

Dream Tags Advisory Board
Minutes for August 16, 2016 meeting
NDOW Main Conference Room
6980 Sierra Center Pkwy.
Reno, NV 89511

Meeting began at 2:03 p.m. Attending: Advisory Board members Bill Bradley, Judi Caron, Dianna Belding, Chris MacKenzie; CFWN staff: Tracy Turner; NDOW: Jack Robb, Kim Jolly, Alan Jenne, Lee Turner, Aaron Meier, Chris Vasey. Members of the public: Don Sefton, Systems Consultants.

Absent: Brad Johnston

**Indicates left before the meeting was over.

1. Bradley called the meeting to order and conducted roll call. Bradley noted that Brad Johnston was appointed Vice Chair of the Nevada Wildlife Commissioners and is now, therefore, the ex-officio member of the Advisory Board on Dream Tags replacing Grant Wallace. Wallace's service was noted and appreciated. Johnston was welcomed.
2. The agenda was reviewed and approved.
3. Bradley called for approval of May minutes. Belding moved to approve the minutes; Caron seconded. Unanimous.
4. Turner reported the fund balance of \$761,748.37 is available to spend.
5. Review Project proposals—Bradley noted that at the time the agenda was distributed no proposals had been received; however, NDOW submitted a proposal after the deadline. Bradley invited discussion on whether to honor late submissions. Discussion ensued. MacKenzie moved to consider the proposal even though it was submitted past the deadline; Caron seconded. Unanimous in favor. Bradley commented that the Board does expect potential grantees to submit proposals by published deadlines. The Board is still willing to consider emergency proposals and will do so out of grant cycle. Discussion ensued regarding the terms "emergent" vs. "emergency" and their different meanings. It was agreed that the term to be used should be "emergency."

Discussion on Proposal #41, submitted by NDOW, began. Jenne prefaced the discussion by saying that NDOW had determined they could not fulfill project #40 as written and, therefore, cancelled the project. TTurner noted that the Community Foundation has made that funding available for re-award; with that funding made available, the updated available-to-spend is \$836,748.37.

Jenne noted that NDOW has entered into a seed-storage arrangement with BLM that allows for one million pounds of seed to be stored. Partnership with BLM makes more seed purchase possible by joining in with BLM purchases and it ensures the seed purchased meets BLM specifications.

Discussion about this year's fire season and ways to protect habitat. MacKenzie asked whether it helps to burn cheat grass areas; Jenne said that each time a place burns it becomes harder to rehabilitate. Takes about 3 pounds of seed per acre. Proposal takes advantage of all agencies' contractors to distribute seed. Robb mentioned that there is flexibility with NDOW's helicopter; may be used for the seeding.

Bradley reminded everyone that the Dream Tags proposal is available year-round, not just during the funding cycles. Discussion about changing the term "emergent" to "emergency." All agreed "emergency" is the better term.

Caron made the motion to fund proposal #41 as written for \$100,000; Belding seconded; unanimous in favor.

6. Updates on funded projects: TTurner provided an update on funded projects. LTurner said that delays on #7 are due to NEPA. Caron reported that project #29 is exciting and is generating community involvement.
7. Systems Consultants provided preliminary sales cycle report. Sefton briefly reviewed the report and asked for questions. Caron asked with Bausermann's targeted marketing whether sales in Colorado and Oregon increased. Sefton will check.
8. Review Systems Consultants' proposal--\$4,000 for running the 2016-17 sales cycle. Bradley asked whether the 50¢ admin fee covered SCI's costs. Sefton reported that he believes it does; not upside down. MacKenzie moved to approve the proposal at \$4,000; Caron seconded; unanimous in favor.
9. Marketing report: Vasey presented the report at the meeting. Bradley requested that the report be distributed prior to future meetings so the board has time to review it. Meier reported that Bausermann will send someone to the next Marketing committee meeting to go through it line by line. Meier will set the date for the Marketing meeting. Bausermann's role through marketing was to drive people to the nvdreamtag.org website. Still need to know if they go on to the sales site and complete purchases. Sefton can't tell if they come from particular site or event. Caron wants to see how many clients on the wait list purchased raffle chances and requested a new page to the annual Dream Tags interim report depicting data regarding Dream Tags clients purchasing tickets that are actually on the Nevada Big Game waiting lists—for future marketing planning purposes. Robb noted that SCI's report shows that Dream Tags sells many more Bighorn chances than either PIW or Heritage.
10. Accounting from NDOW on amount of RES held at NDOW and amount available for marketing Dream Tags for 2016-17: Robb reported that the budget for 2015-16 was \$49K; NDOW actually spent \$51K. Budget for 2016-17 is \$51K. Sefton reported that \$62,860 was received for RES in 2015-16. Robb: overhead indirect rate for NDOW is now 27.53%; US Fish and Wildlife controls NDOW's PR dollars. Discussion ensued; Bradley asked for a breakout of \$50,062.51 and how it was used for media buys, ads, etc.

Robb reported that NDOW is not using the \$32K of RES for helicopter purchase, as mentioned at the last meeting. He noted that NDOW has the authority to use the RES but didn't exercise its authority. Bradley asked where that RES funding will go; Robb stated that it will remain in the RES pot.

Bradley, on behalf of the board, asked for earlier years' balances—with more detail of expenditures.

11. Community Foundation request for annual website update budget: TTurner requested up to \$1K annually for website updates and maintenance. Sefton noted the need to respond in a timely manner to updates to keep website secure. TTurner noted it will also help keep winners' information up to date. Bradley moved to approve \$1K for website maintenance; MacKenzie seconded; unanimous in favor.
12. Status of reappointment letters for Advisory Board members: TTurner reported that all are up to date.
13. Public comment: Caron commented on a letter from Brad Johnston asking for input on three proposals to come from the Wildlife Commission to address the problem with harvest of bighorn sheep above quota in certain hunt areas due to the issuance of statewide specialty tags. Robb explained that biology is first priority. They are open to other proposals to maintain a healthy sheep population. Bradley noted that Dream

Tags are the ones eliminated in these proposals. Robb stated that tags would be given but areas might be limited; thus, the proposals as written would make Dream Tags *not* statewide. Decision will be made in February 2017.

Bradley asked that the December agenda include discussion of the three options.

14. Next meeting: December 6, 2016, at 2 p.m. at NDOW's office.
15. Other business:
 - Caron thanked NDOW and Systems Consultants for posting the 2016 Dream Tags winners; she has heard a lot of positive feedback as a result.

Meeting adjourned at 3:38 p.m.