

Dream Tags Advisory Board  
Minutes for November 17, 2020 meeting  
Via Zoom

Meeting began at 2:35 p.m. Attending: Advisory Board members Chris MacKenzie, Judi Caron, and Dianna Belding; NDOW: Kailey Taylor, Jack Robb, and Alan Jenne; CFWN staff: Lauren Renda. Absent: Advisory Board members Bill Bradley and Tom Barnes.

1. MacKenzie called the meeting to order.
2. The agenda was reviewed and approved. Unanimous.
3. MacKenzie called for approval of the August 2020 minutes. Caron moved to approve. Belding seconded. Unanimous.
4. Renda presented the draft Legislative Report for 2020 Dream Tags activities, due to the Legislature by February 1, 2021, which included the edits and suggestions made by Caron. Robb provided updated numbers for RES sales; Renda will update the report and with the new numbers and send out the final draft for review. Caron moved to approve the report; Belding seconded. Unanimous.
5. Heard NDOW's Marketing plan for 2020-2021 cycle. Robb stated that NDOW would continue to refine the process and plan to continue as in the previous year. NDOW has \$25,000 for marketing purposes in partnership with goHUNT. They will also promote ticket sales with a podcast. Robb also reported that NDOW is spending less than half the amount previously spent on Dream Tags marketing efforts and are achieving better results.
6. Next Advisory Board meeting scheduled for Tuesday February 18, 2021 from 2:30-4:30 p.m.
7. Other Business: none.
8. Meeting adjourned at 2:55 p.m.