

## Advisory Board on Dream Tags

### Minutes for December 7, 2015, meeting

Meeting began at 2:35 p.m. Attending: Advisory Board members: Bill Bradley, Judi Caron, Dianna Belding; Chris MacKenzie, Grant Wallace via phone. CFWN staff: Tracy Turner. NDOW: Liz O'Brien\*\*, Jack Robb, Kim Jolly\*\*, Alan Jenne, Teresa Moiola, Bob Haughian\*\*. Members of the public: Don Sefton, Systems Consultants; Mike Rowan and Nora Kaufmann, Friends of Nevada Wilderness.

\*\*Indicates left before the meeting was over.

1. Bradley called the meeting to order and conducted roll call.
2. The agenda was approved as presented.
3. October 2015 meeting minutes were approved with corrections provided by Bradley, Caron, and Jolly.
4. Fund balance report. Turner presented the report: amount available to grant of \$702,398.16.
5. Review project proposals—Three projects were reviewed:
  - a. #38 Friends of Nevada Wilderness, burn area rehabilitation and restoration across northern and central Nevada (\$84,122): funding decision was postponed to the next meeting pending additional information including: breakdown for seedlings, amount of acreage, success of similar projects, sites where work will be done, mapping, any monitoring components, explanation of staff and volunteer costs, and revised budget.
  - b. #39 Dayton Valley Conservation District, sage grouse habitat enhancement project (\$22,225): funding decision was postponed to the next meeting pending additional information including: detail of subcontract component in budget, clarification of scope of work, mapping, and permit status.
  - c. #40 NDOW, seeds for 2015 wildfire habitat restoration projects (\$75,000): funded as written. \$75,000 for seeds for 2015 wildlife habitat restoration projects.
6. Updates on funded projects—Turner reported that reports on all projects are up to date.
7. Review and discussion on proposed RES placement changes on NDOW's website—Sefton presented 5 options for revising the placement and wording of the RES language. Discussion ensued. Caron moved to adopt Option 5, which modifies the initial AHS screen listing draw choices, re-orders the RES purchase

screen, simplifies and clarifies the language, with no default selection being made. Belding seconded. Unanimous in favor with the agreement that the results of these changes would be assessed at the end of the 2015-16 sales cycle.

8. Report on AHS sales obstacle research. MacKenzie reported he has not yet received a response from Tara Hagan. He requested that this item be carried to the next meeting.
9. Marketing report—Moiola reported that \$49,000 has been requested to continue the 2015-16 Dream Tags program marketing. LCB has asked for further information on the work program to use RES money for marketing the Dream Tag program. Moiola said marketing is on hold until the work program is funded. Bradley noted that the Black Friday idea was good. **Moiola** commented that last-minute-Christmas messages are coming. Robb noted that the Nevada Record Book is being marketed as is the Guzzler Book.
10. Status of reappointment of Advisory Board members—Turner reported that she has received Bradley's reappointment letter; no others have been received.
11. Review of Foundation's draft letter to Legislature—Bradley requested Turner add the funding of project #40 to the letter. All agreed the letter was ready to be sent with that addition.
12. Next meeting 2:30 p.m. Wednesday, February 10, 2016; Robb requested the meeting be held at NDOW's new office.
13. Other business—none.
14. Meeting adjourned at 5:15 p.m.