

# Marketing Committee Meeting Minutes – February 25, 2026

## 1. Call to Order

The meeting of the Marketing Committee of the Nevada Commission on Tourism was called to order by Chair Fletch Brunelle.

## 2. Roll Call

Roll call was conducted by Keelie Cox. Members present: Fletch Brunelle, Kyle Horvath, Bobby Stiehler, and Scott Voeller. Members absent: Christina Ernie and Edward Estipona. A quorum was confirmed.

## 3. Public Comment (Opening)

No public comments were submitted or offered during the opening comment period.

## 4. Presentation and Discussion Items

Travel Nevada staff provided updates on key marketing initiatives, including the “Get A Little Out There with Alex Honnold” series featuring Alex Honnold, the 2026 Southwest Michelin Guide, and participation in the Outside Days Festival in Denver. Detailed information about episode releases, destination highlights, Michelin program structure, and partner engagement opportunities was presented.

## 5. Administrative Updates

CEO Rafael Villanueva provided updates regarding recruitment for a new Chief Marketing Officer, progress on the Agency of Record RFP process, and ongoing team responsibilities during the transition period.

## 6. Public Comment (Closing)

No closing public comments were offered.

## 7. Adjournment

A motion to adjourn was made and seconded. The meeting adjourned with all members voting in favor.