

Advisory Board on Dream Tags
Minutes for June 20, 2012, meeting

1. Meeting began at 1:05 p.m. Attending: Advisory Board members: Bill Bradley, Dianna Belding Judi Caron*, Chris MacKenzie. CFWN staff: Chris Askin, Tracy Turner, Margaret Stewart*. Public: Don Sefton*. Absent: Advisory Board member Jack Robb. *arrived after meeting start/left before meeting ended.
2. No public comment.
3. The agenda was approved.
4. Approve May 16 minutes. A change to the minutes was made that added wording to item #8; the minutes now read: "MacKenzie made the motion to refund purchaser's money since purchaser made the request within 12 hours of purchase...." MacKenzie made the motion to approve as amended; Belding seconded. Motion carried.
5. Presentation by Milan Sperka of Mesh Interactive on Dream Tags website development. Sperka gave his background and explained that his bid does not include interactive map. Creating the basic website will allow for easily adding the map later. Bradley requested a bid to include maps. Bradley mentioned unit maps used by NDOW as a good starting point and would allow good integration to NDOW. MacKenzie mentioned linking to NDOW maps if possible. Sperka went through website development process. Website will be implemented using WordPress, which may allow for adding projects onto a map "ourselves." WordPress will also allow for adding photos, information about projects, etc. from an iPhone or iPad. Bradley mentioned that the request for proposal, project updates, photos, etc. should all link to individual projects. Sperka said website development will take 3-8 weeks with normal time being 4-6 weeks. Bradley: any chance it could be ready for June 30, which is a big day for Dream Tags? Sperka: could do a temporary site that attaches to CFWN site. Bradley asked to see bid. Turner had one copy and circulated it. Bradley asked how updates would be billed. Sperka said they'd be done at his hourly nonprofit rate. Caron "loves the Truckee River Fund site", which Sperka is using as a model for Dream Tags site. Bradley: are advisors interested in recommending action? Stewart clarified time frame. Discussion included the vetting process for raffle winners and CFWN's need to receive releases from winners before posting names and photos. Desire is to publish all 5 winners at once with their names, photos if possible, comments about their experience with the raffle. Bradley requested that site be ready "as soon as feasible." Belding suggested letting people know that site will be live by a certain date. Stewart suggested sending word to the marketing committee about the site. Bradley called for a motion. Caron moved that Mesh Interactive create the first page of the website for the bid price of \$6,299 for the initial drawing of the Dream Tags. Belding seconded. Motion carried.
6. Review procedures on refunds, holding reserve, and publicizing winners: Refunds policy, Bradley asked whether language should be added for RES purchased in a separate transaction: consider the scenario where RES is purchased in separate transaction from tickets; what do we do with RES? Should unwinding that be an NDOW decision? Caron: what if RES is purchased as a gift? Bradley: do we need something in the policy to unwind RES? My feeling is no. Turner: policy states that error must be noted and vendor contacted within 24 hours of purchase. Askin: only valid reason for refund is if purchaser made an error. Bradley: is there a motion dealing with separate transactions? MacKenzie: made the motion to amend the policy to read: "In cases where a refund is approved the entire transaction will be reserved, including the Resource Enhancement Stamp if it was purchased in the same transaction. If the Resource Enhancement Stamp was not purchased in the same transaction, a refund for the Resource Enhancement Stamp will not be given." Caron seconded. Motion carried. Holding reserves budget: Askin: this is a first attempt at lining this out. Bradley: it's an optimistic budget. MacKenzie: concurs; PIW gradually went down in sales. Belding: if marketed in different states, Dream Tags may go up. Askin reviewed budget and noted that donations could improve if the Advisory Committee wants to solicit gifts. Bradley explained potential earnings/fees and ways of holding assets. Askin: need to add advertising expense line. Also noted that nothing right now is budgeted for

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legal counsel; if legal counsel is needed, it will be charged back to the Fund since fees are not sufficient to cover that expense. Bradley: tag costs are times 5; hunting licenses are times 5. Askin: CFWN will track expenses and fees to the Fund this year and adjust fees as necessary in following years. Bradley: Advisory Committee would like to send a thank you note to the anonymous donor; he will craft the note. Caron: will mention of the anonymous donor be made in the report to legislature? Askin: no, since donors like to stay quiet; would not want to make mention if there is any way fathomable that someone may figure out who it is. CFWN respects and protects donor privacy. Bradley: supports letting legislature know others are supporting the program but defers to CFWN's decision on how this is handled. Askin: operating reserve explanation—single purpose is to wind down the fund should it terminate. Bradley: what do we need to do policy-wise on reserve other than to say we'll maintain adequate reserves to cover program should it terminate? Askin: just operating reserve. MacKenzie: do we need to create a sinking fund or hold bigger reserves so it can be invested? Askin: not a policy; just an annual decision. May make the case for investing the reserve amount. Askin reviewed credit card charge back reserves and emergency grant reserves. Will have CFWN controller structure this so it shows on fund statement. Third category is emergency grants; may need to carry over a little bit more so there is sufficient for emergencies. Suggests not voting on the budget now but waiting until final tallies of raffle sales. Bradley: we're really talking reserves for ongoing expenses, investment, and emergency response. Postpone taking action at this point and review at another meeting. Publicizing winners: Turner mentioned CFWN had requested input from NDOW on publicizing but none was received. Also explained timeline that takes into consideration the vetting done by NDOW (Rob Buonanami) and CFWN's release process. Advisors mentioned other national and Nevada sites where press release should go. Bradley reiterated the need to get approval from winners before publishing photos. Bradley called for a motion to approve. Caron moved to approve the procedure. Belding seconded. Motion carried.

7. Review written reports on raffle sales from NDOW and Systems Consultants: Sefton drew committee's attention to page 10 of his written report for total sales. Bradley asked for questions. Belding: will another press release be done prior to June 30? Bradley: good suggestion; please send an email to NDOW. Sefton: suggest NDOW contacts people who have bought stamps but no ticket; offered to provide email list to NDOW. Bradley requested Caron and Belding send a letter or email to Teresa Moiola at NDOW requesting another blast be sent to ticket purchasers and potential purchasers to encourage final sales prior to June 30.
8. Review written report on future marketing activities from NDOW. Turner reported that no report was received.
9. Next meeting of Advisory Committee was set for July 25, 2012, at 2:30 p.m. at CFWN.
10. No public comment.
11. Other business: Calendar: Bradley noted that the Dream Tags Promotion and Sales dates have changed to late August/early September to accommodate weekends and holidays. Request for proposal: Turner distributed a draft; requested input from committee prior to next meeting. Bradley: draft priorities at the next meeting. MacKenzie: should we market this fund to people as part of their estate planning? Bradley: think it's a good idea to let people know they can make estate gifts to the Fund. Appropriate for the marketing committee to discuss; need to be sensitive to others and avoid competing. Caron: agreed. Askin: you have to ask. Is anyone else asking? Bradley: needs to be part of the overall marketing plan without offending partners. Sefton: got an email asking if purchaser would receive paper tickets. Explained it's all electronic. Turner: this is specifically addressed in the FAQ on the website. Bradley: add reason why no paper tickets to FAQ. Emergency grants: Committee members are being asked when grants are possible. How fast can emergency grants be processed? Askin: as fast as committee members can respond. Could be handled in a conference call. Still requires a proposal and vetting of potential grantees. Belding: Sefton, did you tell us we'll get a list of people who replied with

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emails? Sefton: issues about sensitivity and how information will be disclosed. Should probably have a policy discussion on privacy and information release. Belding: reason for wanting it is if NDOW doesn't want to send a reminder eblast, is it something this committee can do? Askin: policy needs to be developed.

12. The meeting adjourned at 2:45 p.m.