

Dream Tags Advisory Board  
Minutes for January 12, 2012, meeting

1. Meeting began at 2:37 p.m. Attending the meeting: Advisory Board members: Bill Bradley, Judy Caron, Dianna Belding, Chris MacKenzie, and Jack Robb. CFWN staff: Chris Askin, Tracy Turner. NDOW staff: Kim Jolly, Maureen Hullinger. Public: Don Sefton.
2. Bradley called the meeting to order and requested that future agendas include adding committee reports, other business, and gifts/grants/donations.
3. No public comment.
4. Approve December minutes: Correct item 5 to read “Caron describes the program as an **alternative revenue funding source** to a successful state agency.” Correction to item 5 to read: “**Most** Western states allow hunting of mountain lion.” Correct item 5 to read “**Sportsman ID#**”, versus lifetime registration. Item 6, section b: Exclude sentence stating “Four Dream Tags will be Deer, Desert Sheep, Antelope and Elk”. Correct item 5 to read “What has been created **under SB411** is a Resource Enhancement Stamp that has a buy in amount of \$10, with an administrative cost to run the program. Item 7: **Counsel**, not council. Statute: Stamps not allocated anywhere except Wildlife account. If another place, it should be stated in Askin’s report to IFC. MacKenzie motioned to approve as amended, Caron seconded. Unanimous in favor.
5. Review final job descriptions:
  1. Advisory Board Member: Modify #6, creating bullet point #7 to read “Review/approve formation of Fund Agreement and structure as a fund.” Caron: Need to add who posts winners. Sefton: There is a website that posts winners of initial draw; could add to that. Vendor will do that. Bradley: Sefton owns Hunt NV, will promote on that website. Hullinger: Separate website for raffle? Sefton: Under Hunt NV.com due to cost efficiencies.
  2. Raffle vendor: Item #7 to read: Market Dream Tags to work in coordination of the Conservation Education Division.
  3. NDOW: Item #2: change “tag” to “voucher”. Also delete line in item #2 stating “Four Dream Tags will be Deer, Desert Sheep, Antelope, and Elk”. Item #8: Modify to read: “Work in concert with raffle vendor, CFWN and Conservation Education Division regarding **marketing** of Dream Tags.
  4. CFWN: Modify item #4 to read “Work in concert with raffle vendor, NDOW, and Conservation Education Division regarding **marketing** of Dream Tags. Modify item #5 to read “Receive Dream Tags net proceeds.” Caron motioned to approve job descriptions, MacKenzie seconded. Unanimous in favor.
6. Finalize Fund Agreement: To stay consistent with statute, “Tag” to be changed to “Tags” in all places relevant throughout the agreement. Advisory Board: Modify last sentence to read “A quorum is represented by a majority of the voting Advisory Board members present at any meeting.” In witness whereof modified to read “Advisory Board on Dream Tags”, as signed by “Chairman”.
7. Review agreement for vendor services: Motion to approve as amended. MacKenzie motioned, Belding seconded. Unanimous in favor.
8. Select vendor to conduct raffle: MacKenzie moved to approve Systems Consultants, Caron seconded. Unanimous in favor.
9. Discuss obstacles to beginning ticket sales in April 2012:
  1. Hullinger: Draft legislation an obstacle
  2. Legislative Commission meeting—getting on the agenda. Meets 2/13/12
  3. Programming- timing

4. Marketing- No money an obstacle. Moiola will mail brochure and budget to CFWN. MacKenzie said marketing should include an explanation of the difference between Silver State and Dream Tag as this is a good opportunity to do education.
10. Review CFWN draft report/ update to legislature: Item #4(a) NRS 502.219.3c: change “game” to “wildlife” for consistency purposes. 4(b) Clarify language. Replace “nonprofit” with “fund at nonprofit”. 4(c) NRS 502.222 #2 “Allowing those funds to be used for Dream Tag program expense, and remaining monies.”
11. Review vendor protocol for selecting alternate raffle winners: Postponed to 1/19/12.
12. Discuss applicability of open meeting rules: Deferred until ruling from AG.
13. Set next meeting of Advisory Committee: Next meeting Thursday, January 19, 2012 at 2:30 p.m. at CFWN.
14. Public comment: None
15. Meeting was adjourned at 4:01 p.m.