

Advisory Board on Dream Tags
Minutes for February 18, 2014, meeting

Meeting began at 2:30 p.m. Attending: Advisory Board members: Bill Bradley, Dianna Belding, Judi Caron, Chris MacKenzie (via phone), Jeremy Drew. CFWN staff: Tracy Turner. NDOW: Bob Haughian, Patrick Cates, Caleb McAdoo, Steve Foree. Members of the public: Don Sefton, Systems Consultants.

*Arrived after meeting started/departed before meeting adjourned.

1. Bradley called the meeting to order and conducted roll call.
2. No public comment.
3. The agenda was approved as presented.
4. Approved August 2013 minutes. Mackenzie moved to approve; Caron seconded. Motion carried.
5. Fund balance report: Turner presented the report and noted the amount available to grant.
6. Review payments to NDOW for winners' tags and fees: Caron provided a brief review of fees and charges. Haughian noted that Deputy Attorney General had done a review and deemed that NDOW can charge fees. Bradley said he'd review the statutes and asked that this item be carried forward to the June meeting.
7. Proposal review: DT #28 NDOW's funding request for \$200,000 for the Spruce Mountain Restoration project. Discussion ensued. Clarification was sought on match. Areas were clarified and discussed. Mackenzie moved to fund the project at the reduced level of \$25,000; Caron seconded. Unanimous in favor. Mackenzie affirmed it as a great project; Caron encouraged NDOW to come back with another proposal. Turner will work with NDOW to get the revised budget at the reduced amount.
8. Review status of Advisory Board members' appointment by authorizing bodies. Turner needs confirmation of each Advisory Board member's appointment. She will contact each individually for what is needed.
9. Review Systems Consultants' proposal for creating gift pdf. Sefton reviewed what it would take to generate a gift pdf after purchase of raffle tickets. Lowest possible cost was \$5,000. Consensus is not to go forward with this. No call for motion.
10. Hear Marketing Committee report. NDOW marketing committee representation was absent. Discussion ensued as to the low rate of sales as of 12/31/13—75% less than 12/31/12. NDOW staff has been great to work with. Bradley asked why a marketing budget wasn't done for 2013-14. Caron asked why no ad has been pursued for the Mule Deer Foundation magazine; the Advisors have been asking for this for over a year. Bradley requested that NDOW present an annual marketing budget and plan at the June meeting. Sefton recommended planning the budget for September 1-June 30 each year so it coincides with the sales period. Budget should be finalized at June 2014 meeting then in September of subsequent years. Suggestion is to look at baseline of \$10,000 and plan how to use that; then provide budget additions should \$20,000 be available, and the same should \$30,000 be available, etc. Bradley directed the marketing team to have a marketing meeting by May and use the 2012 budget as a template; he also requested that NDOW come back with a plan for advertising in the Mule Deer Foundation magazine. Bradley requested that Caron or Belding take on the responsibility of reporting to the Advisory Board on marketing activities via memo after each marketing meeting. Cates reported a balance of \$2,000 remaining for marketing. Nevada Proud campaign will continue with the focus shifting to selling tickets. 5-6 eblasts are coming up. Bradley noted that the eblasts last cycle really bumped up the sales. Caron noted that Dream Tags is no longer on the NDOW website; Cates and Haughian will look into this. Bradley requested that the Advisors get a list of suggestions for marketing to Turner at least a month before the meeting so she can provide that to Moiola/NDOW.

11. Hear updates on funded projects. Turner distributed a project update sheet for Advisor review. Bradley noted lack of project updates on #3. Cates said he'd contact Lee Turner to get status. Bradley requested that an item be added to future agendas for potential to cancel projects.
12. Set next meeting of Advisory Board: June 17, 2014, at 2:30 p.m. at Bradley's office.
13. Other business: Caron requested that the Community Foundation's report to Legislature also include NDOW (Tony Wasley). Bradley requested that Turner draft a letter to Attorney General Masto requesting a formal opinion on whether Open Meeting Law applies; Mackenzie offered to hand-walk it to the AG. Turner noted that people have requested giving Dream Tags raffle tickets as prizes at fundraiser raffles; Belding will monitor the process used by The Wall and then write an FAQ on how to do this. Sefton asked whether it was time to submit his final invoice to Turner; Turner confirmed yes. McAdoo asked about the year-round open RFP and whether it is specifically related to fire projects; discussion ensued about non-emergency vs. fire-related projects. Best to come with non-fire related projects in September, but it's okay to bring those projects at any time. Advisory board noted that it may be cautious about awarding too much for non-fire projects in February and May but may be more willing in September.
14. Adjourned at 5:10 p.m.