



**COMMUNITY
FOUNDATION**
of Western Nevada

**Advisory Board on Dream Tags Meeting
August 16, 2016, at 2:00 p.m.
NDOW 6980 Sierra Center Parkway, Ste. 120, Reno, NV 89511.**

1. Welcome
2. Approve the agenda
3. Approve May minutes
4. Hear fund balance report
5. Review project proposals (none received)
6. Hear updates on funded projects
7. Systems Consultants preliminary report on 2015-16 Dream Tags sales
8. Review and approve Systems Consultants proposal for the 2016-17 sales cycle
9. Hear NDOW marketing report for 2015-16 sales cycle (Bauserman Group, RES work program allocations, expenditures summary)
10. Accounting from NDOW on amount of RES held at NDOW and amount available for marketing Dream Tags for 2016-17
11. Hear request from Community Foundation for \$1,000 annual website update budget
12. Review status of reappointment letters for Advisory Board members
13. Set next meeting of Advisory Board
14. Other business
15. 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 May 3, 2016 meeting
NDOW Main Conference Room
6980 Sierra Center Pkwy.
Reno, NV 89511

Meeting began at 2:22 p.m. Attending: Advisory Board members Grant Wallace (via phone), Judi Caron, Dianna Belding, Chris MacKenzie; CFWN staff: Tracy Turner; NDOW: Liz O'Brien, Jack Robb, Kim Jolly**, Alan Jenne, Bob Haughian, Teresa Moiola. Members of the public: Don Sefton, Systems Consultants; Sean Shea, Gil Yanuck.

Absent: Bill Bradley

**Indicates left before the meeting was over.

1. MacKenzie called the meeting to order and conducted roll call. MacKenzie gave a brief overview of the Dream Tags meetings for the members of the public present.
2. The agenda was reviewed and approved.
3. MacKenzie called for approval of February minutes. Turner noted a clarification to Item #8 was added "Hear report from Bradley and MacKenzie on AHS-sales obstacle research." Caron moved to approve the minutes as amended.
4. Turner reported the fund balance of \$678,191.20 available to spend.
5. Review Project proposals—Turner reported none had been received, so none were to be reviewed.
6. Updates on funded projects: Turner provided an update on funded projects. MacKenzie provided a review of completed project #35: Mason Valley Conservation District, stating that the project has been completed within budget and had met expectations.
7. Marketing report: Caron noted the lack of cohesive marketing for Dream Tags. Sefton reported that he is doing analysis to see how people are coming from the NVDreamTag.org to HuntNevada.com. Robb noted that three separate systems that are not meant to work together are involved; no engine exists to link all three systems. Belding noted that somewhere between NVDreamTag.org and HuntNevada.com people are leaving rather than purchasing raffle chances. Moiola and Jolly noted the lack of visual continuity between NVDreamTag.org and HuntNevada.com; they said this may result in concerns by potential purchasers that they are being redirected to an unrelated site. Moiola said the ads are definitely leading people to NVDreamTag.org. Sefton expressed desire to attend Marketing meetings so he can be in the know on marketing discussions, strategies, and decisions. Sefton also said that he could add visual elements to HuntNevada.com's Dream Tags page to add visual continuity. Three action items resulted: 1) Sefton will improve visual continuity on HuntNevada.com so that it makes a clear connection to NVDreamTag.org; 2) Sefton and Moiola will get/analyze information with query string from NDOW; 3) Moiola/NDOW will invite Sefton to Marketing meetings.

Caron also mentioned the need for a marketing plan at the beginning of the Dream Tags sales cycle (August) vs. waiting until January to March of the sales cycle. Moiola said there's no way to create a resource/marketing plan without knowing how much funding is available from RES for marketing efforts. Turner reminded the group that Bradley had requested a \$10,000/\$20,000/\$30,000 series of plans so the plan could launch with however many dollars are available. Moiola said it would be a burden on staff to create such a plan without knowing what would be implemented. Robb said we don't know the return on investment for marketing.

8. Discussion of plan for 2016 coordinated winners press release: Haughian said the draw will take place on July 6, 2016, and results will go to Turner by July 7. Moiola said that NDOW cannot prepare press release until winners are notified. Turner and Haughian will review the steps for notification established to see what's missing or could be augmented to help this situation. Action: Turner & Haughian review notification process.
Caron asked why winners aren't posted on HuntNevada.com. Jolly said historically because it's a raffle. MacKenzie noted that if NDOW can market that raffle opportunity is available, why can't it also post the winners? Sefton said he would post the winners with direction from NDOW. O'Brien said she wants to get a ruling from the DAG before doing this. Caron cited NRS 502.500. Action: O'Brien will get ruling from DAG about posting winners to HuntNevada.com.
9. Annual website security updates: Turner requested the board approve an invoice from Mesh Creative for \$180 to security updates made to NVDreamTag.org in February. Caron moved to approve; Belding seconded; unanimous in favor. Turner requested that the board consider an annual budget item for website updates. MacKenzie requested the item be included on the next agenda.
10. Proposal from Mesh Creative for website updates: Turner presented a proposal for refreshing the images and various links on the NVDreamTag.org website to bring the winners up to date. Sefton recommended changing the winners matrix so that species is across the top and years are down the side to allow for more years of recording. Dianna moved to approve up to \$500 for this work; Caron seconded. Unanimous in favor.
11. Status of reappointment letters for Advisory Board members: O'Brien reported she'd been contacted by LCB asking for appointment letters from the Advisory Board on Dream Tags. MacKenzie explained those letters must come from the appointing body. O'Brien requested Caron and Belding send letters to LCB requesting reappointment. Caron said she had done that and was told to continue serving and would send O'Brien a copy.
12. Report from Bradley and MacKenzie on AHS-sales obstacle research: MacKenzie reported he has placed calls to the Treasurer's office but has not received a reply.
13. Public comment: Turner reported on a phone call with Ken Gearheart who wanted an option for buying raffle chances for others; discussion ensued. It was determined that a new sportsman ID could be created to accomplish this purpose.
Robb reminded the Advisory Board members that the meeting had been moved to May to accommodate a possible proposal from NDOW for the purchase of a helicopter. Robb described the situation that resulted in NDOW deciding not to submit a proposal; that situation included a decision to use \$32,000 of RES monies to fill the funding gap for the purchase of the aircraft. Discussion ensued. Robb stated that RES is "float" money; there is no statutory language that dictates it is for marketing. MacKenzie asked whether the RES monies could be used for a cause that NDOW identifies. Robb stated that it was a "gentlemen's agreement" that some of the RES would be used for Dream Tags marketing, not statute. Caron noted the lack of accountability from NDOW for how the RES monies have been used; the Advisory Board has previously requested an actual line-item comprehensive breakdown of use, but NDOW has not provided that. Robb stated there is currently \$87,000 in the RES account. MacKenzie requested that the amount available for marketing be presented at the September meeting. If \$87,000 is in the RES, how can NDOW and the Advisory Board not know how much money is available for marketing the Dream Tags program?

Caron noted a new NAC section, Grant Program, for requesting money from NDOW for RES dollars. She wants to learn the process for requesting money for marketing. Action: Caron will research this.

14. Next meeting: August 16, 2016, at 2 p.m. at NDOW's office.

15. Other business:

- Robb provided a hand-out summarizing Specialties Tags, SST-PIW-DT and RES, for 2015 and 2016.
- Marketing idea to send post card to 55+ since they may not use email. Action: Moiola will look into this.
- Caron complimented Wallace for grant cycle for Heritage account. More projects were presented than funding was available. She noted the Lincoln County project. She asked Wallace to let applicants know that they can apply to Dream Tags for funding.

Meeting adjourned at 4:50 p.m.

Fund Activity Ending July 31, 2016
The Dream Tags Charitable Fund

Item # 4

Current Year Position	Quarter to Date	Year to Date	PY
Assets			
Money Market Account		828,111.03	
PIMCO		50,000.00	
Edward Jones Investment Pool		9,000.00	
Investment Pools		110,000.00	
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		938,111.03	
Liabilities			
Grants/Scholarships Payable		176,362.66	
Future Grants/Scholarships Payable		0.00	
Grants Payable		176,362.66	
Accounts Payable		0.00	
Administrative Fees Payable		0.00	
Total Liabilities		176,362.66	
Fund			
Permanent Funds		0.00	
Temporary Funds		7,763.20	
Designated Restricted Funds		59,000.00	
Unrestricted Funds		694,985.17	
Fund Balance		761,748.37	
TOTAL FUNDS & LIABILITIES		938,111.03	
Current Year Activity			
Contributions & Revenue			
Gifts	0.00	9.70	0.00
Realized/Unrealized Gains (Losses)	0.00	564.84	(524.65)
Interest/Dividends	0.00	849.05	285.52
Miscellaneous	0.00	200,425.00	25,490.00
Total Income	0.00	201,848.59	25,250.87
Distributions			
Grants	0.00	137,684.48	0.00
Investment Management Fees	0.00	122.75	37.46
CFWN Administration Fees	0.00	6,306.90	1,146.20
Expenses to Fund	0.00	540.00	360.00
Expenses to Fund	0.00	540.00	360.00
Total Expenses	0.00	144,654.13	1,543.66
Net Current Year Activity	0.00	57,194.46	23,707.21
NA at Beg of Yr	761,748.37	704,553.91	714,008.16

Available to spend

Fund statement is unaudited, reports from investment entities are pending

Dream Tags Projects – Status updates 8/16/16

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. **NDOW requested another extension to 6/2017; granted. July report said work should be completed in next 3 months.**

#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. Requested change of scope. Approved with Dianna's confirmation.

Goals/results expected for the project as stated in the original proposal: Rehabilitation of critical Sage grouse habitat damaged by fire

No new report. Bettina Scherer took over this project from Steve Weaver. Bettina emailed 8/1/16 and apologized for the delay in reporting. Tragically, Bettina's boyfriend/fiancé, Jacob O'Malley, was one of the wildland firefighters killed in the single-engine incident off of 140 northwest of Winnemucca on 7/10/16.

#36 NDOW, \$25,000, Mud & Upper and Lower Scott Springs Habitat Enhancement Project.

Item # 8



Systems Consultants

August 3, 2016

Tracy Turner
Chief Philanthropy Officer
Community Foundation of Western Nevada
50 Washington Street
300-A
Reno, NV 89503

Tracy,

On Tuesday, July 19, 2016 at 10:43 AM you sent an eMail requesting a new proposal for Dream Tag Ticket Sales between Systems Consultants (SCI) and the Community Foundation of Western Nevada (CFWNV) for September 1, 2016 to July 31, 2017.

The sales continue to be confined to those on the Standalone web site (no sales through the AHS draw application web sites we run for NDOW). The annual fixed cost charge to CFWNV will again be \$4,000.00. This would cover the incidental maintenance we perform on the web site, but any specific enhancements would be treated as we did when Judi and Dianne requested an enhancement to produce letters to ticket purchasers as part of the standalone site functionality. Namely, we quoted a firm fixed price for development. In that instance, the ROI was determined by the Dream Tag Committee not to justify the additional cost and we did not proceed. No charge was made for the estimate. We would continue to pay our incremental operational expenses (including credit card discount fees) via the \$.50 per ticket "convenience fee" that we retain.

I think in all other respects (including the daily reconciliations we currently provide, the additional spreadsheet information about clients we provide, the handling of phone calls from customers, the existing "convenience" fee that is charged), the current agreement could be re-adopted.

Sincerely,

Donald H. Sefton
Principal
Cell (Private): (775) 690-5621

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