

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

Meeting began at 2:33 p.m. Attending: Advisory Board members Bill Bradley, Chris MacKenzie, and Tommy Caviglia; NDOW: Kailey Musso, Jack Robb, and Alan Jenne; CFNN staff: Lauren Renda. Absent: Judi Caron

1. Bradley called the meeting to order and welcomed everyone.
2. The agenda was reviewed and approved as presented. MacKenzie moved to approve. Bradley seconded. Unanimous.
3. Bradley called for approval of the August minutes. MacKenzie moved to approve. Caviglia seconded. Unanimous.
4. Jenne presented an update on NDOW's 2021 fire rehab work, sharing the following statistics of note:
  - a) 603 fires (including some CA counties) in 2021
  - b) 62,676 acres burned- one of our lower years
  - c) Counties with most acres burned included Nye, Lincoln, and Clark
  - d) 2021 was fairly insignificant compared to 2017/2018 because of our drought conditions

With regard to fire rehab efforts, NDOW has 12 funding partners and 21 different funding sources, supporting them with \$1.98M in combined funds; about \$877k are from Dream Tags/Heritage Foundation. Jenne mentioned that herbicide applications were used as well as seeding efforts. About 27,000 acres were treated in 2021, with a total of 475,000 acres (742 sq. miles) treated since 2017.

MacKenzie asked about staffing, funding capacity, and sustainability of fire rehab projects, to which Jenne answered favorably.

5. Renda presented the draft Legislative Report for 2021 Dream Tags activities, which is due to the Legislature by February 1, 2022. Renda also reviewed Caron's edits and comments, which have been incorporated. No other edits were proposed.
6. Robb gave the NDOW marketing projected plan for the 2021-2022 cycle, stating that \$20k is scheduled to go to goHUNT and \$5k is to go to Epic Outdoors for marketing. He also mentioned several opportunities for free marketing. Overall, the plan is to continue efforts in the same manner as in previous years. Robb also noted that we may not be able to offer the CA Bighorn tag in future draws due to reduced herd sizes.
7. Review completed projects: #66 Carson Valley Conservation District. Project evaluation needed from MacKenzie, so this item will be moved to the next agenda.

8. Next Advisory Board meeting scheduled for Thursday February 17, 2022 from 2:30-4:30 p.m.
9. Other Business: Renda mentioned that the Spring 2022 Dream Tags RFP would be distributed January 2, 2022 and will close in early February.

Jenne asked if the DT Advisory Board would be interested in a presentation on conservation easements at the February meeting. The Board indicated that information would be helpful.

Bradley asked for the current fund balance, which Renda reported as \$1,057,794.40.

An inquiry was also made about filling Dianna Belding's vacant position on the Board. Musso noted that the Nevada State Assembly makes this appointment, and Renda stated she would reach out about getting this vacancy filled.

10. Meeting adjourned at 3:10 p.m.