

Advisory Board on Dream Tags  
Minutes for April 18, 2012, meeting

1. Meeting began at 2:30 p.m. Attending: Advisory Board members: Bill Bradley, Dianna Belding;; via phone: Judi Caron\*, Chris MacKenzie. NDOW staff: Kim Jolly, Maureen Hullinger, Teresa Moiola, Patrick Cates, Bob Haughian, Ken Mayer. CFWN staff: Chris Askin, Tracy Turner. Public: Don Sefton, Assemblywoman Debbie Smith. Absent: Advisory Board member Jack Robb.

\* Joined after roll call.

1. Agenda approved. Belding made the motion; MacKenzie seconded. Unanimous in favor.
2. No public comment.
3. Approved January 12 and 19 minutes. Belding made the motion; MacKenzie seconded. Unanimous in favor.
4. Marketing committee report presented by Moiola. Completed marketing efforts included: A skyscraper ad in the Wild Sheep Foundation e-newsletter for a 6-week run; Creation of the NVDreamTag.org website including the purchase of the domain name and hosting through 01/13/13; Use of a media list development service to generate contact info for reporters to distribute Dream Tag press releases; Printing of rackcards for the Wildlife Expo; Printing of flyers for the Wild Sheep Show. Discussion of the cost of staff time for all of the completed and suggested activities. Bradley recapped: marketing for Mother's Day and Father's Day. Do email reminders to those who have given consent. Sefton's recommendation: don't change website links until after April 23 to avoid confusion. Moiola: NDOW needs to work with Sefton to make sure links are correct. Caron asked whether a Dream Tags Raffle tab could be added to the NDOW.org website. Discussion. If this is done for Dream Tags, it should also be done for Silver State Tag. Planned Marketing Efforts as presented for the months of May and June were approved.
5. Marketing funding and draft budget FY 2012 and FY 2013 discussion. Bradley asked Caron and Belding for their input on where the money to keep marketing going is coming from. Belding: original idea was that the Resource Enhancement Stamp (RES) provides the money for marketing; Dream Tags raffle provides money for work on the ground. Caron: agrees with Belding. Bradley asked how NDOW feels about that. Mayer: staff time was huge for preparing for this year. Discussion. RES was never seen as a revenue source for NDOW. Supporting marketing up to a point (possibly \$15,000) doesn't seem problematic. Beyond that level could be a problem. Consensus was to keep a reasonable budget and aim for affordable marketing outlets. RES should cover marketing costs and administration. Two budgets should be developed: one that is pie-in-the-sky; one that is modest. Need to be advertising in the conservation community, too. Question regarding grantmaking: who is eligible to apply for funding? Any qualified organization (501c3, governmental entity, educational institution) can be supported. Advisory Board will review the proposals. Dream Tags Fund was not designed to be only for NDOW's use. Board will define objectives. The board will continue to develop grantmaking strategies to achieve the objectives of the Dream Tags program. Can strategically contact organizations to put together proposals to address known issues. Questions about how quickly CFWN can respond to grant requests/recommendations. Askin gave Truckee River Fund as example: quick response; special meetings to consider proposals/needs okay. Belding: Fund was primarily conceived of as source of emergency funding. Smith: maybe "circumstantial" is better than "emergency." During testimony: money needed to react to habitat and restoration issues. Askin: recommended separating Dream Tags website from rest of marketing expenses. Discussion. Need to ensure messaging conveys connection between RES and Dream Tags to avoid perception that RES only supports marketing. Bradley: devise marketing plan with recurring items. Askin: marketing has 2 action items. 1) approve marketing budget requests; 2) request proposal and presentation for NevadaDreamTags website for next meeting. Bradley: need marketing plan in 4 weeks: 1) advertising, public relations, publicity—with intent of using RES money for 2013; including staff time. 2) proposal from GoodStanding Outreach for website.

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Caron moved to approve; MacKenzie seconded. Unanimous in favor. Bradley: asked for a motion to pay for \$5,000 of expenses already incurred. MacKenzie made the motion; Caron seconded. Unanimous in favor. Vendor report on raffle sales (for possible action). Sefton distributed and reviewed his report. Sales are brisk and will remain brisk through April 23. An additional push may occur shortly before the June 30 closure of the raffle sales.

6. Review Vendor invoice. MacKenzie moved to approve payment of invoice; Caron seconded. Unanimous in favor.
7. Discussion on applicability of open meeting law to Advisory Board on Dream Tags meetings. MacKenzie received a presentation on open meeting law. Meeting materials should be posted on a website if the website has the capability. Discussion ensued regarding potential websites. Turner: once the DreamTags website is up and running in full capacity, posting the items there will be the logical solution and location. Bradley: has a follow-up call in to Brenda Erdoes to request a formal opinion on the applicability of the open meeting law to this Fund.
8. Update on gifts/grants/donations: Turner reported \$231,000 has currently been deposited to the Dream Tags Fund; Sefton explained that American Express takes longer to be distributed. Bradley requested a report at the May meeting on how CFWN fees are currently being covered.
9. Discuss funding mechanisms for grantmaking, including format of grant requests, qualifications of grantees, reporting requirements, timing. This item was postponed until the next meeting of the Advisory Committee.
10. Reviewed Annual Calendar. Discussion about where the request for proposal (RFP) distribution/receipt fits into the calendar. May agenda items: 1) Bradley requested a draft RFP be presented. Priority funding areas were discussed. Caron moved that the #1 priority be emergent habitat restoration. MacKenzie seconded. Unanimous in favor. 2) discussion of calendaring Dream Tags ticket sales in relation to RES, whether they should begin in the same month. 3) amount of reserve that should be held for emergent funding needs.
11. Next meeting of Advisory Committee was set for May 16, 2012, at 2 p.m. at CFWN.
12. No public comment.
13. No other business.
14. The meeting adjourned at 4:30 p.m.