

Dream Tags Advisory Board  
Minutes for February 28,2020 meeting  
NDOW Main Conference Room  
6980 Sierra Center Pkwy.  
Reno, NV 89511

Meeting began at 2:00p.m. Attending: Advisory Board members Bill Bradley, Dianna Belding, Judi Caron, and Chris MacKenzie; NDOW: Kim Munoz; Kailey Taylor, Jack Robb, Alan Jenne, and Jon Sjoberg; Chris Vasey via phone. Proposers: Kris Kirkpatrick, and Louis Provecher; CFWN staff: Lauren Renda. Absent: Advisory Board member Tiffany East.

1. Bradley called the meeting to order.
2. The agenda was reviewed and approved. Unanimous.
3. Bradley called for approval of the August 2019 minutes. MacKenzie moved to approve. Belding seconded. Unanimous.
4. Renda gave the fund balance report for Dream Tags Charitable Fund citing that the amount available to spend was \$902,858.81, with an additional \$59,000 held in reserve per the Advisory Board's request.
5. Reviewed project proposal: #63 The Nature Conservancy "New Science Tools to Inform Bonneville Cutthroat Trout Habitat Restoration in Nevada, \$27,264.87. Provecher gave an overview of the project, projected timeline, and potential future request(s) for funding, and answered the Advisory Board's questions related to the proposal. Caron moved to approve. Bradley seconded. Unanimous.
6. Heard updates on completed projects: #61 NDOW for White Pine County Conservation District, \$30,000; final report received 1/14/20 and project evaluation received.
7. Reviewed vendor agreement for 2019-2020 sales cycle: the Board would like to invite goHUNT to attend the August meeting and will discuss extending the vendor agreement at that time.
8. Heard NDOW's DT Marketing projected plan for 2019-2020 sales cycle: Vasey stated that 6 social media posts and 5 email blasts occurred between 5/7/19 and 6/30/19; due to the success of this strategy, they will continue with this moving forward. The podcast that was created in 2018 was also successful, so they'd like to do another one, perhaps on approved projects. NDOW Marketing plans to allot the same amount to goHUNT for marketing purposes.
9. Discussed RES language changes due to AB 83: updates to language changes from AB 83 will be made on all platforms, including goHUNT sale page, Dream Tags website, etc.

10. Reviewed 2019-2020 and 2020-2021 calendars: updates were made to the DT raffle promotion and sales period.
11. Next Advisory Board meeting scheduled for Wednesday May 13, 2020 from 2:30-4:30pm at NDOW.
12. Other Business: Robb mentioned updated to be made to the draw window.
13. Meeting adjourned at 3:38 p.m.