



Steve Sisolak | Governor
Kate Marshall | Lieutenant Governor
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Memorandum

To: Lt. Governor Kate Marshall, Chair, Nevada Commission on Tourism

From: Fletch Brunelle, Chair, Nevada Commission on Tourism Marketing Committee

Re: Chair Report, Marketing Committee

Lieutenant Governor Marshall and members of the Commission:

The Nevada Commission on Tourism Marketing Committee convened on Wednesday, June 9, 2021. An agenda is included in this memo.

Minutes of the meeting will be available once approved by the Committee at the next quarterly meeting. A recording of the meeting is available for full review and a summary of actions is below.

The Committee approved minutes from the February 17, 2021 meeting.

Travel Nevada staff and integrated marketing agency partners presented a three-tier marketing plan for FY22. The full presentation is found [here](#).

The Marketing Committee is in full agreement on the brand pillar alignment and creative approach presented on June 9, and voted unanimously to recommend the media plan to the Nevada Commission on Tourism for approval.