



Steve Sisolak | Governor
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Memorandum

To: Lt. Governor Cano Burkhead, Chair, Nevada Commission on Tourism

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

Re: Chair Report, Marketing Committee

Lieutenant Governor Cano Burkhead and members of the Commission:

The Nevada Commission on Tourism Marketing Committee convened on Tuesday, February 22, 2022. An agenda and the presentation deck 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 November 18, 2021 meeting.

M.E. Kawchack informed the Committee that Carl Ribaudo had resigned his position due to a potential conflict of interest with a pending contract. Staff and committee members are proposing new member candidates.

Representatives from Integrated Marketing agencies BVK and Fahlgren Mortine presented proposed media shifts as discussed at the last quarterly meeting. We began the fiscal year with a tiered-budget scenario so we could move to different levels as we anticipated budget changes throughout the year.

The Committee supports the shift to target spending in Chicago and Portland, and staff will move forward with paid and earned efforts as presented. Staff will continue to explore projection mapping as an out-of-home activation option. If the execution is deemed to be appropriately impactful with existing creative assets, staff will include in the media buy. The Committee made a motion to proceed with the media buy as presented.