

Advisory Board on Dream Tags

Minutes for February 9, 2015, meeting

Meeting began at 2:40 p.m. Attending: Advisory Board members: Judi Caron, Dianna Belding; Chris MacKenzie, via phone. CFWN staff: Tracy Turner, Shawn Vogel. NDOW: Kim Jolly, Alan Jenne,; Patrick Cates via phone. Members of the public: Don Sefton, Systems Consultants; Ed Ryan, Mason Valley Conservation District. Absent: Bill Bradley.

*Arrived after meeting started.

1. MacKenzie called the meeting to order and conducted roll call.
2. The agenda was approved as presented.
3. September 2014 meeting minutes were approved with Caron noting that she attended via phone and a change to item 11 corrected to read "...whether Systems Consultants is still owed money by the Dream Tags Fund."
4. Fund balance report. Turner presented the report: amount available to grant of \$287,373.36.
5. Review grant proposals: The committee reviewed proposal #35 Mason Valley Conservation District. Ryan noted that he represents both Mason and Smith Valley Conservation Districts. Typical funding for projects is Congress; no money appropriated for 2015. Landowners are providing match. Dream Tags funding will provide additional help. 90% of project is on private land with 8 ranches involved. Ranchers reach where they can; backpack sprayers are required to reach places ranchers can't. Working on getting Dept. of Agriculture funding. Jenne noted a high-priority area is near by. Caron asked about labor match and why budgeted at \$2,000 per ranch. Ryan noted this cost is for overseeing employees and documenting match. MacKenzie noted that this would be a new approach for this fund, that treating weeds on private land may result in more requests for similar funding. Jenne noted that weeds don't know boundaries; catching small problems early can be a preemptive strike. NDOW's perspective is to control where weeds are. Jenne asked about coordination with NRCS; Ryan is in discussion with NRCS but doesn't know specifics; he is approaching Department of Agriculture in March for funding. Discussion ensued; Caron moved to provide \$20,000 stating more partners are desired. Belding seconded. Unanimous in favor of \$20,000.
6. Marketing report: Jolly presented NDOW's online media plan for 3/16/15-6/30/15. Caron asked about future press releases; noted nothing is scheduled in April. Noted some key days: Easter, Secretaries Day, Mother's Day. Requested one touch per month. Jolly said there is a larger eblast schedule that includes all NDOW eblasts; may be that other NDOW promotions are going out then. Jolly will find out what else is going on that those months don't have Dream Tags eblasts. Sefton received a request to identify top 2 cities in Arizona, California, Oregon, and Utah for Dream Tags chances. Several states had ties for cities. Belding asked whether NDOW was focusing only on those 4 states. Jolly noted the goal is more targeted demographics. Sefton noted that California buyers are more than the other

three states combined. Caron noted that we're going into the 4th year of the program, and Dream Tags blends in. Can something be done to make the logo stand out? Jolly said yes. Caron asked whether NDOW's attendance at Dream Tags meetings and projects funded by Dream Tags could be mentioned more often. Turner asked about sales no longer going through Application Hunt System (AHS)—two factors hitting at once. Won't be able to tell what's making helping. Does marketing plan to take into consideration no longer selling raffle chances through AHS? MacKenzie mentioned a link on HuntNevada.com to Dream Tags website—will it be there to remind people? Where? Sefton said link was the idea/intent but hasn't seen it yet. MacKenzie asked whether Dream Tags could be mentioned in confirmation emails and provide link to Dream Tags website? Sefton said yes if Bob Haughian and Maureen Hullinger approve; also mentioned that including a link in such an email may trigger it as SPAM. Cates mentioned the hard costs of the campaign and that NDOW does pro bono on Facebook, website, etc. Could do more of that.

7. Vendor agreement: Turner noted that Systems Consultants' contract ends February 2015. It is being investigated (by whom?) whether Wells Fargo can split sales; if so, this may be a means by which Dream Tags raffle chances could be sold via Application Hunt System (AHS). Sefton offered two proposals for continuing as vendor, one without AHS and one with. Mackenzie moved to go with the non-AHS option for \$4,000 now and include the ability to transition back to AHS if possible. Belding seconded. Unanimous.
8. Election of Advisory Board chair: Caron requested that this item be held over to the next agenda.
9. Status of Advisory Board member appointment: Turner noted that the Community Foundation had not received any updated appointment letters. Caron noted that the second session of Advisory Board members was to be for 2-year terms. Jolly noted that she had received appointment letters after the Fund was established. MacKenzie noted that Leo Drosdorf said he had sent MacKenzie's appointment letter but didn't know to whom. Board.
10. Refund policy: Caron moved to approve with changes made at meeting. Belding seconded. Unanimous.
11. Updates on funded projects: project #27 was reviewed by Bradley; determined to have met specified goals and expectations. #28 was reviewed by MacKenzie; determined to have met specified goals and expectations.
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13. Next meeting 2:30 p.m. Wednesday, May 6, 2015 at 6900 S. McCarran Blvd., Suite 2000, Reno.
14. Other business: Turner asked Sefton about the Dream Tags logo on his website; he said he needed a different version of the logo. Turner will have it sent to him. Caron asked whether a survey could be included on the sales page to determine how people found out about Dream Tags. Sefton will look into this.