

Advisory Board on Dream Tags  
Minutes for November 20, 2012, meeting

Meeting began at 2 p.m. Attending: Advisory Board members: Bill Bradley, Dianna Belding, Judi Caron; via phone: Chris MacKenzie; absent: Jeremy Drew. CFWN staff: Tracy Turner. NDOW: Bob Haughian, Teresa Moiola. Members of the public: Milan Sperka, Mesh Creative; Don Sefton, Systems Consultants; Maria Mircheva, Sugar Pine Foundation.

1. Bradley called the meeting to order and conducted roll call.
2. Public comment.
3. The agenda was approved as presented.
4. Approve September minutes. Caron moved to approve; Belding seconded. Motion carried.
5. Fund balance report: Turner noted that \$113,819 is available to grant. Bradley asked that expenses year-to-date be detailed for future meetings.
6. Presentation from Mesh Creative on interactive map for NVDreamTag.org website. Sperka presented ideas. Discussion ensued regarding detail of maps to include and how they should be displayed: by county, by hunt unit, by quadrant, or by a combination thereof. It was determined that the maps should not be intended for use as defining specific hunt areas and a disclosure on the site will be included reinforce that. Concerns stated related to costs to redesign the maps should hunt units change. Most visitors to the site are hunters, so using hunt units may make sense; however, counties would help those who are not hunters. Goal is to make the site useful, not busy. Cautions were expressed about providing accurate maps to Sperka to ensure he is able to do a thorough job. Approximate cost to develop the map portion is \$15,800. Sperka was excused from the meeting. Concerns were expressed as to whether paying for the map tool is the best use of Dream Tags assets. Bradley requested a meeting with Sperka to talk about optional ways to do the map tool. Turner will set up the meeting. Caron expressed interest in attending.
7. Proposal #25, Sugar Pine Foundation, review and funding consideration. Committee thanked Mircheva for submitting proposal. Discussion ensued. Caron moved to decline funding; Belding seconded. Motion carried.
8. Revisions to Frequently Asked Questions document. Goal is to make FAQ the same on Systems Consultants' website and NVDreamTag.org website. Haughian noted additional edits to the document presented. Turner asked for clarification on one of the FAQ. Discussion ensued. Additional changes were noted to clarify answers and make them consistent. Mackenzie moved to adopt the FAQ with changes noted. Caron seconded. Motion carried.
9. NDOW/Systems Consultants' Lessons Learned document: Discussion around success of timing of marketing messages and number of unsubscribes—Moiola noted that when marketing messages were combined with news items the number of unsubscribes dropped. Suggested keeping timing of eblasts relevant to holidays, Father's Day, and significant events to increase raffle ticket purchases. Sefton asked whether NDOW needs updated email lists. Moiola said yes. Discussion regarding the suggested payment schedule from the Foundation to NDOW for tag and license fees for Dream Tags winners. Haughian and Turner will work out the details. Bradley asked that this line from Lessons Learned #6 Proposed for July 5 be removed: "Intent is to allow payment to be made to NDOW prior to SCI's mailing of tags to winners, therefore eliminating the 'promissory letter.'" Mackenzie moved to accept Lessons Learned as discussed and amended; Caron seconded. Motion carried.
10. NDOW updated on website and improvements to keep stakeholder interest: Moiola reported that NDOW is converting to a content management system. Old website is on hold until the new is ready, which will be before the end of 2012. Dream Tags will be the first rotator on the NDOW website. Caron noted that she has heard many complaints from stakeholders that they are unable to find on NDOW's website who won Dream Tags. Moiola noted that a link had

been in the “latest news” section but limitations of the old website prevented further announcements. She also noted that an email blast could have been done and made note to do that in 2013. Caron requested that stories be posted that will motivate more purchases. Congratulated NDOW on the Public Relations Society of America award for Dream Tags campaign. Sefton noted that every eblast generated a spike in ticket sales.

11. NDOW marketing report: Moiola noted marketing plans and activities for Dream Tags sales that include eblast for Black Friday; eblast scheduled for mid-December. Ads in fishing and hunting guides. Also renewing Wild Sheep Foundation and RMEF newsletter ads. Purchasing Mule Deer Foundation ad. Marketing also will be in NDOW publications and at the January sheep show and February shows. NDOW has a banner advertising Dream Tags; Moiola suggested putting a QR code on the banner. Caron suggested buying advertising for the Las Vegas Fraternity of Desert Bighorns banquet.
12. Purchase of two laptops for marketing sales of RES and Dream Tags. Purpose of this purchase is to have stations available—separate from NDOW’s stations so as not to interfere with NDOW’s activities—that go only to Dream Tags purchasing website so patrons can buy tickets on the spot. Discussion as to whether two computers are needed to be available for concurrent but separate events. Haughian said NDOW typically chooses to attend one event, so both computers could be available at the same event. Intent is that computers would be staffed by volunteers, not NDOW staff. Mackenzie moved to allocate up to \$1,250 to purchase two basic laptops and potentially a printer to facilitate transactions at shows and events. Belding seconded. Motion carried.
13. Authorized individuals to sell Resource Enhancement Stamps. NRS mentions persons other than NDOW personnel to sell stamps. After discussion, it was determined that volunteers on behalf of Dream Tags could assist and facilitate consumers in purchasing Resource Enhancement Stamps and Dream Tags raffle tickets. Board agreed to maintain distinction. No action was taken.
14. Comments on proposal review process. Item was deferred until the next meeting.
15. Next meeting set for 2 p.m. on Tuesday, March 19, 2013. Location to be Bradley’s office.
16. Committee or staff comments: Turner reported that two grantees still need to turn in required paperwork to activate their grants. Bradley suggested a clause be included in agreement letters that states a grant cancellation date if items aren’t secured in a timely manner. Haughian noted that Kim Jolly had been appointed as NDOW liaison for Advisory Board on Dream Tags.
17. No other business
18. No public comment.
19. The meeting adjourned at 4:40 p.m.