

Advisory Board on Dream Tags
Minutes for January 19, 2012, meeting

1. Meeting began at 2:29 p.m. Attending the meeting: Advisory Board members: Bill Bradley, Dianna Belding, Judi Caron; via phone: Chris MacKenzie and Jack Robb. NDOW staff: Kim Jolly, Maureen Hullinger, Teresa Moiola. CFWN staff: Chris Askin, Tracy Turner. Public: Don Sefton, Assemblywoman Debbie Smith.
2. Agenda approved: Caron 1st
3. No public comment
4. Review and comment upon draft Proposed Regulation: Bradley: Maureen has received “final.” Decide how to proceed. Hullinger: section by section. Section 2: definitions; no changes. Section 3: fees; language cleaned up. Caron moved to amend section 5.2: “...returns the Dream Tag to the private entity two days prior to the first day of the open season...” MacKenzie seconded. Unanimous in favor. Caron moved to amend section 10.2.d: “...returns the **drawn** tag to the Department...” MacKenzie second. Unanimous in favor. Caron moved to add a new line that will now be section 8, which will read: “To clarify season dates of Dream Tags to be consistent with PIW season language,”. Belding seconded. Unanimous in favor. Caron motioned to delete section 3.2, 3.3, & 3.4 Belding seconded. Discussion ensued. 3 in favor, 1 opposed (MacKenzie). Section 4.2 & 4.3 have been changed from 2 to 1.
5. Hear marketing committee report: Committee met twice in January. Developed program tactical, strategic, goals. Distributed marketing plan to Advisory Committee & reviewed it. Distributed draft flyer to Advisory Committee. Website nvdreamtag.org is registered with godaddy.com. Suggestion: change website to “coming soon” rather than having a specific date of 3/19. Social media: create Facebook page. Use current NDOW twitter account. Discussion regarding budget. Askin: who would CFWN pay? Moiola: Vendors, i.e. A. Carlisle, Glenn Group. Askin: Percentage of revenue as marketing is significant discussion. Moiola: print is most of the expense. Bradley: Transfer ownership of domain name to CFWN. Sefton to send eblast to his contacts that buy raffles on behalf of others. Jack Robb: Questions regarding cutting confusion between Silver State & Dream Tags. Bradley asked Moiola to send committee the Silver State materials.
Unfunded marketing priorities total \$11,500.
6. Review revised CFWN draft report to Nevada Wildlife Commissioners: Askin pointed out revisions and additions. Item 2a: “The term of the agreement shall be for three years.” Item 2b: “Renewal shall be subject to Nevada legislative changes that impact the Dream Tags program.” Item 2c removed. Item 4b: “Programming **enhancements** to AHS Web Site.” Section 5c: changed to “Toll-Free telephone charges.” Section 6c: added “including name, address, and other contact information including phone and/or email”; item 3. “Dream Tag” has been changed to “Dream Tags” where relevant. Caron moved to approve draft report as written to go to commission and legislature. Belding seconded. Unanimous in favor.
7. Review vendor protocol for selecting alternate raffle winners: Sefton recommended referencing vendor protocol rather than including it. MacKenzie motioned to approve, Caron seconded. Unanimous in favor.
8. Next meeting: Thursday, February 23, 2012 at 2:30 p.m. at CFWN if necessary.
9. Public Comment: None
10. Other business: None

Meeting was adjourned at 4:20 p.m.