

## Dream Tags Advisory Board

### Minutes for February 10, 2016 meeting

Meeting began at 2:34 p.m. Attending: Advisory Board members Bill Bradley, Judi Caron, Dianna Belding, Chris MacKenzie (via phone); CFWN staff: Tracy Turner; NDOW: Liz O'Brien, Jack Robb, Kim Jolly\*\*, Alan Jenne, Bob Haughian, Aaron Meier. Members of the public: Don Sefton, Systems Consultants (via phone); Shaaron Netherton, Nora Kaufmann, Kurt Kuznicki, Friends of Nevada Wilderness.

Absent: Grant Wallace

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

1. Bradley called the meeting to order and conducted roll call.
2. The agenda was reviewed; Bradley requested item #8, Report on AHS-sales obstacle research, be deferred until June. Agenda was approved as amended.
3. Bradley called for approval of December minutes. Caron requested that project proposals reported in minutes include the project title and amounts funded. Caron moved to approve the minutes as amended: item #5 projects #38, #39, #40 to include project titles and amounts requested/funded.
4. Turner reported the fund balance of \$632,332.47 available to spend.
5. Sefton presented his comparison report of sales-to-date year over year. Bradley asked whether sales by month could be compared to marketing efforts. Sefton indicated page 3 of his report could be married with marketing efforts.
6. Discussion of revised proposal for project #38 presented by Friends of Nevada Wilderness; request was for \$91,103. Caron made a motion to approve the seedling portion of the project as written excluding the vehicle rental with a reduced overhead rate to 12%. MacKenzie seconded. Motion carried with a 3:1 vote. Suggestions by advisory board to Friends' representatives: compare current fence design to that of the fence being used at NDOW project #36, Upper and Lower Scott Springs; come back with a redesign of the spring enclosure portion of the project.

Advisors recommended that the RFP be modified to reflect that a 50/50 match on salaries is preferred.

7. Updates on funded projects: Turner provided an update on funded projects. Bradley commented that some projects have received multiple extensions; he suggests that projects that are not making progress be canceled so the money can be freed up for other projects.
8. Hear report from Bradley and Mackenzie on AHS-sales obstacle research. Deferred to June.
9. Status of reappointment letters for Advisory Board members: Caron reported that she was told to keep serving unless told otherwise. Bradley requested that this item be removed from future agendas.
10. Next meeting: May 3, 2016, at 2 p.m. at NDOW's office.

11. Other business:

- Bradley requested a marketing schedule of when eblasts and Dream Tags specific marketing will occur.
- O'Brien reported that the work program was funded at \$49,000. Bradley asked what "funded" means and what marketing entails if funded.
- Meier reported that NDOW has a meeting set with Bauserman Group to get a proposal for marketing; they will set a Dream Tags Marketing committee meeting.
- Meier has a calendar of when eblasts are going out.
- Meier said he would include Don on notices of marketing.
- Caron reported that NBU is willing to do an ad for free; the past ad needs to be refreshed and to NBU by March 1.
- Caron asked Robb to mention Dream Tags funding in all notices of NDOW projects that are funded with Dream Tags dollars.
- Agenda for May meeting: review marketing plan, consider grant requests

Meeting adjourned at 4:55 p.m.