



DEPARTMENT OF HUMAN SERVICES

DIRECTOR'S OFFICE

Helping people. It's who we are and what we do.



August 1, 2025

Memorandum

To: Dr. Jon Pennell, Chair
Nevada State Board of Health

From: Tina Dortch, Program Manager
Nevada Office of Minority Health and Equity (NOMHE)

Re: **(NRS.232.482) There is hereby created in the Office an Advisory Committee consisting of nine voting members appointed by the Department and State Board of Health; December 6, 2024 APPOINTMENT Requested**

In accordance with Nevada Revised Statutes (NRS) 232.482, it is the responsibility of the State Board of Health to appoint six members of the Nevada Office of Minority Health and Equity (NOMHE) Advisory Committee on Minority Health (i.e. AC), as detailed below:

1. The Director of the Department shall appoint three members who have an interest in health issues related to minority groups.
2. The State Board of Health shall appoint:
 - a. Three members representing each geographic region of the State, including one member who resides in southern Nevada, one member who resides in northern Nevada and one member who resides in rural Nevada;
 - b. One member who is a representative of a non-profit organization located in the state;
 - c. One provider of health care in this state; and
 - d. One member of the public at large.
3. One Legislator who is appointed by the Legislative Commission shall serve on the Advisory Committee in an ex-officio, nonvoting capacity.

As of September 2025, one of the nine NOMHE seats will be vacant. Per this letter, **re-appointment is being requested for one (Board of Health appointed) candidate**. With this action all nine seats will be filled - six by Board of Health appointments.

Staff Recommendation

Staff recommend that, effective with your ruling, the Nevada Board of Health appoint the following person to the Nevada Office of Minority Health and Equity Advisory Committee on Minority Health, to serve a two-year term:

- **Ms. Margarita “Maggie” Salas Crespo** (Director of Policy, Advocacy & Strategic Engagement NReal Media Strategies
Representative from Public at Large (Board of Health Appointment)

A copy of the candidate’s resume is attached and a matrix denoting a selection process which addresses maintaining the statutorily required ethnic, geographic and professional diversity inclusive composition is attached.

Presenter

Tina Dortch, Program Manager, Nevada Office of Minority Health and Equity

August 1st, 2025

Tina Dortch
Program Manager
Nevada Office of Minority Health and Equity (NOMHE)

Dear Tina Dortch,

I am writing to formally express my interest in being reappointed to the Nevada Office of Minority Health and Equity (NOMHE) Advisory Committee.

Serving on this board has been a deeply meaningful experience, and I remain committed to supporting NOMHE's mission to advance health equity and improve outcomes for historically underserved communities in our state. I am proud of the work we have accomplished together—from expanding outreach strategies to informing policy recommendations that center the voices of Nevada's diverse populations.

It would be an honor to continue working alongside such a dedicated team to ensure that all Nevadans, regardless of background, have access to the resources and care they need to thrive. Please let me know if there is any additional information you need as part of the reappointment process.

Thank you for your continued leadership, and for the opportunity to serve.

Warm regards,

Margarita Salas Crespo
Director of Policy, Advocacy & Strategic Engagement
NReal Media Strategies



Margarita Salas Crespo

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Professional Experience

Dir. of Policy, Advocacy & Strategic Engagement, NReal Media **05/2024 - Present**
Las Vegas, NV

- Leads policy, advocacy, and communication strategies for high-profile clients, including Nevada legislators and advocacy organizations during election cycles and legislative sessions.
- Designs and executes campaigns that resonate with multicultural communities, tailoring strategies to diverse cultural perspectives.
- Position clients as thought leaders on key policy issues through effective messaging, media outreach, and thought-provoking content creation.

Deputy Secretary of State for SNV, Nevada Secretary of State **01/2023 - 05/2024**
Las Vegas, NV

- Oversaw operations of the Southern Nevada office, supervising ten staff members and managing key programs, including Notary Division, Domestic Partnership, Document Preparation Services, Domestic Partnership, and Nevada Lockbox program
- Acted as liaison for the Southern Nevada community, strengthening ties between the public and the Secretary of State's office.
- Managed boards and commissions housed within the Office of the Secretary of State.

Political Director, Steve Sisolak for Governor **02/2022 - 11/2022**
Las Vegas, NV

- Designed and implemented strategies to engage and mobilize diverse communities in support of the candidate.
- Built and maintained relationships with a broad coalition of partners and elected officials to drive campaign success.
- Coordinated cross-departmental efforts, aligning outreach tactics and messaging for maximum impact.
- Served as the campaign's Spanish-language spokesperson, amplifying messaging to key audiences.

Senior Advisory, Governor's Office for New Americans (ONA) **10/2020 - 02/2022**
Las Vegas, NV

- Provided strategic advice on immigrant and refugee policy, supporting the Governor and ONA Director on priority initiatives.
- Led Nevada's response to the Afghan humanitarian crisis, coordinating with resettlement agencies and stakeholders to ensure effective integration.
- Collaborated with state agencies and diverse stakeholders to promote immigrant integration policies and programming.

**Outreach Coordinator, Office of the Governor Steve Sisolak
10/2022**

01/2019 -

Las Vegas, NV

- Directed community outreach efforts, connecting constituents to state resources and addressing policy concerns.
- Coordinated constituent services, resolving cases and liaising with state agencies to address community needs.
- Represented the Governor's Office in public forums, presenting proclamations and recognition awards.

Communications Coordinator, Children's Advocacy Alliance (CAA) 06/2017 - 01/2019

Las Vegas, NV

- Developed and managed strategic communications to promote child-focused policy initiatives, including healthcare and education.
- Created multimedia content and policy briefs, supporting campaigns and coalition efforts such as Nevadans Together for Health Access.
- Administered healthcare grants, ensuring project deliverables and reporting outcomes.

Community Organizer, Mi Familia Vota

03/2017 - 06/2017

Las Vegas, NV

- Organized citizenship workshops and voter registration drives, improving civic engagement in the Las Vegas immigrant community.
- Organize community forums for the immigrant community to inform them of relevant issues and resources.

Associate, Ramirez Group

09/2013 - 03/2017

Reno and Las Vegas, NV

- Directed outreach efforts for Nevada Health Link, coordinating enrollment events and community engagement.
- Served as state representative for the Alliance for Healthcare Security, managing campaigns to protect healthcare access.
- Conducted qualitative research for the Nevada Transportation Consortium Disparity Study, analyzing business conditions across the state.

Education

El Colegio de la Frontera Norte, Tijuana, Baja California, México — Postgraduate Degree,
Especialidad en Migración Internacional
February 2018 - December 2018

University of Nevada, Reno, Reno, NV—Bachelor of Arts, Anthropology and Women's
Studies with Minor in Ethnic Studies (Latino Emphasis)
January 2014 - December 2016

NOMHE Advisory Committee on Minority Health Board Composition as of August 2025

	Name (date of appointment or reappointment)	Ethnicity	N NV, S NV or Central NV	Notable Interest in Health Issues Related to Minorities	Nonprofit	Healthcare Provider	Representative from Public at Large
1	Tiara Flynn Certified Doula (1 of 6 BoH Apptd; June 2024)	African American	Southern NV			Phenomenal Mama	
2	Angie Wilson (1 of 3 Dir Apptd; July 2024)	Native American	Northern NV	Actively serving on 3 health determining Tribal delegations		Executive Director, Reno Sparks Tribal Health Center	
3	Samuel Hickson, PhD (2 of 3 Dir Re-Apptd; May 2024)	Hispanic	Southern NV	LGBTQ awareness, disparities, research		Clinical Trial Rater, W3 – Clinical Research Ctr of Nevada	
4	Maggie Salas Crespo (2 of 6 BoH Re-Apptd; Sept 2027)	Latina	Southern NV	BIPOC focused advocate			PR Firm representative-focus on BIPOC awareness raising
5	Andrew Thomas Reyes, PhD (3 of 6 BoH Apptd; June 2024)	Asian/Pacific Islander	Southern NV	Assoc Professor – UNLV School of Nursing	Pres, AAPI Nursing Association of NV		
6	Nicholas Dunkle 4 of 6 (BoH Re-Apptd; Dec 2024)	Latino	Northern NV			Diversity & Outreach, UNR SOM	
7.	Bishop Bonnie Radden (3 of 3 Dir Apptd; Aug 2024)	Caucasian	Southern Nevada	LGBTQ+ Advocate		Trauma-Informed Behavioral Health Counselor	Faith-Based Community Leader
8.	Rev. Debra Whitlock-Lax (5 of 6 BoH Re-Apptd; Dec 2024)	African American	Northern Nevada	Health Equity & Social Justice Advocate			Faith-Based Community Leader
9.	Nancy Bowen (6 of 6 BoH Re-Apptd; Dec 2024)	Caucasian	Northern Nevada		CEO, NV Primary Care Association	Supports FQHCs, MCOs	