

Dream Tags Advisory Board
Minutes for August 25, 2022
Via Zoom

Meeting began at 1:00 p.m. Attending: Advisory Board members Bill Bradley, Chris MacKenzie, Shane Rogers, and Greg Smith; NDOW: Alan Jenne and Kailey Musso; CFNN staff: Lauren Renda; Guests: Madi Ellinwood, NDOW Elko; Chris Gabriel, goHUNT; Domi Fellers, Nevada Tahoe Conservation District

1. Bill Bradley called the meeting to order and welcomed everyone, with a special welcome to Shane Rogers who will be replacing Tommy Caviglia on the Advisory Board.
2. The agenda was reviewed and was approved unanimously.
3. Bill called for approval of the June minutes. Chris MacKenzie moved to approve. Greg Smith seconded. Unanimous.
4. Chris Gabriel presented the 2022 Dream Tags sales report on behalf of goHUNT, stating that goHUNT got a late start to the sales cycle due to staff turnover, but that they utilized email and social media adds beginning in April. A total of 8 were sent out between April and June.

Greg asked how the winners were notified; Chris Gabriel and Lauren Renda explained that goHUNT provided the winners' names and contact information to CFNN and CFNN notified the winners.

Chris MacKenzie asked how the Dream Tags program compares to others goHUNT administers; Chris Gabriel stated that it was hard to compare, but he recommends that next year they update their language, photos, and call to action. Bill requested a package of proposed communications to share with the Advisory Board.

5. Lauren gave the fund balance report, sharing that there is a total of \$1,075,626.43 available to distribute.
6. The Advisory Committee reviewed the two proposals received for the Fall RFP cycle:

#84 NDOW: Alan Jenne and Madi Ellingwood presented the proposal, noting that this project will allow for public access to thousands of acres that were previously inaccessible. Madi and Alan also mentioned that there is lots of wildlife in this area and that NDOW has buy-in and interest from other organizations and NGOs. Chris MacKenzie asked about any potential consequences from opening access to this land. Alan shared that 4,000 of 12,000 acres will become accessible with just 2 access points and limited parking spots. The Advisory Board approved the proposal unanimously in the full amount of \$100,000.

#85 Nevada Tahoe Conservation District: Domi Fellers presented the proposal. Bill mentioned that this project might be better suited for TMWA/TRF due to the nature of the project. The rest of the Advisory Board seconded Bill's thoughts that this project is not a good fit for Dream Tags' priorities. The proposal was declined.

7. Completed projects were reviewed. Chris presented his evaluation for DT #77 from Carson City. Judi's evaluation for DT #72 will be saved until the next meeting since she is absent.
8. Next Advisory Board meeting scheduled for Tuesday November 22, 2022 from 1pm-3pm, both in person at the NDOW office and via Zoom.
9. Other Business: none
10. Meeting adjourned at 1:50 p.m.