



**COMMUNITY
FOUNDATION**
of Western Nevada

Advisory Board on Dream Tags Meeting
May 3, 2016, at 2:00 p.m.
NDOW 6980 Sierra Center Parkway, Ste. 120, Reno, NV 89511.

1. Welcome
2. Approve the agenda
3. Approve February minutes
4. Hear fund balance report
5. Review project proposals (none received to-date)
6. Hear updates on funded projects and review status reports due: #35 Mason Valley Conservation District (Mackenzie)
7. Hear marketing report of when eblasts and Dream Tags-specific marketing will occur and on success to-date of marketing by Bauserman Group
8. Discuss and plan for 2016 Dream Tags coordinated winners press release
9. Hear request for annual website update budget and expenditures for 2016 to date
10. Review proposal from Mesh Creative to do website updates to refresh stories and photos
11. Review status of reappointment letters for Advisory Board members
12. Hear report from Bradley and Mackenzie on AHS-sales obstacle research
13. Comments from the public to CFWN via phone
 - a. Ken Gearheart (Wisconsin), 4/6/16, would like to be able to buy raffle chances for others without letting them know he's purchasing/purchased them. "Anything that will put more money on the ground for wildlife would be good."
14. Set next meeting of Advisory Board
15. Other business
16. Adjournment

Call-in number is 712-432-1500; PIN is 865321#

Community Foundation of Western Nevada
Community Foundation of Western Nevada
Phone 775-333-5499 // fax 775-333-5487
50 Washington Street, 300, Reno, NV 89503

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.

Community Foundation of Western Nevada

May 3, 2016

3:05 PM

Financial Position & Fund Activity

Page 1 of 2

Fund Activity Ending April 30, 2016
The Dream Tags Charitable Fund

	Quarter to Date	Year to Date	PY
Current Year Position			
Assets			
Money Market Account		\$755,780.68	
PIMCO		\$50,394.53	
Edward Jones Investment Pool		\$9,328.42	
Investment Pools		\$112,821.18	
Other Assets			
Total Other Assets		\$0.00	
Receivables to Fund		\$0.00	
CFWN Assets		\$0.00	
STMT ONLY Total Other Assets		\$0.00	
Total Assets		\$868,601.86	
Liabilities			
Grants/Scholarships Payable		\$190,410.66	
Future Grants/Scholarships Payable		\$0.00	
Grants Payable		\$190,410.66	
Accounts Payable		\$0.00	
Administrative Fees Payable		\$0.00	
Total Liabilities		\$190,410.66	
Fund			
Permanent Funds		\$0.00	
Temporary Funds		\$7,763.20	
Designated Restricted Funds		\$59,000.00	
Unrestricted Funds		\$611,428.00	
Fund Balance		\$678,191.20	
TOTAL FUNDS & LIABILITIES		\$868,601.86	
Current Year Activity			
Contributions & Revenue			
Gifts	\$0.00	\$9.70	\$0.00
Realized/Unrealized Gains (Losses)	\$0.00	(\$58.33)	\$2,525.14
Interest/Dividends	\$0.00	\$431.84	\$301.93
Miscellaneous	\$0.00	\$109,075.00	\$19,800.00
Total Income	\$0.00	\$109,458.21	\$22,627.07
Distributions			
Grants	\$0.00	\$133,642.48	\$0.00
Investment Management Fees	\$0.00	\$34.86	\$5.89
CFWN Administration Fees	\$0.00	\$1,963.58	\$0.00
Expenses to Fund	\$0.00	\$180.00	\$0.00
Expenses to Fund	\$0.00	\$180.00	\$0.00
Total Expenses	\$0.00	\$135,820.92	\$5.89
Net Current Year Activity	\$0.00	(\$26,362.71)	\$22,621.18
NA at Beg of Yr	\$678,191.20	\$704,553.91	\$580,536.70

Fund statement is unaudited, reports
from investment entities are pending

Community Foundation of Western Nevada

May 3, 2016

3:05 PM

Financial Position & Fund Activity

Page 2 of 2

The Dream Tags Charitable Fund

Type	Name	Date	Amount
Gift	Music Mood Productions	02/02/2016	9.70
		Gifts Total	\$9.70

The Dream Tags Charitable Fund

Type	Name	Date	Amount
Grant	State of Nevada, Department of Wildlife	01/08/2016	\$75,000.00
Grant	Friends of Nevada Wilderness	02/22/2016	\$58,800.80
Grant	Mason Valley Conservation District	04/22/2016	(\$158.32)
		Grants Total	\$133,642.48

Dream Tags Projects – Status updates 5/3/16

Bold = update since last report.

#7 NDOW, \$25,000, Aug. 2012, Overland Pass/Big Wash Sage Grouse and Mule Deer Habitat Improvement Project (Lee). Quarterly report received in June. No reimbursement requested. 6/2013: extension requested to 6/2014; granted. 6/2014: extension requested to 6/2015; granted. Project update NDOW requested another extension to 6/2016.

#29 Carson City School District, \$4,748, June 2014, Quill Canyon Restoration Site—**report received; requested budget reallocation to use seed and work-hours money for herbicide application.**

Approved.

I am writing this note to request a budget change. May we move seed and work hours money to pay for herbicide application for this year. I know it was not budgeted but seeing the success we had last year, spraying is necessary. The City has committed to donating the seed we will use in the spring and we do not need any extra work hour this year. Please let me know if you have any questions. Things are going very well with the project, we look forward to the student-generated plant counts and reports in the spring.

Julie Koop

#31 Paradise Sonoma Conservation District, \$26,000, June 2014, Santa Rosa Restoration and Rehabilitation. Steve Weaver requested extension for one year because of lack of rain in 2014-15 season. **Received report 2/16/16 and forwarded to Dianna.**

#35 Mason Valley Conservation District, \$20,000, Feb. 2015, Walker River Noxious Weed Control—**report received; project completed. Awaiting Mackenzie's project evaluation.**

#36 NDOW, \$25,000, Mud & Upper and Lower Scott Springs Habitat Enhancement Project. Need advisor assigned to monitor reports.

May 2015 - approved installing google analytics manually
 January Feb. 2016 Wordpress security updates

#8

MeshCreative

COLLABORATIVE DESIGN

3983 S McCarran Blvd #405
 Reno NV 89502
 Tel: 775.348.5880

- I asked 3/2016 - If we could fix
 Winners @ column - estimate
 2 to 4 hours work @ \$70. per hour.
 - waiting for OKay

Invoice

DATE	INVOICE NO.
2/29/2016	3948

BILL TO
Community Foundation of Western Nevada Att: Tracy Turner TTurner@cfwnv.org

TERMS	DUE DATE	PROJECT
Incremental	2/29/2016	

ITEM	QTY	RATE	DESCRIPTION	AMOUNT
1404	2	90.00 7.725%	NVDREAMTAG Wordpress Plugin and Security Updates - February 2016 Website Maintenance: Wordpress Plugin and Security Updates Sales Tax	180.00 0.00

It's always a pleasure working with you!	Total	\$180.00
	Payments/Credits	\$0.00
	Balance Due	\$180.00



COMMUNITY
FOUNDATION
of Western Nevada

#9

From: Milan Sperka [<mailto:msperka@meshcreative.com>]
Sent: Wednesday, March 23, 2016 11:48 AM
To: Margaret Stewart
Subject: Re: Recent Winners

We actually charge \$90/hour so \$180-\$360. If you want to play it safe, go with the high number, and if it turns out to be less, it will be a good surprise.

Milan

From: Milan Sperka [<mailto:msperka@meshcreative.com>]
Sent: Wednesday, March 23, 2016 10:22 AM
To: Margaret Stewart
Subject: Recent Winners

Margaret, Elaine and I chatted and this is what transpired.

1) This is how it SHOULD work:

- Featured image should be from the latest post in the "Winners" category
- Featured image should click through to the latest post in the "Winners" category
- Excerpt should be from the latest post in the "Winners" category
- "See all winners" should go to a page that lists every post in the "Winners" category
- Also, we should have an additional "Read more" link after the excerpt text, so it's easy to tell if you're clicking through to read that story or if you're clicking through to read all the Winners stories.

2) What the code is set up to do instead:

- The featured image is from a 2014 post
- The links are all for the 2014 post
- It's looking for the excerpt of the 2014 post

I think what we should do is make #1 happen. It should take only an 2-4 hours of work.

Please advise.

Thank you.

Milan Sperka - Creative Happy Go Lucky
MeshCreative

t 775 348 5880
f 775 398 1594
www.meshcreative.com

Community Foundation of Western Nevada
Community Foundation of Western Nevada
Phone 775-333-5499 // fax 775-333-5487
50 Washington Street, 300, Reno, NV 89503