

## Advisory Board on Dream Tags

### Minutes for May 21, 2015, meeting

Meeting began at 2:30 p.m. Attending: Advisory Board members: Bill Bradley, Judi Caron, Dianna Belding; Chris MacKenzie, Grant Wallace via phone. CFWN staff: Tracy Turner, Shawn Vogel. NDOW: Alan Jenne, Patrick Cates, Mark Freese, Teresa Moiola, Kim Jolly. Nevada Tahoe Conservation District: Dana Olsen via phone, Domi Fellers. Members of the public: Don Sefton, Systems Consultants.

1. Bradley called the meeting to order and conducted roll call.
2. The agenda was approved as presented.
3. February 2015 meeting minutes were approved.
4. Fund balance report. Turner presented the report: amount available to grant of \$411,732.47. Caron asked about temporary funds listed in the report and Turner stated that the amount is part of the \$411,732.47.
5. Review grant proposals: The committee reviewed proposal #36 NDOW – Mud and Upper and Lower Scott Springs Habitat Enhancement. Freese stated that they are working closely with Washoe County and the water rights holders on this project. There is a handshake deal for the landowners to graze the area. Discussion covered issues related to other funding that is covering the fencing material and getting documentation of the buy-in from the landowners. MacKenzie moved to grant \$25,000 and Caron seconded the motion. Motion carried unanimously contingent upon an amended budget that shows donation of controlling land interests' commitment to project. The committee also reviewed proposal #37 Nevada Tahoe Conservation District: Riparian Habitat Restoration along Rosewood and Third Creek. Discussion centered around whether this is something Dream Tags should fund. Bradley recommended the applicant submit a request to the Truckee River Fund. MacKenzie moved to fund \$2,500 and Caron seconded. Unanimous vote to decline funding.
6. Marketing report: Moiola presented information on NDOW's paid advertising efforts. Marketing targeted non-residents with proven interest in Dream Tags. Top markets were Phoenix and Tucson, AZ, Chico and Susanville, CA, and Bend and Lakeview, OR. They did not target Utah based on recommendations from the Bauserman group. Moiola stated they used 4 areas for advertising: Facebook, Google Display, a target marketing pixel, and Google search. Moiola requested Google analytics of what comes organically through the Dream Tags website. Turner stated that CFWN is not currently collecting analytics, but is planning to do so.

Moiola wanted input from the advisory board about whether to market to individuals who purchased the RES, but not the raffle. Cates said “absolutely yes” to marketing to the RES purchasers. Grant expressed concern that people are thinking RES is money going on the ground for projects. Cates suggested to market the RES twice.

Sefton noted that RES is required for Dream Tags purchases but is not intended to be just purchased by Dream Tags chances buyers. Bradley requested an agenda item for the next meeting to discuss whether people have any issues with the RES money being used to market Dream Tags.

Future advertising includes email and press release activities to occur after the next draw (May 27<sup>th</sup>), around Father's Day, and a final call to action on June 23. A podcast featuring Turner and last year's Dream Tag winner airs on the radio on Sunday (May 24) and a link is being emailed.

Sefton shared that Dream Tags is \$74,000 behind on the purchase of raffle tickets this year compared to last year. Bradley asked whether we can tell whether Application Hunt System clients have purchased from the Dream Tags site. He offered to do a longitudinal look at who is buying.

7. Review of request for refund of raffle purchase. Caron moved to return all the money from the raffle ticket purchase and MacKenzie seconded. Motion carried unanimously.
8. Review of vendor agreement for 2015-16 cycle. Turner recommended entering into a contract that mirrors the sales cycle (Aug. 1, 2015 – July 31, 2016) for \$4,334. MacKenzie moved to approve and Caron seconded. Motion carried.
9. Election of Advisory Board chair: MacKenzie nominated Bradley and Caron seconded. Motion carried. Bradley reminded everyone to email their appointing bodies regarding their reappointments for 2015.
10. Website updates for 2015: Turner reported that the current website is not mobile friendly and it will cost approximately \$1600-\$1800 to make the website more mobile responsive. She also noted that it will be less than \$100 to add google analytics. Caron moved to approve the budget for up to \$2,000. Belding seconded. Motion carried unanimously.
11. Updates on funded projects: #3: Jenne stated that they have given up on BLM and will drop the project. #7: finalizing contracts and plan to make progress by late June and early July. #34: hope to have updates by June. #33: have not spent any of the funds because other funds had to be used first. Will cancel grant and request later. Jenne will send a letter to Turner. #34: evaluating if they want to request an extension.
12. Next meeting 2:30 p.m. Wednesday, August 19, 2015, at 6900 S. McCarran Blvd., Suite 2000, Reno.
13. Other business: Bradley recommended that the future agenda include revisiting the splitting of funding – review determination of Dream Tags raffle tickets not available on website; review potential confusion of need to purchase RES; review potential legislative changes to Dream Tags program; and reconcile game and wildlife in statute.
14. Meeting adjourned at 4:50 p.m.