

Dream Tags Advisory Board  
Minutes for March 1, 2017 meeting  
NDOW Main Conference Room  
6980 Sierra Center Pkwy.  
Reno, NV 89511

Meeting began at 2:05 p.m. Attending: Advisory Board members Bill Bradley, Judi Caron, Dianna Belding; Chris MacKenzie and Brad Johnston (via phone); CFWN staff: Tracy Turner, Lauren Renda; NDOW: Tony Wasley, Jack Robb, Alan Jenne, Liz O'Brien, Chris Vasey, Jordan Neubauer. Members of the public: none.

Absent: none.

1. Bradley called the meeting to order and conducted roll call.
2. The agenda was reviewed and adjusted since Wasley needed to leave early.
3. Bradley called for approval of the December minutes. Mackenzie moved to approve. Caron seconded. Unanimous
4. Turner reported a fund balance of \$584,108.92.
5. Discussion to define how RES monies are to be used: Wasley presented a matrix NDOW had created, which contains a sampling of marketing efforts, target audiences, cost, timing, and description. He offered this as a discussion point. Regarding establishing a set value for amount to be spent on marketing the Dream Tags program, Wasley suggested \$15,000, which equals 35% of the sales of those who purchased the RES *and* Dream Tags raffle chances. Bradley asked for clarification as to whether the history of establishing the program in Legislation meant for all or only part of the RES monies to be used to market the Dream Tags program. He asked for Caron's input; she explained the intent of RES revenue would provide NDOW a funding source to market the Dream Tag (DT) program as the marketing position had been eliminated. She also noted that marketing would be key to the program and was identified as such within the DT presentation to the Legislators. She also noted importance of revenue to aide with administrative costs and the Departments potential to expand on the use of the RES stamp with the non-hunting community.

Belding referenced documentation regarding \$51,000 of the RES funding requested by NDOW from Interim Finance Committee (IFC) for the "Wildlife Program." Since only the Dream Tags program has a provision where the purchase of the RES is required, it appears the "Wildlife Program" is the Dream Tags program. Per the IFC document Belding referenced and provided, the purpose of the RES funding is for NDOW to administer the [Dream Tags] program and "to carry out the duties of the Board, which includes promoting the Wildlife program with resource enhancement stamp funds. This public outreach strategy includes promotional incentives to sportsmen through on-site public events, website advertising, print advertising, public service announcements and direct mail. Thus generating increased public awareness and potentially increasing sales through sportsmen participation in the Wildlife program." Under the Expected Benefits to be Realized section of the IFC document, the benefits are "By promoting the Wildlife program the expected benefits include greater public awareness, additional sportsmen participation, increased resource enhancement stamp sales and continued success of the program."

The Dream Tags Board members and NDOW agree that strategic marketing is more effective than spending a large amount of money on marketing. Board members reiterated their request—stated at numerous meetings in the history of the Dream

Tags program—for a planned marketing effort. Historically the Board has desired to hear NDOW's budgeted amount for marketing the Dream Tags program and to hear NDOW's plan for spending that money throughout the sales year.

Bradley voiced the Board's ongoing concern that regardless of the amount spent the Board wants reliable data showing what marketing efforts are successful and which are not. Caron noted that she personally has made a calendar of announcements sent by NDOW that she has received marketing the Dream Tags program; she also noted how those marketing pieces have resulted in an uptick in sales each time.

Wasley noted that many of the marketing efforts included in the matrix he presented are being done by NDOW at no cost impact to the RES monies. All agreed that marketing must be strategic and drive people to purchase raffle chances. Bradley expressed appreciation for the matrix and said that it will help define issues discussed at the 3/8/17 marketing team meeting.

Caron requested a list from NDOW of free ads for the holidays; she requested it in time for the 3/8/17 marketing team meeting.

Johnston requested clarification on the Board's role in influencing marketing efforts for Dream Tags. He noted that NDOW is tasked with the administration of the Dream Tags program and the Community Foundation is responsible for the projects. He asked why the Board is involved in the marketing discussion. Bradley explained that clear ideas presented in Legislation got muddled in amendments and that much history exists behind the numbers. Caron referenced the Dream Tags job descriptions, which were created at the formation of the Dream Tags program. Bradley reiterated that everyone involved wants the Dream Tags program to work. Mackenzie explained that RES and Dream Tags are all part of the same Legislation; one begot the other. He expressed the concern is keeping the Dream Tags program viable after having lost the ability to sell tickets via AHS (Application Hunt Site). Mackenzie also expressed that NDOW's efforts on behalf of the Dream Tags program is greatly appreciated.

6. Discussed establishing a maximum overhead rate for proposals: Discussion included a review of the December minutes regarding UNR's overhead rate and Swanson noting that UNR could adjust the overhead rate if the granting organization had a policy establishing a maximum. Mackenzie made a motion for establishing a maximum overhead rate of 22%; Bradley seconded for the sake of discussion. The motion died. Caron requested that the item be postponed pending gathering of additional information on customary admin rates.
7. Discussed suggested changes to request for proposal for future cycles: Caron presented her suggested changes, which include a box for admin use and a place for proposing organizations to indicate whether the proposal is for emergency funding, as well as other narrative changes to assist with clarity. Belding moved to approve. Mackenzie seconded. Unanimous.
8. Review project proposals. None received.
9. Updates on funded projects: Turner provided updates. No questions.

10. Discussion of 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 issuance of statewide specialty tags: This item was a carry-over from the December meeting. Robb explained that a decision has already been made.
11. Marketing report: this item was deferred. Robb asked whether Systems Consultants and MeshCreative has communicated and addressed the issue of getting the two websites, [nvdreamtag.org](http://nvdreamtag.org) and [huntnevada.com](http://huntnevada.com) to communicate so that we'd know where we might be losing potential purchasers. Turner will follow up with Sefton and Sperka.
12. Review accounting from NDOW on amount of RES held at NDOW and amount available for marketing Dream Tags for 2016-17: Discussion on this item flowed from Item #5. Wasley said that funding allocated for Dream Tags marketing matches the fiscal year, August-July. Wasley said NDOW has allocated \$15,000 for Dream Tags marketing for the 2016-17 sales cycle and will allocate the same amount for the 2017-18 sales cycle. This amount is based on the explanation Wasley provided in Item #5: \$15,000 equals 35% of the sales of those who purchased the RES and Dream Tags raffle chances. O'Brien stated that the RES dollars are to be used for programs under Conservation Education at Vasey's discretion. The Board expressed appreciation for knowing how much has been and will be allocated; this is the first time a definitive number has been provided.
13. Review and discuss SB 75, which makes various changes relating to NDOW (BDR 45-139): Wasley explained that this is an NDOW-sponsored bill that is designed to streamline reporting. Caron noted that NDOW took it upon themselves to recommend changes to the Community Foundation's reporting without asking the Community Foundation for input. Caron expressed concern for transparency if all reporting is done electronically; she is concerned that the change would cause a loss of history and that access to public records may be lost. Bradley described the Dream Tags program as an unusual program with an unusual report. The Board consensus is that the original reporting format be maintained as it doesn't preclude electronic reporting—both electronic and paper methods can be (and currently are) used for reporting. Turner said that paper reporting places no burden on the Community Foundation. Wasley said he would have NDOW withdraw the language.
14. Discuss Ex Officio board member voting vs. non-voting privileges: Bradley noted that the Board has been operating under the assumption that the ex-officio member couldn't vote. Research into the formation language revealed no direction on that point. Caron moved that the ex-officio member should have full voting rights. Mackenzie seconded. Unanimous.
15. Next meeting of the Advisory Board was set for June 21, 2017, at 2 p.m. at NDOW.
16. Other business:
  - Turner announced the next marketing team meeting is March 8, 2017, at 2 p.m. at NDOW.
  - Robb brought up the language on the purchase site inserted last year in an effort to clarify that the RES was only required to purchase Dream Tags raffle chances. He indicated that the language change isn't working and intends to direct the vendor to change the default to "no." Bradley requested that this item be discussed at the marketing team meeting on March 8. Robb said NDOW is going to make the change; he said he believes it will not affect raffle sales.

Meeting adjourned at 4:00 p.m.