

Advisory Board on Dream Tags  
Minutes for March 20, 2013, meeting

Meeting began at 2 p.m. Attending: Advisory Board members: Bill Bradley, Dianna Belding, Judi Caron, Chris MacKenzie, Jeremy Drew. CFWN staff: Tracy Turner. NDOW: Kim Jolly. Members of the public: Don Sefton, Systems Consultants.

1. Bradley called the meeting to order and conducted roll call.
2. No public comment.
3. The agenda was approved as presented.
4. Approved November minutes. Caron moved to approve; Belding seconded. Motion carried.
5. Fund balance report: Turner noted that \$194,176.69 is available to grant. Advisors asked that Income and Earnings be broken out for future reports.
6. Discussion on investment of a portion of Fund assets: Turner explained that currently all assets in the fund are held in cash. The Foundation generally recommends investment of at least a portion of the assets to take advantage of market gains. The Foundation's Investment committee oversees investments and monitors performance. Advisors asked for information on past market performance, investment strategies, current earnings, and costs to transfer. This item will be on the June agenda.
7. Comments on proposal review process: Turner presented comments made by proposers on the fall cycle. Discussion ensued about the various comments. Sefton asked whether prospective proposers could ask questions of individual advisors. MacKenzie said this is not a problem as long as two or more advisors do not discuss the proposals or questions outside of a scheduled meeting. Discussion about NDOW operations and how RFP notices get circulated, about Open RFP and regular RFP cycles. Do we want to have a regular fall review cycle? Majority of money comes in by June 30. Decision is to stick with September regular RFP cycle through 2013 and increase announcements about availability of funding year-round for emergency needs.
8. Discussion regarding expenses related to NVDreamTag.org updates and RFP promotion: Turner requested that the Advisors approve contracting with GoodStanding Outreach to handle website updates and RFP promotion. The Foundation's fees are for administration of the fund, including investment, grants management, and program services. Website maintenance, currently handled by the Foundation, is beyond the scope of the Foundation's services for individual funds. Jolly said it would be interesting to see what GoodStanding would charge to do all eblasting and promotion. Could be more economical, clear, and pleasing to the public. Bradley asked whether NDOW would still retain 18% admin if the promotion was contracted out. Jolly said yes because NDOW would still have responsibility for managing the money. Jolly said there are still misunderstandings about the purpose and use of RES. Bradley asked to have GoodStanding do a bid for NDOW's marketing of Dream Tags. Sefton suggested that it seems cleaner if NDOW were to give monies to the Foundation for marketing the Dream Tags program. Additional discussion about original language in NRS and changes made prior to passage. Advisors discussed and MacKenzie moved to approve up to \$2,000 for 2013 to contract services to handle Dream Tags items beyond the Foundation's scope. Belding seconded. Motion carried.
9. Update from NDOW on website improvements: Jolly said the new website will launch March 25, 2013. Some delays because of new staff and ensuring website is working properly. Bradley asked that the June agenda include Advisor comments on new website.
10. Update on NVDreamTags presence at wildlife shows: Belding told of experience at Wildsheep Show: more about education than selling raffle tickets. Had a private booth, lots of visitors, and lots of questions. Sold probably 10 tickets, with most people saying they'd buy from their own computers now that they understood the process. Many people wanted to pay cash and walk

away with paper tickets. Discussion about the possibilities of accepting cash. Sefton offered to send staff to support NVDreamTags volunteers at Nevada Bighorns Unlimited show; support would be to look up client ID numbers; Sefton will check with NDOW to see whether Systems Consultants' presence would present any conflicts.

11. Marketing Committee report: Jolly reported that NDOW, via Teresa Moiola, had bags, water bottles, and signs as give-aways at RMEF in Las Vegas. Jolly reviewed RES FY12-13 expenditures and will provide a report at each meeting. Jolly mentioned that Marketing committee needs to have status of dollars available so they can plan better.
12. Update on funded projects: Turner provided status on current projects. Of the 10 projects, 7 reports were delinquent; two projects are complete and one is underway. Jolly offered to assist in getting delinquent NDOW reports. Turner requested Advisors choose projects to monitor and then submit final evaluation when project is complete. Projects were assigned to Advisors. Bradley asked Advisors to review their appointment letters to keep track of re-appointment dates.
13. Next meeting set for 2 p.m. on June 19, 2013. Location to be Bradley's office.
14. Committee or staff comments: Drew requested that the RFP include a place where proposers may indicate priorities of projects when one organization is submitting multiple requests. RES purpose discussion: still confusion as to what it is for. Re: using RES for marketing, Caron envisioned that extensive marketing wouldn't be needed forever. Sefton said that there was a belief that eventually more people would buy RES than Dream Tags raffle tickets, with the potential of generating \$500,000 per year in RES. Belding said eventually more RES sales will take place. Jolly said if a different direction for RES is chosen, Marketing will need to understand that new direction and it may be appropriate at that time to bring in non-hunters as a stakeholder group. Caron said we need to get grantees to clearly state that funding for their projects is coming from DreamTags Fund to help get the word out about the impact these dollars are making on Nevada's land.
15. No other business
16. No public comment.
17. The meeting adjourned at 4:42 p.m.