

Cultural Commission

Staff Report

Meeting Date: June 21, 2016

Agenda Item Number: 3B

Applicant: Claudia Vecchio, New Parks and Recreation Director
Vern L. Krahn, Senior Park Planner

Request: Introduction of Claudia Vecchio as the new Nevada Department of Tourism and Cultural Affairs member to the Cultural Commission.

General Discussion:

Ms. Claudia Vecchio will be taking the place of Peter Barton as the new Nevada Department of Tourism and Cultural Affairs member to the Cultural Commission. She will be attending her first Cultural Commission meeting tonight.

Claudia Vecchio brings more than 25 years in the destination and consumer brand marketing arenas to her post as Director of the Nevada Department of Tourism and Cultural Affairs. Within this role, Claudia oversees the Division of Tourism, Nevada Arts Council, the Division of Museums and History and the Nevada Indian Commission. During the five years she has served in this role, the Department has launched a successful statewide brand and popular “Don’t Fence Me In” tourism campaign, resumed full-time operation at most of the state’s museums, enhanced the State’s international sales and marketing efforts, evolved marketing efforts to reach Millennial travelers and worked with statewide partners to develop and execute Nevada’s Sesquicentennial celebration. Most recently the Division of Tourism raised its value to partners through evolving the annual Governor’s Conference on Tourism into the Governor’s Global Tourism Summit creating exclusive business development opportunities for Nevada hospitality and tourism entities to engage in one-on-one meetings with international buyers and the media.

Claudia also has served as Ohio’s State Tourism Director, where she helped launch experiential marketing programming and introduced generational marketing concepts to the statewide industry while boosting program ROI by more than 10% year-over-year. She also served as VP of Communications for the Branson/Lakes Area Chamber of Commerce/CVB and managed public relations programs for Norwegian Cruise Line, the Park City Chamber/Bureau, Deer Valley Resort and Stein Eriksen Lodge. Claudia is the 2015 recipient of the J. Desmond Slattery award for tourism marketing awarded by the Travel and Tourism Research Association and was named among the Top 25 Extraordinary Minds in Hospitality Sales, Marketing and Revenue Optimization in 2015 by the Hospitality Sales and Marketing Association International. Claudia also has served on the Executive Committee of the U.S. Travel Association as well as the boards of the National Council of State Tourism Directors and the Public Relations Society of America.

Recommended Action: This is a discussion only item and no formal action can be taken at this time.