made an error, we made an error. But in summary, like you said, we did prioritize, and we did those amounts, but obviously as Anton said. It didn't, and for whatever reason didn't. Come into the submittable. Is that what I'm understanding.

ECKERT: No, you had in the attached the attachment.

JOBSON: We also had Backup.

ECKERT: Yeah, but you had to also put it in as each of the breakouts so that we could.

PETERSON: And that's why I'm asking the question like what's your number one priority that was in your attachment, but it didn't get funded per se based on the fields that that you filled out.

GRAFF: I think the ones that we had a particularly hard time, I remember as a community where we were viewing you had a wanting to expand the website to make it applicable component and that was a good 20,000 request that clearly was not something that I thought made sense in that. Travel Zoo, there was an approximately a \$10,000 request that that was not fully clear on what we were looking at. There was a visual AD spend component. Several of us were trying to work out what it meant exactly. However, you know the admin categorization, I believe the request was for 5000 and we did see a previous grant approval of 3000. So, there were 2000 leftover. So, we did approve that we did approve. The go West, the traveling and Nevada sales mission, the fam, I think we approved half of those fams. I think you had a request for four.

JOBSON: No, no, no, no. We requested 2. But what I'm saying now according to the calendar is through FY23 for six months, there's only one that we would be compatible with.

GRAFF: So, you know, and I think one of the things maybe if you would want to look at 2, keep in mind. I believe that included a transportation component in there in the fam request. So, my question is maybe the transportation component, you might be able to come on requests separately for when I'm saying what we're, we're because we're, we weren't sure. I think when you're looking and you're comparing it to Reno, I believe those who had a fam request as well, they were coming in roughly at around 3000 for their requests as a territory. So I think yours might have had more days attached to it, you know, three days, two nights versus the Reno one was unspecific. It might have been a fam for one day.

JOBSON: We have to have three days and two nights and we always have provided in the past been approving the grant of transportation component so we could help people.

GRAFF: What was that on the transportation side.

JOBSON: I think it's 100 to 125 persons.

ECKERT: If there is transportation like, if there's any changes that are happening, our goal is to get it beyond your territory. So, if you're going beyond that territory, we will cover the transportation

JOBSON: We are going beyond our territory on both requests, but the transportation, maybe we're referring to two different things, was to get people from, let's say the LA Basin to Las Vegas, we always provided them with a voucher for either driving or for air. OK, that's what that was.

GRAFF: That's what the transfer is, it wasn't the cost of moving them around. Yeah, I think that was we, I believed.

ECKERT: Yeah, if the transportation goes beyond two territories. We're willing to cover the transportation to get people further beyond two or including your territory plus another. So, if you're going up to Nevada Silver trails then we will cover Transportation for the distance between the two territories. If you're talking about getting them there, that's something different that wasn't clear.

JOBSON: I see. No, we would provide transportation.

ECKERT: Are you asking for additional funding for this?

JOBSON: We'll I think we asked for 5000 for two fan trips. I mean, I'm willing to. I mean, we're only going to do one.

ECKERT: Your initial ask was for 18,000.

JOBSON: No, I think that's a marketing collateral, is it not? I think he's just talking about 18,000 was marketing collateral. 5000 for two managers, \$2500 per Trip.

LESTER: Are you paying for the transportation?

JOBSON: We'll have another carrier too now it's a member, so we have to be competitive. Yeah, well, I know it's expensive.

ECKERT: We'll pick up the transportation between the two territories, but they're bringing someone. separately and that we would have to, I mean, I would want to make sure that we get that.

JOBSON: So, we're bringing in, let's say. A dozen. Travel professionals from the LA Basin for a fam, I don't have copies of the itineraries, but we have them and at least one of them we're penetrating. another territory. We're going up to Pahrump, OK. So, we provide them \$100 or 125 or we hope free airfare on this one to get them there and get them back. And then? Let me make sure I say this correctly. We included the cost of transportation. To get them around, assuming that we would have to pay for that and that's fine. But if you're saying. If we go across the border into another territory, for example, if we go to Pahrump, or let's say we go up to Mesquite and then we go to Caliente.

GRAFF: Mesquite still in your territory.

JOBSON: Caliente is not.

ECKERT: I think the question is. It's really about funding the transportation for them to come from somewhere else to Nevada. That Robert then goes to you in terms of how that fits in with your strategy as it related to that region, because you have a plan for that.

GRAFF: On the breakdown, I believe the breakdown of your FAM request, it's a transportation of 4000 something I believe for each. So, I think we did not we were turning around was that it's a 3 four-day itinerary is that a post of a coach to go from internally. That's, I think, what we were trying to work out. 1000. Anton, that is what I'm understanding is going to be.

JOBSON: I think the coach is about 800, well, 800 a day. Well, maybe a little less than that, but yeah, so it's about two and a half, \$1000. And I believe we included that in the grant request for that element.

GRAFF: So, from the amounts you see that we're currently awarding 44, is it 44,000 from your 125,000 ask?

ECKERT: How much more do you need?

GRAFF: What are you looking at that you would need from a priority level?

JOBSON: Well, as I said before, we requested 2 fams and I think because I'm sorry, I'm thinking of the other element.

ECKERT: I believe it was 2 FAMS at 18,000.

ORTIZ: Yeah, that's what you have in your priority list. It's #5, 18000

JOBSON: \$1000 on February 23 asking for 5000. Asking for 18,000 marking collateral, asking for 16,000. Yes, that's wrong. Asking for 20,000 in travel.

PETERSON: What I what my question I'm just trying to understand is if you do have if the team is available. Transportation to get people here right, have the airfare, but was it also included because you didn't know that they would pay for the motor problems once they were?

GRAFF: This is what we've currently been awarded. OK. Here are the categories to see if that comes. OK. So this here is what's been proved.

ECKERT: Yeah, that's what that's saying. Yeah, motorcoach to come out because we will cover that if it's going to be OK outside of.

JOBSON: Yeah. You have to check on both. I have the itinerary. I think we crossed the border on both fam.

ECKERT: It doesn't matter because we're going to pay for that. That's going to take that out of what you're requesting. OK. But 18,000 as we say is a lot for a

fam when we know that we had a request from Reno or somewhere RTT like 3000, but there was less so in terms of trying to be equitable and, we are going to have our own faces. The challenge you have in your own fam is that we aren't, we aren't able to vet, but you have to put 18,000 towards that is a lot of money.

JOBSON: Well, why don't we just put 9000 so we're happy. I'm happy with that.

ECKERT: The question is we have a total of 44,000. Do you feel that you need additional funds for something else?

JOBSON: Well, may I just say one thing to that? One of the things we've learned, and we get my notes here, is we have never had a strategic marketing plan. And we would like to develop that. So, I put that money towards the development of a strategic marketing plan.

GRAFF: Your sales Commission is not funded. We did fund the Travel Nevada sales missions to travel with us on the road. We have not funded your sales mission.

JOBSON: So, with that move the money there you want.

GRAFF: My question is if you feel that is a priority importance that you wish. So, my question is if you had an initial request for 20,000 which we thought was really, we couldn't determine which were the fam request. I do see from that particular fam request you had a request from Spirit Airlines that was going to be a Co-sponsor to the 3000. We also had LVCVA potentially being a Co-sponsor of 3000. Would it, would it be fair to say that? Travel Nevada with that I've put. Support as a main sponsor of that one, a maximum of 7000.

JOBSON: That's fine. OK. Well, there's support from Travel Nevada in the past that has come from the grant, which is what you're saying here.

GRAFF: So, we put 7000 from your initial 20,000 ask if you were to request from my understanding if you wish to have some funding for your sales mission right then we would not be able to fund the full 20 unless it changed. But you could request. A modification for 7000 for that sale.

JOBSON: OK. Can you put some more money into that from taking? I think it would be up to your colleagues who, if they wish to.

ECKERT: OK, so we're willing. So, the admin is a 2000. That you need another 7000 for the sale mission.

JOBSON: The goal with the sales mission, Anton, would be to get up around the 10 to 11,000 range. And we're assuming that we'll get the sponsorships from the two partners.

ECKERT: OK. So, let's say you need another 10 for the settlers, you own self mention, we have 14 to join our sales mission. 7000 for Go West. I can. I can even PR is 14,000. 5 fam were nine. Cut that in half. Collateral, we gave you 7. For the total now would be 50 instead of 44 would be 54,010 thousand.

GRAFF: So, should that be the case I would need a motion. Sorry. Everybody, yeah.

JOBSON: So, Anton review that again with the sales mission.

ECKERT: 7 will go in and we're basically, giving you another \$10.

JOBSON: Gotcha. Thank you.

PETERSON: Well, just to clarify though. Did you all approve for in state transportation any money for the motor coach? OK. That wasn't in the 44, That's what I was trying to figure out.

ECKERT: No 44 is the number of things that didn't show up on hand. So we're Earl's asking for another 10 to support. Their own mission. Max we would come up with and so that would be. Are taking your request up to 54,054?

GRAFF: So, I need a motion to approve.

JOBSON: Before you make the motion. We're going to talk about strategic plans later, OK.

ECKERT: Yes.

GRAFF: So, your specific request you're requesting the additional 10, which would bring us to 54 There you go. We also have Laughlin.

ECKERT: Any other questions on Las Vegas characters? There are only two other grants Laughlin funded fully and the city of Mesquite. Funded as well.

GRAFF: So, the total for the Las Vegas territory is 105,008 dollars. That is, including Laughlin and Mesquite. Um, I would need a motion to approve 105,008 dollars.

LESTER: I'll make a motion to approve.

HELMING: Second.

GRAFF: OK, all in favor.

MEMBERS: Aye.

GRAFF: Anyone opposed? The motion here by passes.

ECKERT: Last month last one we have is The Cowboy Country Territory

ORTIZ: Cowboy Country territory we funded. All along with the other organizations. Do you have any questions Tom or regarding your funding? So total for cowboy country territory comes out to 150,500.

PETERSON: Quick question though. What was the reason for the reduction in funding for the Alpha Desert Sunrise communities to \$2500? The piece that was granted eligible.

ECKERT: Yeah, but the budget. The match. The match was 48. We can only match.

PETERSON: They weren't throwing in any money or anything like that.

ECKERT: No, that was a hundred. Do you think they'll be able to make more than this in terms of the match as it relates to that, and do you want us to bump that up as well?

LESTER: No, no. I think that it should. be all right.

ECKERT: It's a little short, but it's mainly because. How much is you're looking at? That's 48, right.

GRAFF: So, we can only approve 50% of the unless, yeah, unless you know. They didn't. Trades or waiver, no waiver, no waiver on that. So, the request that there would be granted would be exactly half of their budget, which is 24, unless you're saying there's additional funds that you're kicking in that we were not aware of.

LESTER: Well, they did come and get more support, but that was after the fact that that just happened. OK, so there was after the fact, so. But they didn't get that much additional funding. Now it's time to create streaming and television spots.

ECKERT: Yeah, the only reason was that. We gave them. Which is 2500, all right. Yeah. It's less 2. So, this is a motion to approve the motion to approve Cowboy Country territory 150,500.

HELMING: Motion to approve.

PETERSON: I'll second.

ORTIZ: All in favor

MEMBERS: Aye.

ORTIZ: All those opposed. Motion here passes.

ECKERT: Right. So based on that, like this everything, this is what the breakout. Uh, this is what the breakout looks like from your territory in terms of the organization, so that it looks like we have a good spread. For as much as everybody asked for and the additions that we have. Equity among the territory and then the organizations and then here above it is when we compile. both. First, second, second cycle of what the spread looks like. So again, it is that. Someone who's better than you keep trying to get it closer to me, so we make sure that everybody is fair and. Again, we'll have the historic numbers, so we can then look at that as we move forward and people getting money as we go forward and looking at our plans. Anybody have any other comments on this? So, leaving a balance of 87,864 which we would like to reinvest in the territories that would like to have a discussion outside of this TAC meeting.

GRAFF: Any more comments? So, before we any more comments in regards to this?

MOON: I do have a couple comments, so I really appreciated Jane Moon. For the record, I really appreciated the. I think it's more streamlined so it's a nicer, nicer process, and I think with your suggestions for submittable, it's just going to get better. The rubric is great, especially if you're getting it. Not a lot of variants and new scoring in your team. I would like, I would like us to do some follow up in terms of the conversations of Tom, you and I mean there's been a lot of conversations that they're they've been spread out rather than collaborative, so you know more. Um clarification on 3 grant cycles as we talked in the past. The strategic planning and marketing planning and of course you guys are working with that. I don't know if the transparency is there. It's just getting that information and education. I think that's the one thing and the information from Kyle that he's working on in terms of the data for the number of the travel into the into the. Destination,

the impact and yes, the invite. Yeah, that would be great. Did I miss anything?

ECKERT:

Understanding the challenges and this last time we were going to set up some training sessions prior to the following cycle which will open in March. If we said that's going to one cycle, we will be flexible mid-year if we need to make some changes, certainly, just need to be having that communication with that. I was going to do one a month, I thought media buying we one on how you know what to expect in terms of what you should be asking your vendors. So, we heard from several partners that you know they had to go back and ask about these questions for them to be honest. Whoever you're buying, an immediate firm should be giving you this. So, we want to make sure that we arm you with enough information, so you know those questions to be able to ask when it comes to working with a media company or whatever you're doing to buy your medium, that's meaningful paid advertising. You mentioned Co-ops. Tom, I do want to have a full session just on co-ops and I would like to bring in our partners from Expedia and others to be able to present. So, I do plan on doing that maybe in February. March, we will do one right before the maybe the end of February. We'll do one on how to use submittable for those who are new to submittable and then may have one in April around evaluations. That's the other part that we need to work on in terms of really just measuring what matters. The rest of it, the rest of it is there were a lot of questions that we didn't really feel were helpful in the evaluation. There's no. Nothing negative in the past and how it's done. It's just trying to be able to move it forward and get a bigger result or trying to understand the bigger impact. So, with that we will be revising the guidelines a little bit more in the next cycle just to align it with the evaluation so that that's the last piece we have to do with the guidelines then it shouldn't change for very long time. Hopefully we will use those four months in the next. Next year, starting in January, the kind of make sure we get that communication back then we'll have it all recorded on the site as well.

GRAFF:

Just one observation primarily came from the whole team. In regard to the analytics, keep in mind we have marketing people very much involved. The analytics that are provided need to be. Your marketing companies really stepped up at the percent, you know, getting very specific into these marketing funds because when it's being reviewed by marketing people as well, you know this. Percentage, we're talking about what are your actual click throughs. What are the actual numbers we need to get a lot more of that granulated data from your marketing teams. OK, not this percentage, but very specific, how many click throughs you're anticipating? What are the

Google Analytics that you're planning for, since that's being reviewed, and we're being asked these specific questions.

ECKERT: Yeah. At the end of the day, we want to be able to say tell me about us doing next and the grants brought us more of whatever that is, whatever that more impressions more.

PETERSON: I mean. Click throughs, impressions. They're wonderful, but that's sort of the fluffy side. The analytics I mean it should be about. Actions that are taking place on everyone's website, right? If you're engaged with the campaign, what are these people doing when they get to your website that you need to do a mission versions or events? And I, I appreciate you're trying to standardize this because I think the big picture here for not just those of us around the table for all of the other people that are applying for grants, what they want to do is to be able to provide this data back out to everyone, right. And so, for instance, if six people ran an Expedia co-op campaign having those results, they should be standardized, right? And in terms of the reporting that comes back from Expedia, but I would argue the same thing is true if you're running a Google performance Max campaign It shouldn't matter which of us are running those campaigns. There's a specific subset of data that you can get out of that reporting within your own websites now. And said that, I realize you also need to have the correct UA, your analytics and everything set up on websites and maybe that is wasn't the case with everyone's website, right? Which maybe that would be something helpful for smaller organizations to ensure you have the correct. Or Universal analytics code. So now we have your UTM parameter set up for different campaigns that they're running. What I see is I think is cool even talk about seeing what other people are doing on the back end of this to see the results of what people ran, whether it was the fee we display, whatever. I mean you want on the YouTube campaign. I always like to see. I would like to be able to see how that compares against say we did a YouTube campaigner; we did this playing the campaign and then look at what that conversion rate looks like. You know what actions are. You can play some people's websites. So, I think they've done a really, I think in an incredible job in a short period of time trying to launch a brand new submittable program, right. Everybody trying to figure that out there that I think you guys will refine it a little bit and maybe taking out some of the confusion about the Excel files and spreadsheets that everybody was submitting, maybe having those data, those metrics via part of the actual submittable application, you can still throw your Excel files.

ECKERT: Yeah. Through submittable where you can't submit a worksheet, which we've talked about before, but we couldn't add it quickly. So, we have to

take 25 spreadsheets and try to figure out how to pull that together. So, we were trying to do it through the system.

PETERSON: And that's difficult Alright to do you guys and I'll just speak for how we vote; you know Democrats. Space, Space, science, right, your standards for the province, tourism industry, right. So, depending on the type of campaign it is that we've applied for grant, what's up with through rate, what's the conversion rate look like and then we use those standards and maybe you guys could take some of the guesswork out of that for everybody to look at what those standards are. We will use Google performance, maps campaigns, Instagram campaigns.

LESTER: Just pull that up. Yeah, I'll show you, and will tell you the standard result.

GRAFF: Yeah, everybody knows, and we appreciate some very creative, I think the team pretty much I got there were some really creative approaches that that came out. Community, you are utilizing some of the latest technology. Now we realize, not if we don't know what the results are going to be, but I think the team was excited to see. Um, some state-of-the-art metrics being used, you know?

PETERSON: I think that would be more beneficial for everyone because the you guys may use a different source for standard you know for determining baseline of benchmarks, right then we do perhaps and then you can get very different projections or estimates right when we're submitting these brands.

ECKERT: As it relates to the metrics are really looking at, you know, we're asking a lot of questions to help. That's more for optimization. How can we help you figure out how to optimize this and then but when reporting on, it's really the metrics that matter, the impressions, yes, that's kind of like I wouldn't say it's fluff. It's still information that is valuable to figure out. Yeah. Yeah, we. I think it's going to take more than that and I think it's part of our DNA program that we wanted to start off. We have ideas for that as well, so. This. If there aren't any other questions related to the current, I would just. So, the next step would be to submit, as you've recommended, to the Commission meeting on December 8th. We will have the letters right Abby. The letters go out for the grants on the following day the 9th. We do. We are asking that all the grant letters come back in 30 days. That is not. We could add guidelines that was because we weren't getting stuff till the end of the year as well and the next. Yes, a lot of things like that. For the next Cycle will be in March. We haven't set the date yet. It'll be and like I said, we'll have January, February, March going to have training session leading up to that so that people will be ready to apply it in March, an April, it'll be

open through two months in April will see what Roundup and then answer any other questions there. We'll have a workshop for that and then. Yeah, and then they'll be able to start. One cycle for 2024, July 1st and you're running fiscal. A trade show on the family as an example. But I'm media live perhaps and you could walk through as an example because you guys keep something from what you were doing but to show everybody the type of data that goes into calculating and getting into. How do you distill that down to an estimated number of visitors that we impact to our community or roommates? That's where Kyle's coming in because he has the economic impact. You know, I ran through the whole. Questionnaire through we came here, and you know I've said it's awful. You know everyone said it's awful but I thought that that maybe I should have been probably something I would talk to everybody about and kind of clarifying what these questions like all the metrics. I used to be a media buyer, so I do know a lot of this stuff and I don't know what a lot of people may not know. So, it's good that they were telling me that that was something they didn't know. So that's why I wanted to have a full session just on how to do media buying. Because you know, you should be asking for competitive separation if you didn't know about that and that is making sure that your competitors are not next to you in an ad or anywhere, you should be asking for make goods if they want. If they didn't reach back. There's a lot of things that you may not know, should be asking, yeah, added value, always negotiate the value and by the way everything's negotiable. You can negotiate all those rates that you're seeing out there. So that's a step I just want to remind people that they can do when it comes to putting together immediately. Play. So, if there's no other questions for that, we can oh, public, umm. Yeah, is there anyone? There's no public on the. There's still no one on ours. Session, yeah. And does anyone else here have any other public comment? Then with that, we will call to adjourn the meeting.

PETERSON: Move to adjourn. Sure.

MINNICK: Second.

ECKERT: All those in favor.

MEMEBERS: Aye.

ECKERT: The meeting is hereby adjourned at 11:42 AM