

Advisory Board on Dream Tags  
Minutes for May 16, 2012, meeting

1. Meeting began at 2:30 p.m. Attending: Advisory Board members: Bill Bradley, Dianna Belding Judi Caron; via phone: , Chris MacKenzie. NDOW staff: Kim Jolly, Maureen Hullinger, Teresa Moiola, Patrick Cates, Bob Haughian, Ken Mayer, Lee Turner. CFWN staff: Chris Askin, Tracy Turner. Public: Don Sefton. Absent: Advisory Board member Jack Robb.
2. No public comment.
3. Agenda approved. Caron made the motion; Belding seconded. Motion carried.
4. Approve April 18 minutes. A change to the minutes was made that corrected the website where Dream Tags raffle will be added. Caron made the motion to approve as amended; Belding seconded. Motion carried.
5. Presentation by Lee Turner, NDOW, on annual cycle for habitat work. When evaluating proposals, ask: "Where is this project in relation to NEPA?" Prioritize proactive work as high. L. Turner provided a handout that included suggested projects for funding. Turner explained that NEPA is not applicable to projects on private land. Congressman Amodei requested a proposal from NDOW for now through 2016 on what can be done to coordinate appropriations for invasive species/endangered species. Dream Tags funding could be used to leverage for more funding. Jolly: how to you get labor on the ground? Turner: relationships with private vendors and agencies are key. Whoever has best contract for maximum efficiency, has no overhead pass-through accounts, or has pass-through relationship with BLM. Turner explained about emergency funds for urgent needs: BAER Team identifies who is doing what and would ensure that Dream Tags' interests are represented. Turner will make sure Advisory Board for Dream Tags is invited to Nevada Partners for Conservation and Development. Askin: start gathering priorities for Dream Tags mission in mind. Then develop scope for granting; examples: grants on a) public land—NEPA ready, b) private land—match required by land owner, c) conservation easements? Caron: invite Sherm Swanson and Dave Pulliam to table for developing RFP. Proactive vs. reactive: proactive=retard fire.
6. Marketing committee report presented by Moiola. Reviewed marketing plan (distributed prior to meeting). Haughian: caution against committing too much NDOW time. Bradley: frustrated by NDOW fighting Dream Tags Advisors in terms of promotion, sales, and costs. Cates: not fighting. Just unsure of NDOW's role in actively selling tickets. Wants to avoid crossing line of selling raffle tickets. Bradley: no issue selling RES? Cates: True. Bradley: ancillary benefit Dream Tags receives by doing one-stop shopping at NDOW booth is benefit to all. Haughian: It's a matter of defining roles. Bradley: NDOW is at all shows selling NDOW products; why not sell Dream Tags raffle tickets there? Caron: volunteers could be there to help sales. Sefton: If RMEF had a raffle for a muzzle loader, would NDOW feel appropriate selling those tickets? MacKenzie: need determination on whether RES sales is just for RES marketing. Cates: not just for marketing; for administration also. MacKenzie: most people buy RES so they can buy Dream Tags raffle tickets. Money is not going to anything positive. Need to decide which side of the fence we are on. Bradley: can NDOW sell Dream Tags tickets at their counters? MacKenzie: agreed. Bradley: Move forward and do your best to market. Askin: mechanics are that Dream Tags is only sold online via computer. Discussion on logistics of buying tickets at shows. If all bought tickets off the main page, no problem. Work-heavy now; in two years work will be much less and will eventually pencil out. Cates: every dollar raised by RES sales must be accounted for. Askin: two-stage process proposed: 1) budget for coming year for anticipated costs; 2) report back on actuals; 3) compare the two. Moiola returned discussion to FY 2013 budget. Bradley: add Mule Deer publications to paid ads list; should be consistent for all publications for species covered. Moiola: look for editorial coverage; that's where media list cost comes in. Bradley: no more marketing committee meetings are required. We are ready for 2013. Cates: could go bigger and bolder with ads: TV, major publications, etc. Advisory Board members thanked Margaret Stewart for help with Marketing committee.

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7. CFWN report on Fund activities. T. Turner distributed a list of activities performed by CFWN in relation to Fund administration. Presentation on development of website: T. Turner distributed a proposal from Milan Sperka for development of website. Bradley: imperative to move forward. Askin: moving forward will demonstrate that Dream Tags program is separate from NDOW. Caron made a motion to move forward with developing the website. Committee requested a presentation from Sperka at the next Advisory meeting. Belding seconded. Jolly: can take the bid to Ryan at NDOW for verification. Motion carried. Vendor report on raffle sales. Sefton reported that over \$280,000 in Dream Tags raffle tickets had been sold through Sunday with \$74,570 in RES sold through Sunday. Five were sold on Mother's Day.
8. Protocol for addressing requests for reimbursement of purchased Dream Tags and limitations on such reimbursements. Bradley: Decision on any reimbursements falls under purview of Advisory Board not NDOW. Question to consider: will Advisory Board deal with these requests? If yet, how? Does this Advisory Board believe this needs to be dealt with? If so, responsibility lies with the committee to establish procedure for how to enforce. Askin: CFWN can handle this. Caron: as business owner, how would I address this? Want repeat customers; want them to have a good experience. Caron & Belding: procedure part must be dealt with here. MacKenzie: this is a customer service question Advisory Board should answer. Caron made the motion: disputes arising out of Dream Tags raffle tickets should be dealt with by the Advisory Board. Mackenzie seconded. Motion carried. Bradley: second question: developing procedures that are general rules that done require emergency action 1) must be brought to Advisory Board for resolution; 2) if procedure is in place ... Bradley: procedure over dealing with disputes over purchase of Dream Tags raffles: for this instance, what should be done? Caution that exceptions set precedents. MacKenzie: worried about precedent issue, but okay with giving this individual person the money back for this specific transaction. MacKenzie made the motion to refund purchaser's money since purchaser made the request within 12 hours of purchase, and since we are implementing remediations for future, moved that the entire transaction be invalidated. Belding seconded. Motion carried.
9. Update on gifts/grants/donations. This item was covered under CFWN report on Fund activities. Mechanisms for grantmaking, including format of grant requests, qualifications of grantees, reporting requirements, timing. Bradley requested T. Turner send Truckee River Fund request for proposal and sample proposals received to Advisory Committee for review. Bradley: is goal habitat restoration? MacKenzie: does habitat restoration include water quality? Caron: need to redefine components. Bradley: anything that improves habitat for wildlife. Caron: trying to be broad as possible—food, water, shelter, space, and management. Askin: qualified grantees include any charitable organization, governmental entity, education entity. Suggested limiting grant making to those three because any other type of group requires extensive expenditure responsibility. MacKenzie: does it include fish and fowl? Caron: previous governor wanted specific language. Should be broad. Askin: Request for proposal needs to be ready by July. Next meeting of Advisory Committee was set for June 20, 2012, at 1 p.m. at CFWN.
10. No public comment.
11. Other business: Procedures: CFWN will draft procedure for dealing with refunds. Committee also requested a procedure for half of largest day's total held in reserve for emergency needs and a procedure for publicizing the winner(s). Calendar: Hullinger: change calendar sales to start September 1 each year.
12. The meeting adjourned at 4:45 p.m.