

Dream Tags Advisory Board
Minutes for February 18, 2021 meeting
Via Zoom

Meeting began at 2:30 p.m. Attending: Advisory Board members Bill Bradley, Chris MacKenzie, Judi Caron, and Dianna Belding; NDOW: Kailey Taylor, Jack Robb, and Alan Jenne; CFWN staff: Lauren Renda. Absent: Advisory Board member Tom Barnes.

1. Bradley called the meeting to order.
2. The agenda was reviewed and approved. Unanimous.
3. Bradley called for approval of the November 2020 minutes. Caron moved to approve. Belding seconded. Unanimous.
4. Renda presented the fund balance report. The available to spend balance is \$987,093.09 as of 12/31/2020.
5. Reviewed project proposals: #65 Ducks Unlimited (deferred from Fall 2020 cycle): Stillwater National Wildlife Refuge Water Conveyance Improvement Project, \$52,969. Amelia Raquel gave an overview of the project and provided the additional funding sources that were secured since the proposal was last presented. Bradley stated he was hoping to see more even distribution among funding partners. Jenne offered to submit for ~\$20,000 in Duck Stamp funds to help offset the amount requested. Bradley will approach the Canvasback Commission for additional funding. Mackenzie moved to approve the funding \$16,969 pending securing other funding; Caron seconded. Unanimous.

#69 The Nature Conservancy of Nevada: Species Climate Adaptation Corridors, \$75,106. Dr. Louis Provencher, Kris Kirkpatrick, Jennifer Newmark, and Michael Clifford presented the project and answered questions. The Advisory Board raised concerns about the amount of the request, lack of funding partners, and desire to fund the action portion of this project. Judi proposed that TNC come back once additional funding partners have been secured and present at the May Dream Tags meeting. MacKenzie seconded. Unanimous to defer.

#70 Truckee Meadows Parks Foundation: Nature Study Area Restoration Project, \$25,000. Elena Larson, Sarah Holcomb, and Courtney Arrington presented the proposal. TMPF had previously received a \$10,000 grant from Dream Tags Charitable Fund, and the committee felt that that additional funding was outside the goals of Dream Tags. MacKenzie moved to deny the proposal. Caron seconded. Unanimous.

6. Heard updates on completed projects: #53 Northeastern Nevada Stewardship Group (Caron), #60 Carson City (MacKenzie), and #62 Truckee Meadows Parks Foundation (Dianna)
7. Heard NDOW's Marketing report. Robb stated that NDOW would continue to monitor marketing strategies and refine the process as needed. NDOW will be sending \$20,000 to goHUNT for marketing efforts. Epic Outdoors will receive \$5,000 to produce 3 podcasts and additional marketing efforts. Robb also reported that NDOW

is spending less than half the amount previously spent on Dream Tags marketing efforts and are achieving better results.

8. Next Advisory Board meeting scheduled for Tuesday May 20, 2021 from 2:30-4:30 p.m.
9. Other Business: MacKenzie mentioned he was surprised not to see more requests from NDOW. Robb attributed this to capacity issues and filling vacancies at NDOW. Dianna Belding will be stepping down from the Dream Tags Advisory Board; this will be her last meeting. Bradley, Caron, and MacKenzie expressed their gratitude for Belding's service, noting her efforts to bring forth the legislation that created the Dream Tags Advisory Board, and her commitment to the Board since its inception.
10. Meeting adjourned at 3:40 p.m.