

Advisory Board on Dream Tags
Minutes for June 19, 2013, meeting

Meeting began at 2:15 p.m. Attending: Advisory Board members: Bill Bradley, Dianna Belding, Judi Caron, Chris MacKenzie. Absent: Jeremy Drew. CFWN staff: Tracy Turner, Chris Askin*. NDOW: Aaron Meier. Members of the public: Don Sefton, Systems Consultants. Via phone: Jelindo Tiberti* and Jackie Ertel* of Fraternity of Desert Bighorn.

*Arrived after meeting started/departed before meeting adjourned.

1. Bradley called the meeting to order and conducted roll call.
2. No public comment.
3. The agenda was approved as presented.
4. Approved September 2012 and March 2013 minutes. Caron moved to approve; MacKenzie seconded. Motion carried.
5. Fund balance report: Turner presented the report and noted the amount received in raffle ticket sales to date. Turner also noted that sales increases are evident near holidays and when promotions are run by NDOW. Sefton noted that it is normal for a sales drop-off as programs age—and then stabilize. Bradley asked that future reports show the amounts held in reserve and in investments.
6. Discussion on investment of a portion of Fund assets: Askin provided a Return on Investment handout and discussed strategies for investment of Foundation assets in general. He suggested the Advisory Board consider investing portions of the Dream Tags Fund assets. He noted that assets are completely liquid. Discussion ensued and MacKenzie made a motion to invest the Fund reserve for operations in the long-term strategy and an additional \$50,000 in the short-term strategy. Caron seconded. Motion carried.
7. Proposal review: DT #26 Fraternity of Desert Bighorns' proposal for funding work performed on Delamar 6. Discussion ensued as to the timing of receiving the proposal and the timing of the work proposed. The Advisory Board noted that it continues to be a challenge to let organizations know that Dream Tags funding is available for emergency situations and that organizations may submit proposals at any time to meet emergency needs. Tiberti and Ertel joined the meeting via phone to respond to questions by the Advisory Board. Further discussion resulted in MacKenzie's motion to approve the project as written; Belding seconded. Motion carried. Discussion resulted in the decision to include a line in future requests for proposal that notes funding will not be provided for work performed before grant funding is approved. Caron noted that grantees' websites and promotional materials should include recognition of Dream Tags support.
8. Comments on NDOW's website improvements: Caron commented that the website is an improvement and noted difficulties in finding information. Meier commented that the format is brand new so there is a learning curve. He also stated that Andrea at NDOW is open to suggestions for improving the website.
9. Marketing Committee report: Meier reported the ways Dream Tags are being marketed and provided a report to the Board. Bradley noted that the Board has asked several times over the last year that marketing be done with the Mule Deer Foundation; to date none has been reported. Bradley requested Meier look into this and report to Turner prior to the next meeting. Discussion ensued about marketing in southern Nevada. Bradley suggested Meier contact Jim Rogers for assistance in getting into that market. Meier noted the need to get Nevada hunters involved in Dream Tags first; the expectation is once they are involved the word-of-mouth marketing will increase. Belding requested Sefton look into the possibility of sending a gift card via the website when tickets are purchased on another person's behalf. Sefton will research this and report at the next meeting.

10. Update on funded projects: Turner provided status on current projects. Bradley requested that this agenda item be noted as “for possible action” on future agendas.
11. Next meeting: September 26, 2013.
12. Committee or staff comments: Bradley will contact appointing bodies for himself, Caron, and Belding to seek reappointment to the Advisory Board. MacKenzie has submitted a request for reappointment. Sefton requested a decision as to how to respond to requests for number of tickets sold to-date at any given time. Discussion ensued noting that trying to give to-date numbers poses many difficulties since the number of tickets sold changes daily. The decision of the Advisory Board is to provide final numbers for the sales in the previous year. Discussion about the release date for the fall request for proposal; Turner suggested a timing cycle to which the Advisory Board agreed.
13. No other business
14. No public comment.
15. The meeting adjourned at 4:30 p.m.